



Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

9 a.m. Friday, January 7, 2011

DoubleTree Hotel Portland Lloyd Center, Hamilton Room

Call to Order:

The meeting was called to order at 9:10 a.m. by Board of Trustees Chair Dale Fisher.

Roll Call:

Roll call indicated that the following members of the Board of Advisers were present:

Dale Fisher, Board of Advisers Chair

Ron Dodge, State Chair

Jacinda Sullivan, Chair Elect

Taylor Sarman, FBLA State President

Sheri Bartels

Kelly Fields

Josh Parosa

Toni Zikmund

Steve Parnell

Adriann Spencer

Tonya Boustead

Mike Oechsner, State Adviser

Roll call indicated that the following guests were present:

Jackson Boustead (Tonya's new 2.5 month old son)

Approval of Minutes of Previous Meeting:

Decision:

Taylor Sarman moved and it was seconded to approve the minutes of the October 15 meeting as presented.

State Officer Update:

Discussion:

Taylor Sarman shared that the majority of our state officers are busy preparing for their Regional Skills Conferences at this time. The calendar for upcoming Region Skills Conferences was reviewed.

Sheri asked for clarity about what was needed after each Region Skills Conferences. Taylor clarified that they work with Curtis in an ongoing basis to review needs, successes, and status.



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Mike clarified that after the conference it's important that he receive a final budget and the final list of SBLC qualifiers.

The State Officer Team is continuing to work on Service in Sync efforts. There have been some changes to make things work, and some things are still final and ready to go. Each region is slightly unique in that some are bringing food to their RSC, other regions are offering an actual event standalone from the conference.

State Business Leadership Conference Scripts are in progress and the Officer Team is already working on their general session speaking parts for the SBLC.

At the December Officer Meeting, the team recorded its Holiday Greeting, and they also recorded their final farewells that will be played at the State Business Leadership Conference.

The current large focus for the Officer Team is Chapter visits. The goal is that all of our chapters have the opportunity to be visited by a chapter officer.

The Basket Raffle will continue at the SBLC, with the officer team working on both a Ducks basket and a Beavers basket. At the State Business Leadership Conference, we will be offering the possibility of a miracle minute for chapter presidents in conjunction with the Parade of Presidents at the opening session.

Dale commended the State Officer Team for their exciting work and tremendous efforts.

Kelly congratulated and thanked Kevin and Rachael who did a mini CLT at her school. They did great.

Dale shared that Gabrielle and CJ have completed a total of six chapter visits at this point, which has been a great success and is helping us to grow. Dale also shared that the annual Hidden Valley lock-in is coming up later this month, and South Umpqua is going to join them.

Oregon Department of Education Update:

Discussion:

Ron Dodge shared that on December 13, the Student Leadership Development Center Task force met. Mike and Dale were both present, as was the Program Coordinator and an Adviser from each of the other CTSO's. Two ODE staff members were with us, as well as the facilitator.



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The focus of the discussion is “what direction” will the SLDC be taking in light of our funding challenges in the year to come.

Some of the other CTSO Boards have already met as a result of the meeting. There seems to be concern on behalf of some of these other organizations that they don’t have clear marching orders of “what to do next”. It’s okay, there isn’t necessarily a need for that quite yet.

The reality is that we anticipate there could be no further funding from the legislature for the SLDC. The culture of the legislature is that there are going to be many tough decisions to make. Ron doesn’t have a strong feeling about what they’ll be saying about CTSO’s at this point, but that we need to be ready for whatever it may be.

When the facilitator completes his report and recommendation, it will first be reviewed by the Department of Education and the State Board of Education, and they will make their budget recommendation to the Governor. At that time, the Governor will have the opportunity to recommend initial budget changes. He may come back with a recommended total cut with specific projects which can’t be cut. It’s tough to anticipate what the direction will be.

The concern and feeling is that if the SLDC comes out of the proposed budget, our ability to get it back in the budget at the legislative level will be very, very difficult.

There is conversation at the national level that Perkins could be merged with the ESEA (Elementary and Secondary Education Act). There will be the need for a great deal of clarity for this to be rolled out successfully.

Dale also shared, after participating in this task force, that Oregon FBLA is already poised to successfully continue as a result of the efforts we’ve already made. Our organization is sustainable and operating independently. However, we want all of the CTSO’s to be successful and our advocacy message needs to be unified and recognizing that we all want the group of CTSO’s to be successful.

Dale asked the question about alternative models to the SLDC. Ron shared that there is a real possibility, and it is a consideration from the Department of Education.

A focus that is needed for all CTSO’s is: why are you here, and what exactly are you doing? We need to be sure that Graduation Requirements, Partnerships with Industry, and education links will be incredibly important. Program of Study Development will continue to be extremely important.



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Oregon CTSO Update:

Discussion:

Chris was unable to be with us and did not send an update.

Management Update:

Discussion:

Mike reviewed the Management Dashboard and our successes. Our membership, financial situation, participation, and operations is on pace for a very successful year.

Mike shared the encouraging news that the National FBLA Center audited the March of Dimes records, and right before Christmas, issued a check to Oregon FBLA for funding in full of our Mission LIFT Grant that wasn't awarded at NLC last year. This grant supplemented the Oregon Leadership Institute and was very helpful.

Oregon Leadership Institute:

Discussion:

Attendance was 195 for FBLA, 61 for DECA compared to 245 and 260 last year. Because of cost control and the Mission LIFT Grant, we will still finish within budget.

For 2011, OLI will need to follow a similar model, as we are already contracted. We do have the benefit of walking in the door with a \$5,000 credit towards the cost of the event due to our relocating the event in 2009.

Advisers discussed the successes and opportunities related to the Oregon Leadership Institute. The Adviser Sessions were positive and nice to have new and fresh materials, rather than simply round table discussions.

The etiquette dinner was again successful. The event logistically is always well run and a great experience for students.

The Advisers felt that there was a great deal of carry over from the Institute for Leaders to the Oregon Leadership Institute, and we need to work next year to be sure that OLI has new and fresh material to keep students motivated to attend.

The carry over from CLT to OLI was almost too much (similar) – need to work to ensure that there is more differential between the two events. There is concern about content and the need for something entirely different.



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Officer Workshops were reviewed, and there is a feeling that we may need to work to make the officer sessions a little more different from OLI. Mike explained that the pedagogy is currently that the officer team works to develop CLT workshops from the time they're elected, and the ultimate goal is currently to turn those into full 45 minute sessions – with CLT being a preview. We can work to combine and expand workshops differently in the future.

An idea shared was to offer the opportunity to present workshops to local chapters. Many of our chapters have success stories and content they'd be thrilled to share. This could both be an attendance builder and the ability to add more variety to the OLI experience.

Steve shared that he has some local contacts in the Bend area and we potentially could invite some guest speakers who are former professional athletes.

Advisers suggested that additional workshop ideas could be focused in on specific competitive events – Job Interview and Public Speaking, for example.

Region Skills Conferences 2011:

Discussion:

Mike shared the challenge with testing/state fees for RSC and the inconsistencies that go around related to that. There are currently a number of different understandings that exist around our state. They include:

- Regions who do not do online testing have a \$3 fee to the state to cover administrative support and qualifier ribbons.
- Regions who want to offer online testing have a fee of \$5. This is all inclusive.
- Regions who want to offer online testing have an additional fee of \$5, for a total fee of \$8.
- The testing fee and/or support fee should be paid directly from the chapters to the state organization.
- The testing fee and/or support fee should be paid to the host chapter, with the host chapter writing one master check to the state organization.

The Board reviewed the real costs associated with RSC's. They include:

- \$.25 per ribbon. Based on average attendance and number of qualifiers, each student typically receives one ribbon, so this is \$.25 per attendee.
- \$250 per region for hosting of the online testing system. On average, this is \$1 per student in most regions.



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- \$4.50 per student for online testing. This is \$3 for the first test and \$1.50 for each additional test. Students are limited to two tests maximum, and that's only if they have no performance event at the RSC.

The real cost for regions with online testing is about \$5.75 per student. \$6 will be a fair compromise for the large picture of future Region Skills Conferences.

We discussed the need to be proactive to ensure that the host chapters don't get hurt by schools that don't pay for the Region Skills Conferences. Adriann reminded the group that it's our policy that a chapter cannot participate in the next event (SBLC) if they have an outstanding debt for a previous event.

Mike shared that indeed this is the policy, but it has not been held to the line in the recent past because of a number of AR issues that are outstanding from the past. We are working towards clearing those up and are incredibly close to successfully wrapping them.

\$6 fee would be a good solution. Flat for everyone.

We discussed the regions that may need some help in keeping their RSC's having forward movement. Dale and Sheri will both be happy to be a resource for the Cascade Region should there be a need for assistance.

Region Skills Conference Handbook is in dire need of updates. It is not completely current with the online testing processes. The Board of Advisers will review, update, and revise this during their retreat in August.

Adriann shared that increasing the qualifier numbers for RSC to SBLC has been a successful move. Mt. Hood will actually have to drop people in the performance events.

Adriann shared a best practice from the Mt. Hood Region that there is a \$25 drop fee for performance events. Students may cancel...or have legitimate reasons...but if they no-show for a performance event, there is a \$25 fee for creating an inconvenience for the judge.

Mike demonstrated the online testing system for regions that are pulling results on site so that those advisers will know how to adjust times, pull results, and manage their day if needs arise.

School site testing review/proof reading – we had a great result with much better tests, but the process was somewhat flawed in that it took a while to distribute things, and they came



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somewhat randomly. The goal is to next year go back to the CD's and move the proof reading process to the Board Retreat.

Decision:

Sheri Bartels moved and it was seconded that the Board of Advisers recommend to the Board of Trustees that the RSC be \$6 next year with this year being a transitional period and the region hosts being responsible for one lump-sum testing payment to the State Organization. Motion Carried.

State Business Leadership Conference 2011:

Discussion:

The draft SBLC Registration Information Packet was distributed for review of the content, the schedule, and the programmatic elements of the State Business Leadership Conference.

There will be a number of awards presented at the Opening Session. The Board decided to award the Freshmen/Sophomore Events, along with the School Site Tests and the Administrator of the Year, Adviser of the Year, and Businessperson of the Year. Events for opening will be: Accounting I, Accounting II, Business Math, Computer Applications, Database Design & Applications, Desktop Publishing, FBLA Principles & Procedures, Introduction to Business, Introduction to Business Communication, Introduction to Parliamentary Procedure, Introduction to Technology Concepts, Spreadsheet Applications, Word Processing I, and Word Processing II.

Adriann asked that we revisit the time of the Foundation Reception, hoping we could find a way to keep it from conflicting with the Blazer Game. The Board reviewed different options, approaches, and ideas.

Mike shared the process for SBLC Hotel Reservations. Oregon FBLA will be using Passkey, and we need to determine when reservations will open. Passkey online was demonstrated for the Board of Advisers – reservations are made in real time, reservations can be modified online, and confirmation will be immediate. We are excited about this process and hoping to alleviate challenges.

The Candidate Guide was reviewed. We will want to include the CLT dates in the Candidate Guide once they are determined prior to publishing.

The Board reviewed the BOA Recruitment Document and adjusted some wording about Region Skills Conferences.



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Board Members were asked if there were any particular events they'd prefer to Administer during SBLC. Tualatin will again score Accounting II and Sheri will manage the scoring of the remaining school site tests.

Mike asked if it was possible to have school site tests mailed directly to Sheri Bartels because they are published separately, have a separate deadline, and sometimes conflict with spring break, this was a very viable solution to save costs and streamline processes.

Decision:

The Business and Friends Reception will be held from 6:45 p.m. to 7:30 p.m. on Thursday night, prior to the opening session.

Online Reservations will open on March 1 at 8 a.m., and they will close at 5 p.m. on March 15. Any changes after March 15 will need to be made through Travel Portland or directly with the assigned hotel.

Jacinda Sullivan moved and it was seconded to approve the Board of Advisers Recruitment Guide as clarified. Motion Carried.

Direction:

The SBLC packet will be updated to reflect and list the competitive events and recognitions that will be presented during opening session.

The SBLC packet will be updated to reflect the change in the reception time prior to publication.

The SBLC packet will outline how Passkey works and advise that reservations will open at 8 a.m. on March 1, close at 5 p.m. on March 15.

The Candidate Guide will be updated to reflect the CLT dates prior to being published.

The Board of Advisers Recruitment document will be published as updated.

The School Site Testing Materials will be very clearly labeled that they are to be returned directly to "Oregon FBLA School Site Tests" at Sheri Bartels' address. Additional reminders and clarifications will be distributed to streamline this process, including an update in the SBLC Registration Guide.



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National Leadership Conference 2011:

Discussion:

The Board of Advisers reviewed NLC and State Day and pricing as it currently exists. Mike asked if we would like to include a lunch at Planet Hollywood during the State Day.

Adriann shared that she has a great contact for the Thundersticks that we could use as spirit items. She will send the contact information to Mike.

The board discussed potential ideas for the Oregon State Pin.

Mike shared that the confirmed travel package prices for Orlando will be \$739 for Quads, \$858 for Triples, \$1048 for Doubles, and \$1688 for Singles. Except for singles, these prices are lower than Nashville, as State Day is less expensive and lodging is more expensive.

Disney Tickets will be available a la carte and several options will be available. The Management Team is still working with Disney to finalize pricing for our tickets. If we don't have this pricing secured in the near future, we will publish NLC details and pricing in a one-sheet so that chapters still have the information they need.

Decision:

Jacinda Sullivan moved and it was seconded to add Planet Hollywood Lunch to the State Day experience.

The Oregon State Pin should be the concept of the Heart of Oregon with a blinking heart and Oregon FBLA integrated.

Chapter Leadership Tour 2011:

Discussion:

The Board of Advisers selected dates and tentative locations as follows:

October 3: Rogue Umpqua – Hidden Valley

October 4: Cascade – either La Pine or Mazama

October 5: Blue Mountain – Baker

October 6: Mt. Hood – Canby



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Phi Beta Lambda Update:

Discussion:

Mike shared that we currently have 7 PBL members in Oregon, compared to 0 at the end of the year in 2009-10. We still need to finalize the fact sheet that we've developed information for at our previous meeting.

2011 Adviser Leadership Academy:

Discussion:

The Board of Advisers reviewed the plan to host an Adviser Academy in conjunction with the OBEA Conference next fall.

The curriculum wish list includes:

- Motivating Students
- FBLA Competition Preparation
- Entitlement and how we deal with that for students
- Cost of Doing Business
- Fundraising – working for the money
- Building Community Partnerships
- Mike to work with Toni to develop the presenter slate

Toni feels that she has some college and university partners who would contribute as presenters, and we have several BOA Members who would be happy to share.

A bus for transport up from Southern Oregon would still be of value.

Direction:

Mike will make the request of OBEA to research placing the event on Saturday, rather than on Thursday as had been originally discussed.

Adriann will research options and costs associated with having a bus transport advisers up from Southern Oregon.



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Other Business:

Discussion:

Toni wanted to discuss the PC Calls and their structure this year versus last year. Last year, each region had their calls separately, whereas this year they are holding two master calls for everyone from all regions. There was benefit to last year having the ability to share within their own region – rather than sharing what’s going on in the state.

Conversations took place about the benefits or challenges of both approaches. Toni’s officers liked being able to share within region, talking about RSC, and building rapport with their local schools. Jacinda shared that her students like the new approach in being able to share around the state.

If we could increase participation, region by region, there would be great value in going back to a region approach. The challenge is that we often times last year had only one or two presidents from a region joining calls, making their success very difficult. Taylor shared that participation seems better and calls are more productive the way they’re currently operating.

Adriann shared that the Mt. Hood service in sync may be challenge because the location is a bit remote. There are last minute concerns in several regions about the date no longer working. Kevin will send out his invitation and will move forward based on the feedback received.

Next Meeting:

The next meeting of the Board of Advisers will be on February 28 at the DoubleTree Lloyd Center.

The Board of Advisers reviewed possible dates for the Summer Retreat. They are recommending that the Advisers meet Thursday night and Friday morning August 4 and 5, with the joint meeting being Friday afternoon August 5 and the Board of Trustees Meeting on August 6. Dale and Mike will share this request with the Board of Trustees.

Adjournment:

The meeting was adjourned by Board of Advisers Chair Dale Fisher at 1:44 p.m.