



NYS FBLA FBLA EXPRESS



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Letter From State President



Greetings New York State FBLA members and advisors! As we kick off the 2016-2017 year, it is time for New York to get ready to "Suit Up, Step Up." Your State Officer Team is excited to lead our members towards reaching new heights. As Future Business Leaders of America - Phi Beta Lambda Inc. celebrates its 75th anniversary, New York FBLA is ready to help members pave a "Legacy of Leadership." Over the years, New York State has made an impact on the national level by placing in a variety of competitions and producing successful leaders.

This year, your State Officer Team is dedicated to helping New York set achievable goals, give back to our state charity, ALS Association, and network with members from across the state. Together we can pave the way for leadership by strengthening our membership, community outreach and engagement, and career development. However, in order for our programs to be successful, we need your help. Each and every member of New York State FBLA is here with the passion to explore the opportunities this organization has to offer and lead our state to achieve great things.

As you begin to embark on your journey this year, I encourage all of you to work towards improving our great organization. In addition, take time to think about what you want your "legacy" to be and work with your local chapter members to make it a reality. Whether you plan on attending a national conference, running for office, or even just striving to meet new members, you are capable of making such change.

As a freshman four years ago, I saw FBLA as an outstanding opportunity to develop new skills that would benefit me not only in high school and college, but beyond. At this stage in my academic career, I never thought I would have the privilege to serve as both your New York State President and your National Eastern Region Vice President. I believe that being able to hold leadership positions on both the state and national level will help bring New York closer to many of the national programs and ensure that our state stays connected and informed all year long. As you consider what the 75th anniversary means to you, remember the empowering words of artist Dolly Parton, "If your actions create a legacy that inspires others to dream more, learn more, do more, and become more, then, you are an excellent leader."

Regards,
Sophia Danziger

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FBLA MEMBER



BENEFITS



U B E R



OfficeMax[®] 

By **Lindsay Bazan**

Did you know you can get discounts just for being a FBLA member?

• MEMBER-ONLY PERKS

Along with helping high school students develop skills required to be successful in the business world, FBLA has several other unique benefits.

Members are eligible to receive discounts, have access to educational and co-curricular programs, membership awards, and scholarships.

We all know that many places offer special rates for senior citizens and members of the military, but who knew that there were similar rates and benefits for FBLA members! Stores and service providers such as Amazon, GEICO, Men's Wearhouse,

Office Depot and OfficeMax, Uber and several hotel chains provide coupons and online discounts to our members.

• RECOGNITION

FBLA provides integrated educational programs for high schools, such as American Enterprise Day and the March of Dimes Service Learning Curriculum. In order for FBLA to do this, they partner with numerous organizations. These programs provide members with special opportunities to practice the skills and knowledge learned in their high school classrooms. Everyone loves to be recognized for their hard work; FBLA gives us that chance. Members win awards and earn

MEN'S WEARHOUSE[®]

recognition at the local, state, and national levels. Individual members, FBLA chapters, and FBLA state chapters have multiple ways to promote their hard work and achievements.

• FUTURE PREPARATION

The best part about FBLA is how it prepares its members for the future. It teaches us important life skills, builds up our resume, looks great on college applications, and gives us the opportunity to receive college scholarships. FBLA members have access to college scholarships, supplemental educational programs, and recognition awards. It is good to know that all your hard work in high school will be rewarded.

• WHAT COLLEGES PARTICIPATE?

Some of the many colleges who offer these scholarships are Arizona State University, Johnson and Wales University, Mount Ida College, Morrisville State College, Berkeley College and Champlain College. Some of these scholarships are available only to FBLA members.

• CLOSING WORDS

Being a member of FBLA has always come with great benefits. It is the kind of organization in which every high school student should participate in to prepare for adult life. Now, there's no reason not to join!



DON'T BE AFRAID OF A JOB INTERVIEW



By Alanna Kramer

You need a job, but you're dreading the interview that may be required for the position. So how do you ace that "scary" interview?

It may sound cliché, but the interview will only be scary if you believe it will be. Plan ahead and envision the interview.

Be confident and follow the tips included in this article to boost your confidence and chances of acing your interview.

So, how do you easily begin your preparation for your interview? One simple tip would be punctuality. Make sure that you arrive at least ten minutes early to ensure you know where your interview is and how to get there. Therefore, extra time will be built-in just in case you take a wrong turn or enter into the wrong building. Being on time is key to making a great first impression in your interview.

A variety of tips to help you ace your interview were included in the

recent *Forbes* article, "Nail the Interview!" by Trudy Seinfeld. Some of her tips include:

• BE PREPARED

To be prepared when arriving at an interview, one should arrive with all necessary and proper materials the interviewer has specifically asked for or may be needed throughout the interview.

• KNOW BEFORE YOU GO

To "know the job" before entering the interview, you should research and look on the company website for what your "future job" may entail. Therefore, if there are any specific questions about your "future position," you will be prepared with knowledge prior to the interview.



This "homework" will help you gain a boost of confidence in your future job.

• TWO EARS, ONE MOUTH

Listen attentively at an interview. Going into the interview, you may be nervous and a little shaky, which is understandable. Make sure that you're paying full attention to anything and everything that the interviewer is saying regarding the "future job" or next step in the interview process.

• WHAT'S NEXT?

The next step could be coming in for another interview or waiting for a "callback." Ensure that you take away from the interview the necessary and

proper contact material and information.

• SUIT UP

Interview attire may be chosen based on the type of job for which you have applied.

YOU'LL GO FAR

Using these tips from the *Forbes* article, "Nail the Interview!", may not always guarantee success, but they will provide a way for YOU to become a stronger candidate in the interviewing process.

YOU'RE HIRED!

SECRETS TO A SUCCESSFUL SCHOOL YEAR



By **Bianca
Summerville**

FIRST DAY JITTERS

The beginning of the school year can be a very confusing and hectic time. Not only that, but the work assigned to us can pile up and cause us to be stressed towards the middle of the year. We also have extra-curricular activities to focus on like FBLA or Mock Trial. Thinking about what we have to do during the year can be a scary thing, but it's important that we Suit Up, Step Up, and accept the challenge.

STAY ON TOP OF YOUR GAME

Tip 1#: Stay Organized
Work tends to pile up

during the year, so it is important to keep everything planned and organized. To stay organized, you should invest in a planner to write down all of your homework assignments. A planner can also be used to write down important dates and to designate days for studying. A digital calendar is an awesome tool to utilize because you can set reminders for yourself. Cleaning is a great way to stay organized. Our lockers and backpacks tend to get more and more cluttered as the year progresses so be sure to keep things tidy and neat.

Tip #2: Don't Procrastinate

A lot of us suffer from that chronic disorder: procrastination. School is already hard enough as it is. Waiting until the last moment only causes



more stress and less sleep. As soon as you are given the assignment, be sure to start it. Doing a little bit at a time prevents you from getting overwhelmed as the due date approaches. Avoiding procrastination will allow you to look over your assignment and perfect it to the best of your ability.

Tip #3: Communicate With People Who Can Help You

One way to relieve stress is by talking to people. Your guidance counselor is someone you should keep in close contact with. You can voice your

problems to them and they will give you suggestions on how to face those problems. Be sure to have a few friends you can talk to, as well.

IN THE SAME BOAT

It can help tremendously to hear from people who are sharing the same struggle as you. This way, you can assure everyone that it will get better and that summer is approaching faster than you think!



BAA's, CSA's, Oh My!



What do these letters mean? Those six letters are not widely known, but are two of the greatest awards FBLA members can receive.



By Gillian Matthews

By participating in the Business Achievement Awards (BAA's), members learn to enhance their leadership skills, expand business knowledge, contribute to their local communities, build networking skills and try new things!

There are four parts that make up the Business Achievement Awards: Future, Business, Leader, and America. Each level of the BAA covers the core activities and concepts of FBLA: Service, Education, and Progress. With each level completed, the activities become more and more challenging to members to expand skills and

showcase talents. The Future Level focuses on basic business skills and introducing members to community service, and emphasizing the importance of FBLA involvement at the local level. The Business Level focuses on local, district, regional, and state involvement, intermediate business skills, and leadership in the community. The Leader Level focuses on local, district, regional, state, and national FBLA involvement, develops advanced business skills in members, and helps members become community leaders. Each of these levels can be

completed through a series of activities. For example, the Future Level incorporates an activity to help chapter adviser(s) with activities to celebrate American Enterprise Day or FBLA-PBL Week, and the America level incorporates an activity to submit an application for the FBLA Distinguished Business Leader Scholarship.

The FBLA Community Service Awards (CSA's) recognize FBLA members for their extraordinary commitment to community service. With three levels of commitment and recognition, based on the cumulative number of hours a member contributes to community service activities, members can easily build up hours and experience!

This program has three levels of recognition:

- CSA Community for 50 hours of service
- CSA Service for 200 hours of service
- CSA Achievement for 500 hours of service

Community Service is extremely important to every member because it is a proven fact that volunteers gain professional experience. It also helps members to promote personal growth and self-esteem, while giving back to their community! So get started and remember FBLA members are making a difference with each hour we volunteer!



SUIT UP FOR SUCCESS



Throughout the 2016-2017 year, we will be celebrating the 75th year of FBLA. FBLA is an organization that is dedicated to teaching and practicing essential leadership skills.

By **Rahul Atluri**

FBLA is able to educate students through competitions at regional, state, and national levels. Competitions come in the form of performance events and written tests.

FBLA-PBL BENEFITS

FBLA offers over 60 events including Impromptu Speaking, Public Speaking, Management Decision Making, etc. Winners can receive plaques and even travel grants to attend the National Leadership Conference.

The Business Achievement Awards is a program that acknowledges members when they complete a variety of activities in the areas of service, education, and progress. It's a great way for high school students to contribute to their school and community. Apart from learning leadership skills, students receive some exclusive benefits:

discounts, scholarships, publications, and award and recognition programs. FBLA helps prepare students to enter the workforce.

THEME AND LOGO

This year's NYS FBLA theme is "Suit Up, Step Up." This theme encourages members to take initiative and learn essential traits of becoming a strong leader.

DRESS CODE

A large part of professionalism in leadership is your attire. Professional attire helps you make a good impression on those you encounter in the business world. According to the

FBLA-PBL dress code, when attending FBLA functions, men must wear dress shoes with dress socks. Men must also wear a dress shirt, a belt, and a tie. You can wear a blazer or even a

4. Belt must be worn at all times

5. Belt and shoe color should match

6. Don't wear white socks

7. Make sure that clothing is clean

8. Practice proper hygiene, such as clean hair and hands

9. Keep fragrances and jewelry to a minimum

10. Pay attention to details



suit. For the ladies, you must be in a long skirt or dress slacks. In addition, ladies should wear business shirts or blouses. If possible, you can also wear a blazer or suit.

Some things that you should keep in mind:

1. Keep it simple

2. Open-toed and sling-back business professional shoes are now suitable for women

3. Sleeveless dresses are now acceptable



INSIDE STATE OFFICER TRAINING

By Bianca Summerville

Before I was elected to my state office, I mainly thought of state officers in the context of their role at the State Leadership Conference. I knew they prepared the Program of Work before SLC, but I didn't know when or where this was done.

It turns out that there is an entire conference for state officers to develop the Program of Work and set other important goals for the coming year of FBLA. This conference is known as State Officer Training, or SOT. This year's SOT took place from July 17 to July 22 at Christ the King Spiritual Center in Greenwich, New York. The week of State Officer Training was full of activity.

From selecting the State Charity and State Theme to developing the Program of Work, officers were very busy.

The State Charity was selected through a rigorous process. Each officer was asked to select a charity, research it, and create a presentation on their charity of choice. There were many charities proposed, including the Make-A-Wish Foundation and Feeding America. Ultimately, the ALS Association, which was proposed by State Historian Julianna Prato, State Parliamentarian, Carly Rankin, and SVP of District 3S, Casey Grosso, was selected. This is a wonderful charity, so keep an eye out for information on it!

The State Theme was selected through a similar process. All state officers were requested to bring five slogans with them to State Officer Training. We had a lot of options to consider! Ultimately, the chosen theme was "Suit Up, Step Up!" This theme was created by State

Parliamentarian, Carly Rankin. Julianna Prato, the State Historian, helped design a logo to represent this theme.

The Program of Work was perhaps the most daunting task going into the training, as it is the basis for the year. In order to accomplish this task, all officers worked in one of four committees. These committees are Membership Services, Career Development, Community Outreach and Engagement, and Executive Committee. All of the committees have worked really hard to create an enjoyable and educational Program of Work. So we hope to have high participation this year!

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INSIDE STATE OFFICER TRAINING CONTINUED

Also, this year something new will be occurring within the Program of Work. We have implemented councils, which are open to the general membership. Be sure to check the state website for more details! The Program of Work is posted under the Program of Work tab on the state website (www.nysfbla.org).

Remember, everything must be submitted by February 15th, so use your time wisely!

Although the team did a lot of hard work at SOT, we also participated in fun activities that helped us to bond and become a more effective team. One fun activity we did was test our knowledge of Parliamentary Procedure by making trail mix using motions. This was a great team building activity that I highly suggest you use within your chapter. It's a great way to learn a skill that otherwise could be pretty tedious.

All in all, State Officer Training was a time of hard work and bonding that was well-worth it. I believe this year will be the best year yet for New York State not only because of the hard work of the state officers, but also because of the quality of members and their active involvement in our programs. On behalf of the state officer team, I would like to welcome you all to a new year of FBLA.

DEADLINES FOR THE NYS FBLA EXPRESS AND STATE SLIDESHOW

Deadline to submit articles to the State Reporter Daniel Willis for possible inclusion in the *NYS FBLA Express*:

October 30, 2016

December 30, 2016

February 29, 2017

Send articles to reporter@nysfbla.org

Deadlines to submit pictures to the State Historian Julianna Prato for possible inclusion in the NYS FBLA slideshows:

October 15, 2016

February 15, 2017

March 1, 2017

Send photos to historian@nysfbla.org

Contact Your State Officer Team

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ALS ASSOCIATION



Amyotrophic lateral sclerosis (ALS) is also known as Lou Gehrig's Disease or Motor Neuron Disease.

By Casey Grosso

ALS is a progressive neurological disease that causes the neurons that control voluntary muscles (motor neurons) to degenerate.

OUR STATE CHARITY

For the 2016-2017 year, New York State FBLA will be supporting the ALS Association. ALS, amyotrophic lateral sclerosis, is a neuromuscular disease. As time goes by, a person's motor neurons die and lead to limited motions. It can lead to severe paralysis.

Unfortunately, only ten percent of people who are diagnosed with ALS live past the first ten years. Currently, there is no cure for ALS; but hopefully NYS FBLA can help the association find one with the support we can provide.

Another common name for ALS is Lou Gehrig's disease. Lou Gehrig was a famous baseball player for the New York

Yankees, which gives this disease a close tie to New York State.

Everyone has the opportunity to assist in the fight against ALS.

WHAT EVENTS ARE THERE?

There are many organized events hosted by the association that are on their website (www.alsa.org). These events vary in location so it ensures a greater chance of local volunteer options. However, if none of the events are convenient for your chapter, there is a fundraiser option through the One Dollar Difference program. This option allows local chapters to create their own fundraiser and have it sponsored by ALS,

creating a way to directly support, promote, and inform others about the association.

The money raised is spent in various ways to battle ALS. For instance, there is a 24-month waiting period before insurance coverage begins for Medicare patients. During this time, the ALS

Association steps in and helps those in need. This is extremely important because in a lot of scenarios, people with ALS need the money immediately to provide for their proper care.

In addition, there are clinics, support groups, and walks that are sponsored by the ALS Association to raise awareness.

CLOSING WORDS

New York State FBLA has taken an important step in the fight against amyotrophic lateral sclerosis by choosing to support the ALS Association.



ALS
ASSOCIATION

one dollar
DIFFERENCE

FUNDRAISING FOR OUR STATE CHARITY



Ever wonder how to raise more money for your chapter or especially the State Charity? Our State Treasurer, Chris Pereira, tells us the best ways to raise funds for our State Charity.

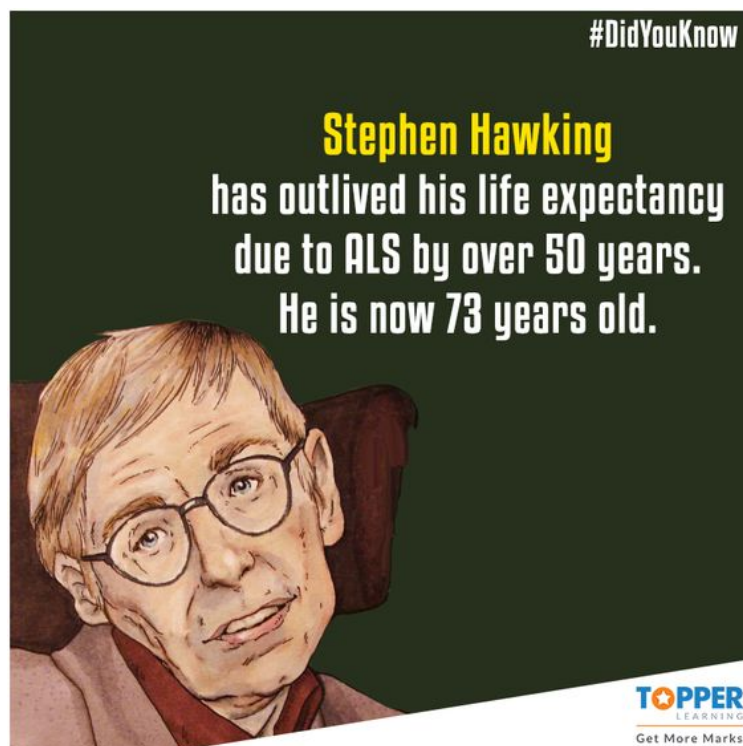
By Chris Pereira

Fundraising is a great way to raise money for our state charity. Fundraisers are events that are held to raise money for a charity or other enterprise.

One popular fundraising idea is the One Dollar Difference, which allows you to create your own fundraiser through the ALS Association to fit your chapter. Another way that the ALS Association promotes fundraising is through the Cookout to Knock Out ALS. More information about these fundraisers can be found on the ALS Association's website (www.alsa.org).

Outside of ALS, fundraisers such as 50/50 raffles, movie nights, sport tournaments, bake sales, car washes, and even walking door to door asking for donations can be an effective way to raise money. A 50/50 raffle that would benefit the ALS Association would

involve the sale of raffle tickets with the proceeds being split evenly between the winner of the raffle and the ALS Association. If your chapter is interested in hosting a movie night or sports tournament, these events could be held at your school or a local park in your community. Any of the fundraisers mentioned above are great ideas to raise funds and create a memorable leadership experience for your members.



PARLI LIKE A PRO



Your New York State Parliamentarian, Carly Rankin is your guide through the often scary world of Parliamentary Procedure . With her help, you will see it's not as difficult as it looks.

By Carly Rankin

"Yes!"...You might yell that out during a state meeting to vote on a motion, but did you know there is more to just saying "Yes" or "No" or even "Division"?

WHAT IS IT?

Parliamentary Procedure is the proper way to conduct meetings. It may seem difficult at first, but once you understand a few basic rules, it's fairly simple. FBLA uses Robert's Rules of Order 11th Edition Newly Revised as their guide to Parliamentary Procedure.

Everything you want to do is done by making motions. There are five different types of motions: main, subsidiary, incidental, privileged, and bring again. Main motions bring new business to the table, while subsidiary motions edit the motion on the table. Incidental motions deal with procedures and privileged motions deal with the members of a meeting (ie: making the

room hotter/colder or a quick recess). Lastly bring again motions bring motions back to the table.

THE STEPS TO MAKING MOTIONS

There are steps you have to know when following through with motions.

- 1) Get recognized by the chair by standing up and saying "Mr./Madam President". After that, the chair will state your name.
- 2) You will make your motion by saying, "I move to ...".
- 3) Someone has to second the motion you made.
- 4) Once the motion is seconded, the chair will state the motion before

the assembly.

5) The assembly has the right to debate.

6) The chair puts the question to a vote by restating the motion and having everyone who agrees with the motion say "aye" and everyone who is opposed say "no".

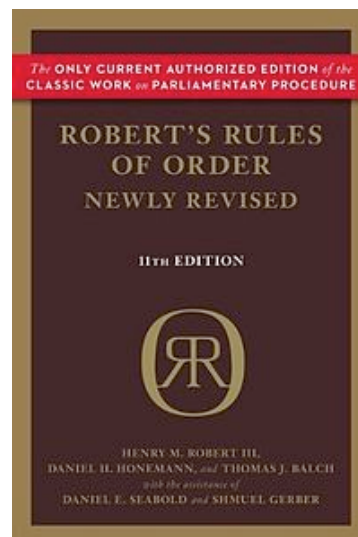
7) The chair will state the result of the vote.

IN CLOSING

When using parliamentary procedure, there are a few things

you need to remember. The biggest problem most people have with parliamentary procedure is that you can only talk about one motion at a time. Another thing to remember is that you should only make motions in the affirmative. Instead of saying, "I move to not do ...", you should say, "I move to do ... instead". Additionally, during debate, each person can only speak twice on the same motion.

These are just a few helpful facts to help you parli like a pro!





NEW YORK STATE FBLA NATIONAL WINNERS
2016 NATIONAL LEADERSHIP CONFERENCE
Atlanta, Georgia

By Emily Johnson

New York State FBLA attended the National Leadership Conference (NLC) in Atlanta, Georgia from June 29 to July 2. The NLC gave members a chance to compete and network at a new level. While there, many members and chapters from New York State were recognized for their achievements during the 2015-2016 year. Congratulations to everyone on a job well done!

Individual, Team, and Chapter Awards

1st Place – E-business – Samantha Lustberg and Jiya Singh – Jericho HS

1st Place – Publication Design – Sophia Grunin – Valley Stream HS

2nd Place – E-business – Ann Wang – Williamsville East HS

4th Place – Business Communication – Angela Li – Williamsville East HS

4th Place – Mobile Application Development – Andrew Katz, Yi Zhao, Jack Philliips – Mamaroneck HS

7th Place – Job Interview- Daniel Willis – Monroe-Woodbury HS

8th Place -Networking Concepts – Evan Ogra – Williamsville East HS

8th Place – Introduction to Financial Math - Sharan Prasad – Williamsville East HS

10th Place – Securities & Investments – Shubhangi Mehra – Williamsville East HS

State and Recognition Awards

2nd Place – Eastern Region – State Recruitment of Chapters

Who's Who in FBLA – Daniel Willis, Monroe-Woodbury HS

Business Achievement Award – America Level – Rohit Mathew – Sewanhaka HS

Community Service Award – Achievement Level – Naomi Esteves – Lakeland HS

Community Service Award – Achievement Level – Ashley Jimenez – Lakeland HS

Hollis & Kitty Guy Gold Seal Chapter Award of Merit

Canastota HS Carmel HS Clymer HS

Falconer HS Lake George HS Lakeland HS

Mamaroneck HS Monroe-Woodbury HS Tri-Valley HS

Williamsville East HS

Thank you to Isabela Chin of Lakeland HS for serving as a NLC Intern

Congratulations to Sophia Danziger

for being elected to serve as the

2016-2017 National Eastern Region Vice President

75TH YEAR!



Happy Birthday to FBLA-PBL! For the past 75 years, we have made our mark in the business world.

By Arek Gordon

The future can only be seen by looking at where we came from and where we want to go. Let's take a walk down memory lane and see how we got here.

During the 2016-2017 school year, FBLA is celebrating its 75th anniversary. FBLA has had a very interesting history. In 1937, Hamden L. Forkner of Columbia University started the organization to unite several school and college business clubs in the United States, thereby bringing consistency and unification for business education organizations across the country. In 1940, The National Council for Business Education sponsored the organization and it gained the name Future Business Leaders of America. The first high school chapter was in Johnson City, Tennessee. By the end of 1942, thirty-nine chapters had been added to the

organization.

The organization gained more chapters over the next few years. In 1946, the United Business Education Association sponsored FBLA. Iowa became the first state chapter in 1947. Then in 1958, Phi Beta Lambda (PBL) was added to the organization to include



college students. In 1969, FBLA-PBL was established as a non-profit educational student association. Edward D. Miller

became the first full-time executive director in 1973 and remained in that position until Jean Buckley took over in 1997.

The FBLA- Middle Level Division was founded in 1994 to include students in grades 5-8. This was the last major addition to the organization.



The Professional Division was founded in 1989 to include professionals in the workplace.

In 1990, the FBLA-PBL National Center started construction and opened in 1991. The FBLA-PBL National Center is located in Reston, Virginia.

As FBLA- PBL now stands, there are four divisions: FBLA-Middle Level, FBLA, PBL, and Professional Division.

NYS FBLA COUNCILS



This year, a new aspect known as Executive Councils, has been added to the NYS FBLA Program of Work.

By Bianca Summerville

These councils will be working in conjunction with the State Officer team to achieve some specific goals. They are organized in the areas of Membership Services, Public Relations, and Career Development.

MEMBERSHIP SERVICES

The Membership Services Council's goal is to increase the communication between the state and local chapters on topics including membership concerns and recruiting



ideas. This is important to the state association because the larger our membership, the stronger our organization

becomes. Apply to the Membership Council if you want your voice to be heard and if you enjoy recruiting.

PUBLIC RELATIONS

The Public Relations Council has a goal of increasing the visibility of FBLA within the federal and state governments and to the businesses of the world. This is a very important goal because it helps to raise awareness of FBLA's mission and goals. Apply to this Council if you are outgoing, friendly, and enjoy networking.

CAREER DEVELOPMENT

The Career Development Council aims to persuade more colleges to attend our State Leadership

DARE TO TRY SOMETHING NEW

If any of these Councils have piqued your interest, visit the Program of Work tab on the state website for more information.



Conference. If you have ever been to the National Leadership

Conference, then you've seen the exhibitor booth area where they have set aside space for colleges and universities to promote their programs. The state officer team would love to increase the number of colleges a SLC. Johnson and Wales University has been the only college in recent years to attend SLC; we think we can get more! Apply to this committee if you have excellent communication skills and if you are an outgoing, approachable person.



From Rags to Riches

Ferruccio Lamborghini

By Daniel Willis

Excerpted from an article by Abhash
Kumal.

Each Express will include a brief,
motivational story about a well-known
business and how they came to exist.

"Ferruccio was originally a farmer who made tractors. His business was very successful and he was among the most wealthy in Italy. He owned a Ferrari among other super cars. The Ferrari used to give him constant trouble. Being a mechanic, he tried to fix the problem and found out that his Ferrari had the same clutch as used in one of his tractors. 'All my Ferrari cars had clutch problems. When you drove normally, everything was fine. But when you were going hard, the clutch would slip under acceleration; it just wasn't up to the job.'

Ferruccio went to the service guys regularly to have a clutch rebuilt or repaired, and every time, the car was taken away for several hours and he was not allowed to watch it being repaired. The problem with the clutch was never cured, so Ferruccio decided to talk to Enzo Ferrari. He had to wait for him a very long time.

'Ferrari, your cars are rubbish!' Ferruccio complained. Il Commendatore, [Enzo Ferrari] was furious. 'Lamborghini, you may be able to drive a tractor, but you will never be able to handle a Ferrari properly.' This was the point when Ferruccio finally decided to make the perfect car. He called it the Lamborghini."