



Oregon FBLA State Officer Team

Are You Interested in Being
a State Officer?

SIMPLY THE BEST
FOR 60 YEARS

Recruitment Packet 2010/2011 Year





Dear Oregon FBLA Members,

Congratulations on making one of the best decisions in your life! Just the fact that you are reading this packet is a step in the right direction to becoming one of the top leaders in the nation: an Oregon FBLA State Officer.

The best advice I can give you is: if you are even just thinking about running, do it. Even if you don't win, you'll make so many new friends and learn something about yourself in the campaign process alone. If you are elected, that's only the beginning of the best leadership experience you'll ever have. It's a complete life-changer, and speaking as someone who has done it twice, let me tell you, it's amazing and your year will literally feel like the blink of an eye.

While you're a State Officer, you will meet people that will change your life. They may be your leadership coaches who will help you reach your full potential as a leader and as a person. It could be the advisers from your region and state who love this organization just as much as you do. It could be your state officer team with whom you will have lifelong relationships with. The absolute best is our nation's finest leaders, the members of Oregon FBLA who as you know, are *Simply the Best!*

There are certain requirements to run for a State Office, and I'm certain that you'll pass the test with flying colors! You can read more about them by visiting the Oregon FBLA website at www.oregonfbla.org, under the State Officer link. In the Candidate Guide, you'll find all you need to know about campaign rules, job requirements, and the candidate applications. You do need to have your Future Award of the Business Achievement Awards, so if you don't already have it, speak with your adviser about it!

Congratulations on being in the top one percent of Oregon FBLA, the ones who step up and become *Simply the Best!* It's awesome to see that next year, Oregon FBLA will be left in good hands to the very best set of leaders imaginable. The two best parts of the whole experience are one, giving back to this phenomenal organization and its wonderful members. The second is being able to work with the seven other State Officers that are just as dedicated as you. You will get the chance to grow and learn how to become a better business leader, and will get to help thousands of people become who they want to be. If you have any questions about the candidate process or what to expect, the email addresses for the state officers can be found on the Oregon FBLA web site. We're here to help, so please do not hesitate to email myself or the other State Officers.

Good luck, congratulations in advance, and I look forward to meeting with and seeing you at 2010 State Business Leadership Conference!

In Leadership,

Mallory Bailey
State President

Position Responsibilities

Each position has its own responsibilities, but you get to work with many great people who will help you succeed.

What is a State President?

The State President is a State Officer that assists chapters in their FBLA growth and development. They also provide guidance, leadership, and inspiration to all FBLA members. They are a member of the Board of Trustees and Board of Advisers and attend meetings as the student voice. In addition, the President leads the State Officers, and submits the State Officer Team Monthly Report. The State President does not host a regional conference unless needed but is there to assist their respective Region Vice Presidents.



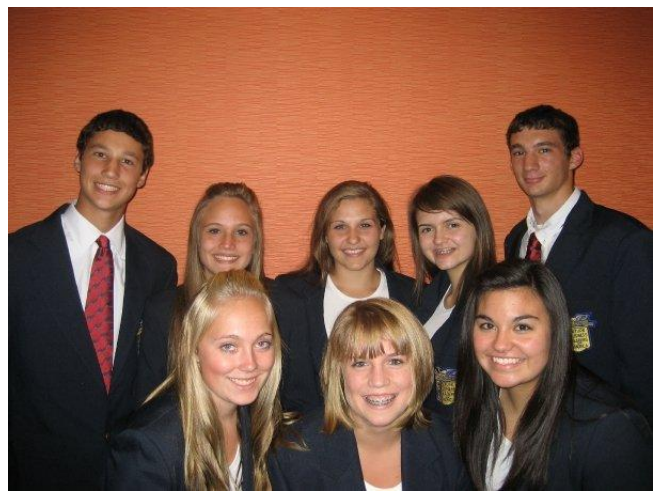
What is an Executive Vice President?

An Executive Vice President is the position you must be elected into at the state level in order to run for any national officer position. At the state level you go through the same campaigning process as you would for a Region Vice President or State President. This system was set up so that even if you are not successful in your national campaign, you will still be a part of the State Officer Team. If elected your main priority is national duties, but you are still required to fulfill any duties assigned as a part of your state office.



What is a Region Vice President?

The Region Vice President is a state officer that represents a geographic region of the state on the state level. There are six regions that make up Oregon FBLA: Blue Mountain, Cascade, Mt. Hood, Northwest Territory, Rogue Umpqua, and Willamette Valley. As part of your responsibilities, you are required to help host and plan your Regional Skills Conference. In addition, you will assist the other state officers in hosting the Oregon Leadership Institute and the State Business Leadership Conference. As a Region Vice President you do a lot of work that benefits Oregon FBLA as a whole while still having direct contact with your region.



Commonly Asked Questions about Running for State Office

Who is qualified?

Anyone that has the desire and motivation to do great things for Oregon FBLA and meets the necessary requirements is qualified for any of the above positions. Being a state or national officer is all about helping others; having passion for FBLA, commitment, dedication, learning experiences; and having a vision for Oregon FBLA. Previous experience as a chapter officer is recommended, but not required.

What can you get out of being a State Officer?

State Officers work with professional leadership trainers and coaches who oversee your development as a State Officer and leader throughout the year. During your year as a State Officer you will mature, develop excellent oral and written communication skills, have a better understanding of effective time management, master project planning, and serve an amazing organization of future business leaders. As a State Officer you will meet many great new people and make new friendships. Concordia University in Portland, Oregon has made arrangements with Oregon FBLA to provide two transferable college credits to State Officers assuming you complete your term and meet all of the University's requirements. Being a state officer also looks great on college and scholarship applications.

What do I do if I want to run for a State Office?

Download the State Officer Candidate Handbook from the Oregon FBLA Website (in the state officer section) and read through the guidelines. There are quite a few forms you have to fill out in order to begin your candidacy. The first step is to have an interview at the chapter level. Ask your local adviser to contact the State Adviser for interview questions and then have your adviser arrange for an interview committee to interview you. Once that process is complete and the interview team finds you qualified, fill out all the necessary candidate forms that are in the State Officer Candidate Handbook and submit to Oregon FBLA by the deadline. You must also have your Future Level of the Business Achievement Awards program completed in order to run for a position on the State Officer Team. Once you have completed the application, you should begin preparing for your campaign at the State Business Leadership Conference.

What is a campaign theme?

A campaign theme or slogan usually ties in with your name or goals that you have for FBLA. Some campaigns use alliterations of the candidates name or theme for Oregon FBLA. BE CREATIVE!

What are campaign goals?

Campaign goals are the new ideas or improvements that you think would enhance FBLA. Campaign goals are also known as your "platform". Know what you want to accomplish in your term of office, and seek information from the officer currently in the position you wish to fill in order to get more information about goals and possible projects or improvements that could be made.



How do I know which position to run for?

Know your schedule ahead of time, talk to your current state officers to see how much time their positions require of them, and look at what each position does. You can find the contact information to all the State Officers online at www.oregonfbla.org under the State Officer link. They are more than willing to give you insight on what they do and how you can get involved.

If I want to run for a position, when should I start?

The earlier the better! You can begin now by thinking about a campaign theme, identifying your goals and qualifications, and recruiting members of your chapter to help with your campaign. It is also a good idea to gain a better understanding of what the position requires. While you are not allowed to campaign prior to the State Business Leadership Conference, you can get involved in activities through your own chapter and by participating in state events.

How much does it cost to run a campaign?

It all depends on what you want to do with your campaign booth and materials that you plan to distribute. Donations are a great way to save money. It is entirely dependent upon what you want to do and what you are willing to do to secure donations. If you are very aggressive in seeking donations you could have a campaign that doesn't end up costing anything!

What types of materials/support do I need to be successful?

Here are some recommendations to consider:

1. **Poster board:** A tri-fold board that has information all about you and your goals for FBLA if elected.
2. **Brochures:** This should be a mini version of your poster board. Something that people can take from your table and review at a later time.
3. **Flyers:** A brief piece of paper that has your name, candidate position and theme. It is always nice to place a picture on your flyer, so members can put a face to the name!
4. **Give-a-ways:** These can be very simple! Sample give-a-ways are pens, pencils, notepads, and individually wrapped candies.
5. **Campaign Manager:** We say this with sincerity. You will find that having an extra person to help you get your campaign materials together is very beneficial! Choose someone that you can rely on and who will be your sidekick.
6. **Most importantly:** SUPPORT. You need the support from your local chapter, your adviser, family, friends, teachers, coaches, and employers! It's so important to have people that believe in you and that will back you up all the way!



What should I expect onsite at the State Business Leadership Conference?

When you arrive you will have a schedule a little bit different than the rest of your chapter members since you are a candidate for State Office. The very first day you will have a State Officer candidate briefing where all State Officer candidates will meet with the current State Officers to get to know one another, and to learn more about campaigning. Campaigning may begin immediately after this briefing session.

That same night you will give your campaign speech. Candidates for the office of State President and Executive Vice President will give their speech and answer their impromptu question during opening session. Remember State President and Executive Vice President candidates: you have up to 3 minutes for your campaign speech. For each impromptu question you will have 30 seconds to consider the question and 1 minute to respond.

After opening session, Region Vice President candidates will give their speeches and answer their impromptu question during their regional meeting. Remember Region Vice President candidates: you have up to 2 minutes for your campaign speech. For each impromptu question you will have 30 seconds to consider the question and 1 minute to respond.

Campaign booths are open all day long. This is the time where you have the chance to talk to members and voting delegates one-on-one and they have the chance to ask you questions. The candidate, a campaign manager, or another individual should be present at all times!

Voting Delegates cast their vote during the Annual Business Meeting. At this meeting, each candidate is given 30 seconds to speak before delegates cast their vote. After all candidates have given their speech, a secret ballot vote is taken.

During the Awards of Excellence session the newly elected 2010-11 State Officer Team will be announced. All newly elected officers must participate in a transition meeting following the Awards of Excellence session.

What is it Like Being a State Officer?

Quotes from your State Officers



"Being a state officer has to be the most fulfilling duty I have ever had! It is so much fun to be a part of a great team that accomplishes so much. We are all doing what we love for the organization that we treasure. At times, I forget that we are doing any real strenuous work at all, it seems like we are all just having so much fun!"

- Tori Wirth



"You step in for your first day with no idea what to expect. You stress out all year long, but in the end, leaving is one of the last things you want."

- Cody Gerig



"Being a State Officer of Oregon FBLA has been the best experience of my life, hands down. I have grown so much as a leader, a person, and as a student. The best decision I've ever made was the decision to run for State Office. Honestly, if you're even considering running-do it. You will grow during the campaign process and all year long."

- Mallory Bailey



"Being a state officer, so far, has been one of my greatest life experiences. It allows me to meet people from all over the state, and it makes me strive to be my best for the members of Oregon FBLA. Thank you Oregon FBLA members for supporting us!"

- Jessica Hand



"Becoming a state officer is one of the best things that has happened to me in my life. It has helped me to become a better leader and has set me up for a successful future. This once in a life time leadership experience is one that will always be with me and help me in my future career and through life."

- Kyle DeVos



"Being a state officer has been a life altering experience I would not change for anything. It has helped me grow in so many ways, and prepare me for my future. Being able to work with the seven other state officers who are just as dedicated as I am is incredible. But, I think the best part is being able to help the members accomplish there goal and become who they want to be."

- Kaity Markley



"Being a state officer is an experience I wouldn't trade for the world. It has made me a stronger speaker a powerful leader and most importantly a better person."

- Bethany Richardson



"Being a State Officer is a once of a life time experience; it is something truly amazing and I cannot imagine not partaking in. This is something that I not only love doing, but allows me to serve others as well which is what I think is the perfect balance for being a true Future Business Leader."

- Gabrielle Pendleton

MYTHBUSTERS

STATE OFFICER EDITION

With so many rumors flying around about being a State Officer, we figured it would be best to address some of the more common ones we hear. For additional truth, you can contact one of the State Officers. Their emails can be found at the website: www.oregonfbla.org. They would love to help!

Myth: I have to be a phenomenal public speaker to be a State Officer.

Fact: While it does help in the campaign process, everyone understands that it is nerve-racking to give a speech in front of a bunch of your peers. The truth is, as a State Officer you learn a lot about speaking in public.

Myth: I am too busy to be a State Officer.

Fact: Doing a good job while in office only requires approximately a half hour to an hour a day of solid work. In real terms, that means if you can TiVo one or two of your sitcoms (or one reality TV show) and watch it on a weekend instead of at night, you have enough time. Also, you can speak with your adviser about being a TA for them and doing your work during your TA period.

Myth: I have to be a chapter officer prior to being a State Officer.

Fact: While it does help in the campaign process and is recommended, it is by no means a deal breaker. You are the best judge of your leadership ability. Some of the most successful State Officers have never been a chapter officer.

Myth: There's no work involved, the position is in name only, and it just looks great on college and scholarship applications. OR It's a ton of work, and you get no free time at all.

Fact: There is work involved. How much work that is depends on your diligence and ability to plan ahead. You get notice of all work that is due, and an Accountability Chart to make sure you are aware of everything and its due date. It is work, but you can handle it if you are smart about it and manage your time.

Myth: If you are the Region VP, you and your adviser are in charge of everything for the Regional Skills Conference (RSC).

Fact: While ultimately the buck stops with the two of you, RSC is not solely your responsibility. RSC is a team effort, and your rock star team will be comprised of the advisers in your region, Presidents Council members of your region, the State Officer Team, your leadership coaches, the State Adviser, and of course, you and your adviser. It's a lot of work, but you get a lot of help.



MYTHBUSTERS

STATE OFFICER EDITION

Myth: I have to be an upperclassman to be a State Officer.

Fact: Absolutely not! There have been fabulous State Officers that served before they were upperclassmen. It is intimidating to get up in front of a bunch of people who may be older than you at first, but that takes guts, and you'll be respected for it. Just because you may be an underclassman, does not mean you're under qualified!

Myth: I have to be super-awesome at FBLA to be a State Officer.

Fact: While it does boost your credibility as a candidate, nothing can substitute proven hard work and leadership experience. You don't have to be a state or national champion by any means! You have to be involved in your chapter, but just the fact that you made it past the candidate interview process is a big testament to your qualifications!

Myth: The candidate process is excruciating.

Fact: The candidate process is not an easy task, that's true. On the same note, it's not an extremely difficult one, either; just a few forms, an application and then there is the campaign process at SBLC. Being a State Officer does require a commitment, however. Remember, the process is in place to ensure that Oregon FBLA is getting the best of the best in the State Officer program! There is an interview as part of the application, but when you emerge victorious it will all be worth it!

Myth: I will miss a ton of school if I am a State Officer.

Fact: Okay, that one is partly true. Here's the skinny: you are going to miss some school. How much school you miss, is up to you (to a point). There are required trainings and meetings (May/June, December, March, RSC, OLI, CLT, and SBLC). However, there are chapter visits that you must complete but you can schedule those. (TIP: a lot of schools have short Fridays or different break schedules. You just have to do some asking!)

Myth: A State Officer's job is all work and no play.

Fact: State Officers work hard, and you will too during your term in office. That being said, we play hard too. We always have fun, there is absolutely never a dull moment, and that helps makes everyone's FBLA experience better, and it helps create some lasting memories.

