

# FBLA ARIZONA

ISSUE 3 • JANUARY 2020



AZ STATE OFFICERS WITH PRESIDENT AND CEO OF FBLA- ALEXANDER T. GRAHAM



## PRESIDENT'S MESSAGE

BY NEIL WALIA

Dear Members and Advisers,

As the semester begins, Team 58 hopes that you have enjoyed the first half of this year's conferences. After our time with all of you at Leadership Camp, FBLA on Ice, and FLEX, we cannot wait to see you spark success at the regional and state conferences.

Be sure to practice for your events. The national website and your fellow members are invaluable resources in preparing for competition season. Stay tuned into our social media platforms for updates, advice on competition, and new social media series. Best of luck to you all!

Warm regards,

Neil Walia

FUTURE BUSINESS  
LEADERS OF AMERICA

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# STATE ANOUNCEMENTS

## FBLA WEEK FEBRUARY 2-8

FBLA encourages chapters to tell us all about your activities, membership increases, and preparations for spring events. FBLA week begins the second week of February. Our ultimate goal is to make your chapter's accomplishments public. Doing so will generate awareness about the purpose of school-to-work activities and programs. FBLA week can be celebrated in many forms ranging from sharing your personal FBLA story to posting a group photo on social media with the hashtag #FBLAPBLWeek. A couple of other popular examples can be seen in the website [fbla-pbl.org](http://fbla-pbl.org).

**Sunday:** Share Your FBLA-PBL Story Day

**Monday:** National Presidents' Forum & Fight to the Finish

**Tuesday:** Each One Reach One Day

**Wednesday:** Professional Attire Day/Adviser Appreciation Day

**Thursday:** Career Awareness Day

**Friday:** FBLA-PBL Spirit Day

**Saturday:** Community Service Day

# REGIONAL CONFERENCES

Jumping Into Regionals! Competition season is upon us! With the start of the new decade comes FBLA's annual regional conferences. These conferences offer practice to those wanting to take the opportunity. Region three will kick off our first conference beginning on the 18th of January. During this time, Arizona FBLA members will be able to practice their events, participate in the leadership circus, and network with members across your region!

## DATE AND PLACE

**Region 1-** January 30 at Eastern Arizona College

**Region 2-** February 1 at ASU Polytechnic Campus

**Region 3-** January 18 at ASU West Campus

**Region 4-** January 25 at Wickenburg High School

**Middle Level-** February 8 at ASU Polytechnic Campus

## Congrats to the Diaper Drive Winning Chapter: Metro Tech High School!



# 2019 FALL LEADERSHIP EXTRAVAGANZA

This year's FLEX Conference was a massive success. The Phoenix Convention Center held over 3000 FBLA and FCCLA members. We hope that you all enjoyed the numerous workshops available, networked with members around the state, and enjoyed the excursion of your choice. Take back the valuable lessons that you learned to your chapter for a successful year. This is the last conference of the first semester and we can't wait to see the same enthusiasm for our conferences next semester.



# NATIONAL FALL LEADERSHIP CONFERENCE



In November, Arizona attended the National Fall Leadership Conference in Denver, Colorado. With over 2,000 members in attendance, incredible workshops to attend, and the Mile High City to explore, there was always something to do. In addition, members got to hear from amazing keynote speakers, John Guydon and Anne Gonney, who shared their stories and inspired everyone to always push forward. Members also attended workshops ranging from networking, innovating a process, and the key to free college! While touring downtown Denver, FBLA could see the Denver Mint, explore the 16th Street Mall, and eat at the famous 5280 Burger Bar!



## AWARD RECOGNITION PROGRAMS

Arizona has amazing opportunities for your FBLA chapters to get recognized at the state level! Your chapter can create a Chapter Scrapbook, which involves capturing pictures of your chapter involvement and activities throughout the year. Members can also work together and use their graphic design skills to make an amazing t-shirt design for FBLA. Another great opportunity is to participate in Chapter Sweepstakes, where the state directors and judges decide the overall best and most productive chapter! National Business Honor Roll is a great award to put on your resume! To receive this honor, you need to complete the paperwork, hand in your transcript and show that you have a 3.5 GPA. The Who's Who recognition is a nomination honor recognizing the excelling members in your chapter! Your chapter can partake in these amazing state competitions, as well as Bronze, Silver and Gold awards. Please complete these awards in the spring time so you and your chapter can be recognized at our State Leadership Conference!

## SCHOLARSHIP

Each year, FBLA Arizona awards more than \$10,000.00 in college scholarships to our members. Don't miss out on this opportunity! Scholarships are due by March 19, 2020. To apply, go to [azfbla.org](http://azfbla.org), under Student Resources.

## STATE OFFICER APPLICATION

Running for a state office in FBLA Arizona is an important and exciting decision. It is a huge commitment and responsibility, but also well worth the work! If you are interested, complete the State Officer application under the State Officer tab at [azfbla.org](http://azfbla.org) by February 8, 2020.



# COUNCIL'S CORNER

## IMPORTANCE OF SOCIAL MEDIA AND EXPOSURE

BY PUBLIC RELATIONS COUNCIL

Social Media is used by many adolescents and adults around the world today. It is the perfect way to get the word out about any event, activity, etc. FBLA Arizona has been using Social Media for years as a way to expand their State Organization. You may want to utilize different Social Media platforms to target different audiences. For example, if you wanted to gear your audiences more toward teenagers, you would use Instagram or Twitter. If you wanted to gear your posts towards an older audience, you would use Facebook. Using multiple different Social Media platforms can help you reach a larger audience and spread the word quicker.

Increasing exposure on your social media platform is essential to you. Some ways to increase exposure include posting behind the scenes from events that were held. Posting regularly can also increase followers because it shows the audience the amount of effort that goes into your platform. You would have to keep your audience in mind with every post, Will my audience think this is their interest? Is it in my best interest? Is this post specifically for my audience or for myself? These tips can help your chapter create a strong social media presence!



## FUNDRAISING

BY SPONSORSHIP COUNCIL

This time of the year can be very valuable for planning fundraisers. However, sometimes it can be difficult to come up with new and fresh ideas. Our council has compiled a list with explanations of things you can do to help fund-raise within your chapter!

Several ideas involve the holidays, but can be applied year round, such as selling Holiday Grams during Valentine's Day, Halloween, and Christmas. You would create little holiday grams that include a message to whoever the person is sending it to, some candy or other treats, and some other holiday themed items. These usually sale really well because the student body typically enjoys surprising their friends.

Another idea is a food fundraiser! One idea is "Design Your Own Cookie." You would purchase/make cookies with fun shapes and bring different colors of frosting and sprinkles for others to decorate cookies with. Another food idea is selling chocolate bars. World's Finest Chocolate bars are usually the easiest to work with and sell really fast. Chapters could also sell Top Ramen. You can boil water and sell ramen noodle cups during lunch. Last but not least, a hot cocoa stand makes for a great fundraiser this time of the year because of the cold.

These are some of the top fundraising ideas we've come up with! Take a moment and think which one would sell best at your school. Identify who your target audience is and go from there. Good luck raising money for your FBLA chapter!

