



## Oregon Future Business Leaders of America Board of Advisers Meeting

October 2, 2009

Willamette Education Service District, Polk Room  
Salem, OR

### **Call to Order:**

The meeting was called to order by Board Chair Dale Fisher at 9 a.m.

### **Roll Call:**

Roll Call indicated that the following Board Members were present:

Dale Fisher, Chair

Josh Peroza

Bonnie Grode

Sheri Bartels

Tonya Boustead

Toni Zickmund

Mallory Bailey, State President

Adriann Spencer

Kelly Fields

Roll Call indicated that the following staff members were present:

Jane Manning, Program Coordinator

Mike Oechsner, State Adviser

Roll Call indicated that the following guests were present:

Gabrielle Pendleton, Oregon FBLA Executive Vice President, FBLA National Secretary, Oregon FBLA Immediate Past President

### **Approval of Minutes of Previous Meeting:**

#### Discussion:

Jane Manning shared the following housekeeping updates that needed to be made to the minutes:

- The note on SLDC Staffing Reduction should read that 2.5 FTE positions were reduced.
- The savings anticipated on the office move is \$10,000 per year, not \$10,000 per month.
- There was a line that read FCFLA and should be changed to FCCLA

#### Decision:

Toni Zickmund moved, it was seconded, and passed that the minutes of the July 31 Meeting be approved as corrected.

Sheri Bartels moved, it was seconded, and passed that minutes of future meetings will be reviewed and approved electronically.



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### Direction:

Moving forward, Mike Oechsner will send draft minutes to the Secretary and Chair for initial review. Minutes will then be distributed to the entire Board for electronic review and approval, removing review/approval of minutes from future meeting agendas.

### **SLDC Report:**

#### Discussion:

Jane Manning shared Chris Rankin's greetings. Chris was out ill.

Jane shared that as of 10/1/09, the Student Leadership Development Center has changed its name to Oregon Career and Technical Student Organizations (OCTSO). A logo is currently being developed as a discounted effort from TRI Leadership Resources. Branding efforts are soon to follow.

OCTSO Staff have moved back into the main WESD Building. Staff are spread throughout the building, but they did this because there are financial savings. It is not the \$10,000 anticipated, but it is still a savings. A storage unit has been acquired to accommodate the loss of storage space.

The final contract between the Oregon Department of Education and OCTSO is in process but is not yet final.

With the reduction in funding, the current anticipation is that the deliverable items required by the Department of Education will not be reduced, but frequency in reporting will be reduced.

Jane shared that she is working on the Oregon Essential Skills Alignment with Oregon FBLA Competitive Events and programs. This will be an ongoing process and a committee needs to be established to coordinate efforts.

### **Management Report:**

#### Discussion:

State Adviser Mike Oechsner shared the Association Dashboard Update. This dashboard will be sent to the Board Chair each month for distribution so that Board Members may always keep a pulse on association health.



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Mike also shared the organization structure as developed, approved, and contracted by the Board of Trustees:

- Brycen Woodley, Executive Director:
  - Governance
  - Sponsor Relations
- Mike Oechsner, State Adviser:
  - Key contact for chapters, partners, state department of education, and national association
  - Membership
  - Chapter Development
  - Conferences & Events
  - Communication
- Rhonda Bohall, Financial Manager:
  - Accounts Payable
  - Accounts Receivable
  - Insurance
  - Financial Oversight
- Sean Robinson, State Officer Coach:
  - Leadership Development and Training of State Officers
  - Ongoing Coaching & Training of State Officers
  - Accountability Management
- Jane Manning, Program Coordinator, OCTSO:
  - Ensures accountability with Department of Education Deliverables
  - Liaison to the Department of Education
  - Curriculum Alignment

Our number one goal at the association management level is to provide excellent customer service, sound management practices, long-term growth, innovative programs, sustainable and enduring leadership at all levels, and great communication.

### **Oregon Department of Education Update:**

#### Discussion:

Ron Dodge shared that the Perkins Audit is well underway, and that Perkins funding is currently undergoing explicit reviews and policy revisions. Several major expenses including tractors, travel, student expenses, and others have prompted very intensive review of Perkins Funding in Oregon.



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Advisers that would like to use Perkins funding for in state events must meet the following requirements:

- 50% of time must be dedicated to professional development
- There must be a 1:10 chaperone to student ratio – NOT counting the adviser
- There must be documentation of professional development hours
- Dale is going to share these via email to everyone after the meeting

Ron shared the following important notes on Perkins expenses:

- Perkins spending must enhance and improve student performance.
- ODE has been allowing fees and salaries to be paid from Perkins \$\$...they have tightened the belt and the requirements.
- There will be some cases where school districts are going to have to pay money back for incorrectly using Perkins dollars in the past.
- Any time you're supervising students, even if there is professional development, at this point in time you may not use Perkins dollars for travel. You must have a 1 per 10 ratio excluding the person using Perkins dollars.
- If a parent travels to supervise students, you may use Perkins dollars to cover your travel costs – as long as you meet the prior requirement.

Dale Fisher shared from the most recent publication the following information about National Conference Costs:

- National Conference costs that are okay for Perkins \$\$:
  - Registration
  - Meals not included in conference costs
  - Lodging
  - Travel
- Ineligible National Conference costs:
  - Social Events (receptions)
  - Chaperone Expenses
  - Student Expenses

Ron shared the following additional information about spending Perkins Dollars as correlated to the current audit:

- If you purchase things with Perkins dollars, and you stop the program that it was bought for, you potentially have to return it to the regional consortium. Question was asked about a 3 year rule – there is no such thing. Items, or proceeds from selling items, are always Perkins owned.
- Regional Coordinators are taking on more responsibilities for ensuring compliance with their consortiums.
- A two-credit fully approved program is a gatekeeper to Perkins eligibility.



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### State Officer Update:

#### Discussion:

FBLA State President Mallory Bailey shared that she has appointed Taylor Sarman, Gabrielle Pendleton, and Kyle DeVos to serve as the Government Promotion Committee. The committee further developed the Government Promotion Program as tentatively approved by the Board of Advisers in July. The program is now embedded into the Oregon FBLA Competitive Event Manual.

Mallory shared the recommended process for the Presidents' Council Scholarship.

The proposed scholarship is a one year program that may or may not continue depending on future officer teams. Several Board Members voiced concern about ensuring sustainability if we are to launch.

Dale Fisher voiced his specific concern about approving a scholarship that did not have secured funding in place. He suggested that we look at the approach of making this an ongoing foundation effort.

Adriann Spencer shared that because of similarity in process and requirements, we're zeroing in on the same audience as the Foundation Scholarship and the Borigio Scholarship.

The concern from the Board was renewed that:

- We don't have funding in place to guarantee we can even offer this scholarship.
- It's the same members that qualify for this scholarship as the other two we currently offer.
- The process isn't clearly defined enough at this point

The proposed sponsor letter is in need of some minor adjustments. Bonnie Grode volunteered to assist in review.

#### Decision:

Adriann Spencer moved, it was seconded and passed that the President's Council Scholarship be put on hold pending successful fundraising efforts, and that it be re-visited at the next Board of Advisers Meeting should the officer team successfully raise \$1500 to make the scholarship sustainable for at least three years.

#### Direction:

The State Officer Team was challenged to develop \$1500 in funding for the Scholarship to create a \$500 scholarship that is sustainable for three years. If that funding is achieved, the Board will finalize the scholarship program at the January Meeting. If funding is not achieved, the program will not be revisited this year.



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### **National Officer Update:**

#### Discussion:

Gabrielle Pendleton shared that she has been working on the Oregon Government Promotion Program, the National Government Awareness Program, and her workshops for the Oregon Leadership Institute and the National Fall Leadership Conference in Orlando, FL.

Gabrielle shared that she'd like to add a Blue Jeans for Babies dance or a mini-walk to the State Business Leadership Conference.

Adriann Spencer asked that Gabrielle work both with the State Adviser and the Local Community Director with the March of Dimes on her efforts, as exchanging information with national contacts is not effective for our local efforts.

#### Direction:

Gabrielle will work with Adriann, Mike, her coach, the state officer team, and the Oregon March of Dimes to further develop her ideas.

### **Chapter Leadership Tour:**

#### Discussion:

Mike Oechsner shared the current registration counts and beginning/advanced split with the Board of Advisers. This is a record setting year for CLT – we anticipate clearing 400 attendees.

Dale and Toni shared information about pizza in Hidden Valley and Baker City about opening times and delivery restrictions.

#### Direction:

Mike is to connect with Toni and Dale on pizza – and pizza is to be pre-ordered for those two events.

### **Oregon Leadership Institute:**

#### Discussion:

Mike Oechsner shared the event overview.

Dale Fisher led the discussion about the Adviser Training Blocks. See "Decision" for details.

#### Decision:

The Board of Advisers decided to extend the registration deadline for OLI from 10/7 to 10/14. The hotel reservation deadline remained the same.

Advisers will receive a certificate for Professional Development Units.



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The Adviser sessions will be:

Session 1:

- Perkins Update: Tentative Ron Dodge, Dale Fisher is the back up
- Competitive Events Handbook Overview – Sheri Bartels
- Structure Update and Overview – Brycen Woodley
- Dale will facilitate the same post-it note questions structure that has been used in the past

Session 2 [round tables with rotation]:

- Recruitment Table – Sheri Bartels
- Business Achievement Awards – Jacinda Sullivan
- Competitive Events – Dale Fisher
- Fundraising – Tonya Bousted

### Direction:

Mike will send a distribution email that the registration deadline has been extended but that the hotel reservation deadline remains the same.

PDU Certificates for Advisers will be placed in registration packets. They must say Professional Development Units, Oregon Leadership Institute, November 1-2, and Oregon FBLA.

Board Chair Dale Fisher called for a 10 minute recess at 11:10  
The meeting was reconvened at 11:20'

### Regional Skills Conferences:

#### Discussion:

Dale Fisher shared that the goal this year is not to re structure, it's to build and grow. This will be an action item in January for the future and building continuity throughout the state.

Clarification was sought on dates:

Mt. Hood is tentatively January 16 – Tonya is trying to move it because it falls on a 4 day weekend.

Blue Mountain is February 4

Rogue Umpqua is February 6

Northwest – Dale & Josh to get something moving

Cascade – Elaine Wagner is working on it – Bonnie will check on it

Willamette – no information available



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Mike shared that since written tests and school site tests were being distributed to Region Leads, a confidentiality agreement was required to comply with national requirements. It was also discussed and reviewed that we must return to using the proctor certification forms.

### Direction:

Adriann Spencer will send Mike the registration spreadsheet from last year's Regional Skills Conferences so that we can use one format this year and align it with TFI's database

### SBLC 2010:

#### Discussion:

Mike Oechsner shared that the conference will be April 7-9 utilizing the DoubleTree Lloyd Center, the Red Lion Convention Center, and the Courtyard by Marriott Lloyd Center, with general sessions at the Convention Center. The registration fee remains the same at \$85.

Per previous request, Mike is working on a "priority" system for lodging selection – he will send to the Board of Advisers for electronic approval – priority ranking will include chapters with State Officers, BOA Members, BOT Members, Officer Candidates, etc.

Mike shared that we're working on a revised day 1 schedule to take competitive events away from the evening – this may change general session timing. A draft will be sent to the BOA for comment and review with final approval at the January Meeting.

The Board asked that the Regional Meeting Scripts be lightened up to exclude repetitive information from general sessions.

The registration system will remain very similar to the previous year with some minor adjustments made to the spreadsheet.

Dale Fisher shared a spreadsheet that outlined a proposed competitive event eligibility structure. See Decision section for the decision made.

Mike Oechsner shared the draft Competitive Event Guidelines.

Campaigning Guidelines and recommendations were again reviewed.

### Decision:

- Dale Fisher's presented eligibility grid was modified to reflect the following changes:
- Region Skills Conference – speaking event limits were all increased to four
- Job Interview will remain as a regional qualifying event
- Electronic Career Portfolio allows 4 entries per school
- Desktop Publishing allows four teams at Regional Skills Conferences
- Business Ethics, Business Presentation, Client Service, and Emerging Business Issues will all welcome 4 entries per chapter at the State Business Leadership Conference
- Speaking events not addressed here allow two entries per chapter
- Please see the attached final version of the grid



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Sheri Bartels moved, it was seconded and passed to approve the competitive event eligibility grid as modified. The grid will be attached to these minutes.

The Board decided to shift the review of the Competitive Event Guidelines to lunch, and to allow the management team to make the final adaptations and publish the final version.

The Board deferred the finalization of campaign procedures and recommendations (as presented in TRI's update in July) to the management team for final approval in January.

### Direction:

Mike Oechsner will send Dale Fisher (for distribution) a proposed "priority system" for lodging assignments for review and expedited approval at the January Meeting.

Mike Oechsner will send Dale Fisher (for distribution) a proposed revised "day 1 schedule" of conference activities for review and expedited approval at the January Meeting.

The State Management Team will publish the final version of the Oregon FBLA Competitive Event Guidelines.

The State Management Team will review/revise the campaign policy based on the existing recommendations for Board of Advisers Approval at the January Meeting.

### National Leadership State Day Update:

#### Discussion:

Mike Oechsner shared that we are working on the tours, dinner cruise, and T Shirts.

The concept of a pin design contest was discussed.

#### Direction:

The Board would like a state pin that is an Oregon Train wagon with blinking wheels and asked that Mike Oechsner begin project development.

### Oregon FBLA Policy Manual:

Tabled until the next meeting.

### Board of Advisers Member Rotation:

Tabled until the next meeting.

### Committee Based Work:

#### Discussion:

Dale Fisher expressed the desire to begin working towards committee based leadership – with Board Members each chairing committees as appropriate. The goal is to involve more local advisers and to turn Board Meetings into a decision making process, rather than a working process.



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**Appointment of Issues Committee:**

Tabled until the next meeting.

**Appointment of State Awards Program Committee:**

Tabled until the next meeting.

**Next Meeting:**

The next meeting is scheduled for January 8, 2009 at the Willamette Educational Service District in the Polk Room at 9 a.m.

Agenda Items are due by 12/15/09.

**Adjournment:**

The meeting was adjourned at 1 p.m.

Respectfully Submitted,

Oregon FBLA Board of Advisers

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Toni Zikmund, Secretary

**October 10, 2009**

Date