

the leader's link

A Publication of Oregon Future Business Leaders of America



Running for State Office

By Willen Sin



Every organization has a staircase that allows members to increase their level of involvement. If you are a person that wants to be more involved; run for state office. Many of you may ask what a state officer is. Being a State Officer is all about wanting to help others with a committed and dedicated heart that will go a long way for Oregon FBLA. If you believe that you want to be more involved with FBLA, and want to experience a whole new world, run for a state office.

The state officer positions consist of; State President, Executive Vice-President (for this position you must run for a national office), and six Regional Vice-Presidents. There are a total of six

regions in Oregon, which means there is a total of eight positions that may be filled for state officers.

Being a state officer does not only mean reports, presentations, and more reports, it also consists of many opportunities that other members may not be able to participate in. One of them is the Concordia University Program. Concordia University has partnered with Oregon FBLA, and has arranged with FBLA State Officers two transferable college credits to officers who successfully complete their term as a state officer.

Also, travel opportunities which allow you to visit the different places around Oregon. The Chapter Officer Leadership Tour is one of the chances. The Chapter Officer Leadership Training (COLT) is a tour that allows the state officer team to travel around Oregon to different chapters, and teach chapter officers about key components that help develop a successful chapter. This year COLT was held from September 24th to 28th. The state officers traveled to Union, North Salem, and Rogue River.

If you believe you are interested in running for a state office, please visit the Oregon FBLA website at www.oregonfbla.org. At the site, you may download the State Officer Candidate Handbook under the State Officer

link. After turning the application in, prepare for your campaign. Preparing consists of creating a campaign theme, campaign goals, speech, campaign board, brochures/flyers, and if you would like, items for give-a-ways. It may seem like a lot to do, but in the end, the experience pays off. Win or lose, you'll gain much from the experience of running for office.

In the end, if you believe that you want to take the extra step, take it. Being a state officer is not a position or a job, it is a responsibility. A responsibility you must uphold, but at the same time a fun and amazing opportunity. I promise you that being a state officer will be a long lasting, and unforgettable experience that will help you write your "Ticket to The Future!"



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Our National Theme: FBLA-Your Ticket To The Future!

“The More, The Merrier!”

By Jessica Herrig

The members of a Future Business Leaders of America chapter are vital to the chapter's projects, activities, and most importantly success! Membership recruitment is what can make or break a chapter and their success. This article will give great ideas, insight, and resources on how to recruit new members for the current year and years to come.

During the Chapter Officer Leadership Tour, Paul Braun, the North West Region VP, talked about membership recruitment. He talked about the importance of recruitment and how it benefits the chapter and the members themselves; he also gave some great ideas on how to recruit members and maintain their interest. For example, members can be recruited by advertising within the school. Chapters can advertise by word of mouth, flyers, booths, FBLA attire modeled during school, and slideshows shown to business classes. It is im-

portant to keep the new members “hooked.” To do so, chapters must promote involvement and enthusiasm by convincing them that there is something for everyone in FBLA. In order to maintain a higher pace all year so the members stay engaged, chapters need to continue recruiting, and change things up when it comes to meetings and ideas.

-FBLA will
build their
skills-

Remember, though, membership recruitment doesn't just benefit the chapter; it benefits the members as well. This is important for FBLA prospects to know. FBLA will build their skills, make their resumes look good, and open the pathway to new experiences and opportunities. Most importantly, FBLA creates confidence and prepares future business leaders. The more members a chapter has, the more experiences and opportunities for everyone; the more the merrier! For more ideas and information on membership recruitment, contact you region's Vice President.

COLT Recap

By Lindsay Gehres

This year's Chapter Officer Leadership Tour built upon the success of last year's event. Here is a recap of what the members who participated in this amazing opportunity experienced!

Your State Officer Team from September 25-27 ran the “COLT Tour”; Chapter Officer Leadership Tour. We traveled around to three different regions in Oregon to meet with FBLA Chapter Officers to better them as officers by training them in the FBLA programs. Each day in the tour different schools hosted the State Team and chapter officers from around that area to come and learn through a series of workshops, skill-building activities, and of course, yummy food. September 25th, the Tour was at Union High School in Northeastern Oregon, September 26th, it was held at North Salem High School in the Willamette Valley, and the last day, September 27th the tour was held at Rogue River High School in Southern Oregon.

The hosting chapter president welcomed everyone and introduced Willen Sin who then introduced your 2006-07 State Officers. Paul Braun and Alice Music started us off with a cooperation activity called the “Circle of Trust”, and then Jessica Herrig

talked about the Business Achievement Awards (BAA) and the National Recognition Awards (NRA). Willen Sin went over chapter projects and Jordan Melberg covered Competitive Events. Tom Stratton explained how to develop a Program of Work (POW) and introduced Alice Music who talked about community outreach. Stephanie Trago and Jessica Herrig walked the participants through a communication game and then Stephanie gave tips and suggestions for fundraising. Paul Braun then gave ideas for recruitment and I discussed the Oregon FBLA Foundation. Tom and Jordan then lead a teamwork activity called “The Human Knot” and I concluded with a question and answer session.

This year's COLT received very positive feedback from both officers and advisers who attended and each hosting school was glad to have the tour there. COLT gave Oregon members the opportunity to get to know their State Officers and network and share ideas with chapters from around the state. Everyone who participated had a great time and gained valuable new information. If you attended be sure to bring the ideas back to your chapters and work hard to make the most of this year!

Oregon Leadership Institute Re-Cap

By Stephanie Trago

WOW! The Oregon Leadership Institute has already passed! On October 15-16, 2006 over 250 members and advisors from chapters all over the state of Oregon joined the Oregon FBLA State Officer team and TRI Leadership Resources for two action packed and information filled days! All the members and advisors met in Florence, Oregon at the Florence Convention Center. Registration began at noon on Sunday the 15th and all the State Officers were thrilled to see all the excited members.

Standing on stage and looking past the bright lights to see all the members seated in the theatre was such a rush for all the Officers. As our State President, Willen Sin welcomed all the members and introduced the Officers; the crowd went wild with applause. Almost all the Officer were there. Unfortunately Alice Music was unable to attend because of illness. All the Officers and members were sad to hear that she was not going to be there and share her wonderful charisma with everyone during the conference. After the welcome was over the members emptied out the theatre and picked which workshops to attend.

The Officers all prepared their rooms for the upcoming workshops. Right as all the materials were in place the members walked into the rooms ready and enthused to learn! There were many workshops to attend and all of the workshops were full for each session! There were at least 25 members in each workshop. Some even had almost 70 members in them! Topics of workshops ranged from how to survive in college to chapter projects! All these topics were amazing and would be extremely beneficial for any members that choose to attend! Not only were these

workshops full of information, but full of FUN!

After the workshops were over the chapters had the opportunity to take advantage of the wonderful beach in Florence or to go shopping! After a few hours of hopefully what was chapter bonding, we all met back at the Florence Convention Center for an Etiquette Dinner. Everyone looked wonderful in his or her formal or professional dress at the lovely dinner that was provided by Red Rose Catering. There were many tips shared with the members about etiquette that will help them in any formal dinner they may have in the future.

On the last day the members were busy participating in the Name that Tune and BBB-ZAPPERS before they moved on to the Leadership Adventures lead by TRI Leadership Resources and the State Officers! Each team came up with team names that ranged from Power Rangers to an extremely long order for a burrito with lemonade! In the end F-Bla won the most points and received a prize!

Kelly Barnes, a former FFA State President and currently a Senior at Oklahoma State University delivered a powerful and motivational speech about not to just being in an organization, but to be INVOLVED in that organization! After a little rapping from Kelly, the State Officers said their goodbyes to the members and wished them a safe trip home

Thanks again to everyone who participated!



Ronald McDonald Pop-Tabs!

By Paul Braun

This year your Oregon FBLA State Officer team has decided that in addition to our dedication to raising money for the March of Dimes we want to do a completely new fundraiser for a different organization. This organization is the Ronald McDonald House Charities. The Ronald McDonald House provides housing and aid to low income families who have to move or are otherwise inconvenienced by a family illness.

The beauty of this fundraiser is how easy it is for anyone to do, all you have to do is take the aluminum tabs off of pop-cans or other tabbed items. The reason that the fundraiser collects these tabs is because the tab is made of higher quality aluminum and they can be sold to aluminum companies by the Ronald McDonald Foundation.

This is an awesome and easy fundraiser for your chapter to do as a community service project, it is also a competition between the whole Oregon FBLA organization to see which chapter can get the most pop-tabs. The winning chapter will be recognized on stage at the State Business Leadership Conference with the presentation of

a plaque.

This fundraiser is simple and easy to do for everyone so try and get your chapter started early so you can be recognized at State! Keep tuned to the newsletters and the website for more information.



Competitive Events

By Alice Music

This year we have a total of *eight* new events and *five* are revised!!! Below you'll find a listing of these events along with specific details. These competitive events are also available in your Chapter Management Handbook. None of the new events will be available at the Regional Skills level; a member can only compete in a new event at State or Nationals. A member may compete in one oral competition and one written test; or they can choose to compete in two written tests. Also make note that Creed Speaking is no longer a state event and all written tests will now be done on the computer.

THE NEW EVENTS ARE AS FOLLOWS:

Business Financial Plan — (Team) Similar to Business Plan. Create a Financial Plan based upon provided topic and submit prior to conference for judging. You will give an oral presentation at the conference.

Cyber Security— (Individual) This event is a written objective test.

Database Design— (Individual) Similar to other site tests - This event is comprised of two (2) parts: an objective test and a school site application test.

Digital Video Production— (Team or Individual) Similar to Multimedia Create a video presentation based upon the provided topic and submit it prior to conference for judging. Present an oral presentation at the conference.

E-Business— (Team or Individual) Similar to Website Development Create a website demonstrating proficiency in conceptualizing, designing, and creating efficient and marketable e-business site based upon topic. The site is to be created and submitted prior to conference for judging. You will present an oral presentation at the conference.

Electronic Career Portfolio— (Individual) Create a portfolio no more than 20 pages. The portfolio must include directions to access the portfolio, a table of contents, proper navigation through portfolio, a letter of application, a resume, career goals/

Continued on page 5

Competitive Events Continued

objectives, and required education for career choice(s). When contemplating these items, you want to showcase your education and work experience by showing examples and evidence of your work, skills, and accomplishments. Submit on DVD prior to conference.

Global Business—(Team) Similar to Entrepreneurship Please Note: (Replaces International Business Written Test Event) This event will have two (2) components a written objective test and an oral presentation for the top 10 teams based upon a case study.

Introduction to Technology Concepts— (Individual) This event is a written objective test.

Management Decision Making— (Team) This event is composed of two (2) parts: an objective test and a simulation decision-making problem with the decision presented and defended before a panel of judges. Members of the team will assume the role(s) of management and present a solution to the case problem. Teams composed of two (2) or three (3) members

Spreadsheet Applications— (Individual) Similar to other site tests. This event is comprised of two (2) parts: an objective test and a school site application test.

THE REVISED EVENTS ARE AS FOLLOWS:

Accounting II— (Individual) Similar to other site tests. This event is comprised of two (2) parts: an objective test and a school site application test.

C++ Programming; Java Programming and Visual Basic Programming— (Individual) Similar to other site tests. These events will now demonstrate proficiency in conceptualizing, design and creating a business program solution based upon a topic. In addition a written objective test will still be a part of the event.

You may watch the students perform these events as well. This has always been offered but so few know that yes, you may be an audience member for a student as long as no electronics are taken in with you.

National Update

By Thomas Stratton

Your '06-'07 FBLA National Officer team has been hard at work completing many tasks on their National team Program Of Work. One goal that the national officers have been focusing a large amount of their time on is the continued support of the March of Dimes. The Future Business Leaders of America organization raises the most money for the March of Dimes as compared to any other organization or private source. Our organization has been in partnership with the March of Dimes for over thirty years and we have just recently been selected as the March of Dimes 2006 Top Youth WalkAmerica team. Jean Buckley, CEO and President of FBLA-PBL, Brandon Rahn, FBLA National President, and Ryan Paul, PBL National President, attended the March of Dimes Volunteer Leadership Conference and Youth Summit which was held in Kansas City, Missouri recently and accepted the award.

The National Fall Leadership Conferences (NFLC's) are coming up shortly and a few Oregon chapters have decided to take hold of this amazing leadership opportunity. This year the NFLC's are going to be held in Denver, Colorado November 3-4; Jacksonville, Florida November 10-11; East Brunswick, New Jersey November 10-11 and Milwaukee, Wisconsin November 17-18. The

FBLA Western Region Vice President, your very own Thomas Stratton, will be attending the Denver, Colorado conference where he will help facilitate the conference. The deadline for registration has passed for this year's NFLC's but there are many more leadership opportunities for you to embark upon this year. Make sure you attend your Regional Conferences for the opportunity to further your leadership experiences to the State and even the National Leadership Conference!



American Enterprise Day

By **Jordan Melberg**

A National Celebration occurs once every year on November 15. This day is set aside to recognize how free enterprise has molded America into the country it is today. Thanks to the free enterprise system, America has improved businesses by allowing entrepreneurship and technology advancement.

During the 1970's, Jimmy Carter suggested to celebrate American Enterprise Day to announce the importance of American Enterprise. Once the program was finally created in the 1980's, individuals were encouraged to take part through a program called "Getting Involved" under a grant from the Chevron Corporation. This was designed to generate chapter activities through the use of "Getting Involved" guidance materials created and distributed by the FBLA-PBL National Center. "Getting Involved" had three main objectives:

- To get local chapter members involved in their business community, placing particular emphasis on the free enterprise system.
- To provide opportunities for members of the local business community to become involved in the process of educating tomorrow's business leaders.

- To generate activities which promote American enterprise on November 15 and throughout the school year.

The first component of "Getting Involved" was an economic education packet. This was introduced in 1982 following research into the needs of local chapters around the nation. As technology advanced in July of 1983, film and a free enterprise poster were created. Chapters across the nation shared their success stories through this program in surveys conducted during the Spring of 1983 and 1984. A few selected chapters shared their success stories of "Getting Involved" at seminars presented during the 1983 and 1984 FBLA-PBL National Leadership Conferences.

As a result of the success of many chapters around the nation promoting and getting involved in Free Enterprise, National FBLA continues to promote the American Enterprise Day. Take advantage of this important day and encourage your chapter to celebrate it by promoting American Enterprise.

Chapter Ideas For Getting Involved

American Enterprise Day gives chapters the perfect opportunity to plan projects with local businesses

- Host an annual businesspersons' breakfast
 - Conduct projects dealing with shoplifting, environment, safety, etc.
 - Assist Chamber of Commerce
 - Invite business speakers to chapter meetings
 - Attend a local Business Organization's luncheon (i.e. Rotary Club)
 - Participate in partnership with business shadowing project
 - Do a database mailing for a local business
 - Help businesses with their inventory
 - Hold chapter's installation and initiation ceremony at a local business preceding a tour of facilities
 - Hold a Social Hour with local business professionals
 - Tour businesses
 - Participate in the Stock Market Game and have a stockbroker come in to speak
 - Work with a local bank to learn the duties of each of the different personnel
 - Career shadowing program
 - Local business advisory committee
 - Field trip to businesses
 - Attend Chamber of Commerce meetings
 - Hold an entrepreneurship session
 - Businessperson panel – invite several local businesspersons to attend a meeting and discuss their careers, include Q & A time
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FBLA-PBL Mission Statement:

To bring business and education together in a positive working relationship through innovative leadership and career development programs.

FBLA-PBL Websites to Visit:

Oregon

www.oregonfbla.org

Western Region

fbwr.fbla-pbl.org

National

www.fbla-pbl.org

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FUTURE BUSINESS LEADERS OF AMERICA- PHI BETA LAMBDA is a non-profit professional technical student education organization for students who are interested in or preparing for careers in business or business education. It is composed of four divisions: FBLA at the high school level, FBLA at the middle school level, PBL at the post-secondary level, and the Professional Division.

The Oregon Chapter of FBLA, referred to as Oregon FBLA, was chartered by the National organization in 1959. The State Program Coordinator plans, organizes, coordinates and conducts statewide student activities along with being responsible for the clerical and bookkeeping activities involved with Oregon FBLA. The current State Program Coordinator is Samantha Kline.

The responsibility for overseeing Oregon FBLA is in the hands of a Board of Advisers (BOA). The Board of Advisers consists of eight FBLA advisers representing each district, the Professional Division Liaison, the current state president and state secretary of FBLA, as well as ex-officio membership by the State Program Coordinator and State Specialist. The current Business and Management specialist from Oregon Department of Education is Ron Dodge.

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