

# 2019-2020

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# NYS FBLA EXPRESS



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STATE OFFICER TRAINING ISSUE

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# Letter From Your President

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## Andrew Danziger

Greetings New York State FBLA members and advisors! My name is Andrew Danziger and I am honored to be serving as your State President. On behalf of the entire Officer Team, we would like to welcome you to the 2019-2020 membership year!

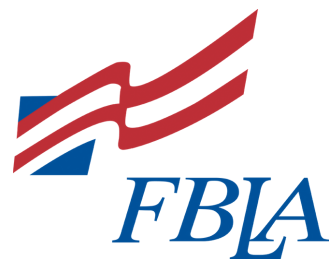
As we prepare for a great year, take a moment to consider all that FBLA has to offer, and think about the events and activities that inspire you the most. From intense competitive events and interactive workshops on the state level, to breathtaking keynote speakers and prodigious networking experiences on the national level, Future Business Leaders of America - Phi Beta Lambda continues to provide its members with unlimited opportunities. "A World of Opportunities", this year's national theme, frames the outlook that you should have moving forward.

Being part of this organization is a privilege unto itself. You are gaining valuable business and leadership skills that will benefit you now, and into the future. But don't stop there. "One State . . . Countless Opportunities" is this year's state theme, and a reminder to take advantage of all that FBLA has to offer.

Your State Officer Team is dedicated to helping New York set achievable goals, give back to our state charity, Keep America Beautiful, and network with members from chapters across the state. Together we can pave the way for leadership by strengthening our membership, community outreach and engagement, and career development. It all starts with you! Try out our Program of Work, the Business Achievement Awards, or the Community Service Awards, you won't regret it. New York State is comprised of members who are driven to lead, innovate, and collaborate. Together we have the potential to make our organization even better.

When I joined FBLA three years ago, I never imagined how much I would learn and grow. I challenged myself to get involved and expand my network in ways I never had before, pushing myself to new heights on both the state and national levels. I now challenge all of YOU to take a step further on your path to advancing your leadership skills and take advantage of all the opportunities that FBLA has to offer. As you determine how you will grow as a leader this year, consider the words of Winston Churchill on the power of opportunities, "A Pessimist Sees The Difficulty In Every Opportunity; An Optimist Sees The Opportunity In Every Difficulty."

Regards,  
Andrew Danziger



# GET TO KNOW YOUR 2019-2020 STATE OFFICERS

Andrew Danziger

President

[president@nysfblla.org](mailto:president@nysfblla.org)

Fun Fact: Andrew can solve a Rubik's cube in less than one minute!



Andrew Fox  
Executive Vice President

[evp@nysfblla.org](mailto:evp@nysfblla.org)

Fun Fact: Andrew auditioned for Jeopardy when he was 12!

Jillian Bent

Secretary

[secretary@nysfblla.org](mailto:secretary@nysfblla.org)

Fun Fact: Jillian plays soccer and basketball on the varsity level!

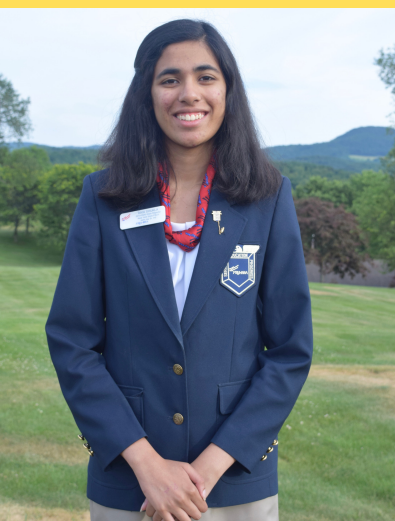


# GET TO KNOW YOUR 2019-2020 STATE OFFICERS

Katelynn Mangual  
Treasurer

[treasurer@nysfbia.org](mailto:treasurer@nysfbia.org)

Fun Fact: Katelynn has been learning sign language for the past four years!



Riva Shukla  
Reporter

[reporter@nysfbia.org](mailto:reporter@nysfbia.org)

Fun Fact: Riva knows every lyric of Taylor Swift's discography!

Aisha Bhakta  
Historian

[historian@nysfbia.org](mailto:historian@nysfbia.org)

Fun Fact: Aisha has traveled to seven different countries!

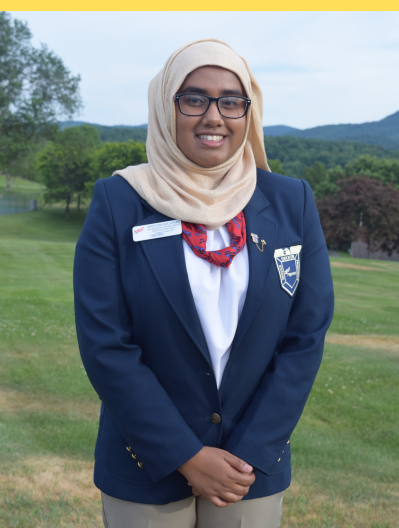


# GET TO KNOW YOUR 2019-2020 STATE OFFICERS

Dante Howard  
Parliamentarian

[parliamentarian@nysfblla.org](mailto:parliamentarian@nysfblla.org)

Fun Fact: Dante has lived ten thousand feet above sea level!



Maryam Bacchus  
District 1N State Vice President  
[svp1n@nysfblla.org](mailto:svp1n@nysfblla.org)

Fun Fact: Maryam is the middle child of five children!

Madison Crilley

District 1S State Vice President  
[svp1s@nysfblla.org](mailto:svp1s@nysfblla.org)

Fun Fact: Madison has seen over 20 Broadway shows!



# GET TO KNOW YOUR 2019-2020 STATE OFFICERS

Spencer Dicembrino

District 3N State Vice President

[svp3n@nysfblla.org](mailto:svp3n@nysfblla.org)

Fun Fact: Spencer has seen all the Rocky movies countless times!



Zoe Hanfmann

District 3S State Vice President

[svp3s@nysfblla.org](mailto:svp3s@nysfblla.org)

Fun Fact: Zoe is currently traveling the 50 states!

Madeleine Biles

District 5 State Vice President

[svp5@nysfblla.org](mailto:svp5@nysfblla.org)

Fun Fact: Madeleine has been white water rafting on class five rapids!



# GET TO KNOW YOUR 2019-2020 STATE OFFICERS

Emily Case

District 7 State Vice President

[svp7@nysfblla.org](mailto:svp7@nysfblla.org)

Fun Fact: Emily loves to speak Spanish!



Chai Ratnakaram  
District 12 State Vice President

[svp12@nysfblla.org](mailto:svp12@nysfblla.org)

Fun Fact: Chai can speak five languages!

“The quality of a leader is reflected in the standards they set for themselves”

RAY KROC

# How to Further Your Involvement in FBLA

## Andrew Fox

Hello New York State FBLA Members! My name is Andrew Fox and I am your Executive Vice President for the 2019-2020 year. I would like to discuss how you and your chapter can further involve yourself in FBLA. There are various ways to get more involved in FBLA, but I'll just skim the tip of the iceberg within this article. If you have any questions, don't hesitate to contact me.

For starters, one way you and your chapter can increase involvement is by completing the New York State Program of Work for the 2019-2020 year. Your State Officer Team created this year's Program of Work this July at State Officer Training. These challenges can help with recruiting members, giving back to your community, and helping you work on your business skills. By completing these challenges you will receive a ribbon, one for each challenge, at the State Leadership Conference in Rochester, New York!

Another chance for you and your chapter can further your involvement in FBLA is by supporting our state charity: Keep America Beautiful. This charity was chosen by the New York State Officers because we believe this organization will achieve a lot with all of the support members can give them. You and your chapter could hold an event within your school or community to increase awareness and raise money to help the cause.

One way you can get more involved within FBLA is by partaking in National Programs such as the Business Achievement Awards and the Community Service Awards. These National Programs offer members the chance for recognition on the local, state, and national levels by completing various tasks. The Business Achievement Awards focus on FBLA's motto; Service, Education, and Progress, while the Community Service Awards primarily focus on giving back to your community and putting in many hours of community service.

One final way to further your involvement in FBLA is to apply to be an intern at the State Leadership Conference, or apply to be a Social Media Ambassador at the National Leadership Conference. Both positions are prominent ways to keep busy and help tremendously with the work that needs to be done throughout the conferences.

I hope you all continue to be involved in the wonderful organization we are a part of and increase your involvement throughout this upcoming year. Again, if you ever have questions on how to keep busy with FBLA feel free to email me at [evp@nysfbla.org](mailto:evp@nysfbla.org). Thank you!



# The Importance of Organization

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## Jillian Bent

Hi, my name is Jillian Bent and I'm a rising junior at Sharon Springs Central School located in District 4. Serving as your State Secretary is a true honor and I'm looking forward to a successful year! As you may already know, organization is vital for success. That being said, I would like to share some advice and anecdotes based on my experience.

People who are well organized are often easy to spot in a group. They have their planners, computer, and everything they need to stay on top of the game. This year I've had the opportunity to participate in several distinguished activities. Within FBLA I served on the Eastern Region Council as the Council Executive and served as my Chapter President. In school, I am the President of the Class of 2021 and also play soccer and basketball on the varsity level. I'm also a member of the Students Against Destructive Decisions and the Student Council. I like to be involved in as much as possible, which means I must be organized. For scheduling, I write important dates down in my planner, then add it to my digital calendar on my phone.

While serving on the Eastern Region Council I created a video series called "How To Use Social Media For FBLA". While I learned things about social media and how to communicate with members, I also learned how to schedule my time. I committed to making a video biweekly and it was a challenge to develop a script, memorize, and record it! Through creating these videos I developed my organization skills and learned how to be more productive with the time I have to complete a task.

I always write things down, whether it's notes for a test, a script I have to memorize, or my daily agenda. Everything is easier accomplished when it's in writing. In addition, I generally set deadlines for myself and things I need to accomplish. Giving a specific date or time to complete something makes it realistic and more easily accomplished.

As students, we have the opportunity to get involved with various activities, but if we don't organize our priorities, agendas, and time it's easy to lose focus. On top of juggling sports, clubs, and organizations like FBLA, it's crucial to keep up with academics. The more organized we are, the less stress we will have to handle!



# The Importance of Fundraising

## Katelynn Mangual

Hello NYS FBLA, My name is Katelynn Mangual and I am excited to be serving as your state treasurer this year. This year, fundraising is one of my top priorities. Fundraising is crucial to our success. The definition of fundraising is to seek to generate financial support for a charity, cause, or enterprise. Fundraising can be done on many different platforms both digitally and traditionally. Some examples include phone calls, online fundraisers that give you a percentage of the revenue, food fundraisers which gives you a percentage of the revenue made from food sold that day, leave jars in local restaurants and establishments, and setting up tables to inform people about fundraisers.

Fundraising not only benefits organizations and charities, it also promotes the goals of FBLA. While fundraising for FBLA is important to help the state charity, it is also important to make attending competitions and conferences more affordable, so members can meet new people and create more connections with others. Fundraisers incorporate teamwork since everyone is working towards a common goal. It also promotes members participation. The goals and missions of organizations are spread throughout the community through fundraisers. Some tips on how to have a successful fundraiser include choosing a fundraiser that has a wide target range to sell or ask for donations from. Also, set a goal in place to work towards as well as create a plan of action to execute for the fundraiser. After the fundraiser is done, thank anyone who participated and helped you organize the fundraiser. Happy fundraising!



# The Importance of Teamwork

## Aisha Bhakta

Hello, New York State FBLA! My name is Aisha Bhakta and I am so excited to be serving as your 2019-2020 State Historian. Teamwork is key in any successful group. In order for your team to work to the best of its abilities, every member must cooperate and take into account the opinions and ideas of every other person. You can remember some helpful teamwork tips using the acronym TEAM: Trust, Engage, Acknowledge, and Maximize. First, trust! Trust is a very important factor when it comes to a group's success. Members constantly have to rely on each other and trust that everyone will do their part. To build trust in team members, familiarize yourself with your group mates and get to know them personally. Try some fun team building activities to break the ice! Second, engage! Every person in a team deserves to feel heard and included. Assign tasks to team members based on their strengths and likes to keep them interested, while also getting their best work. Schedule regular meetings to check in with the group and make sure they are on task and on time. Next, acknowledge! Everyone's contributions in a team are important and their ideas should be regarded objectively, without the influence of outside factors.

Communication is key in any situation, so make sure your team knows exactly what is going on. By acknowledging everyone's ideas, you can make smarter decisions, while also keeping everyone happy and in the loop! And lastly, maximize! Maximizing your group's efforts and abilities can garner your team the most success! By setting team goals and delegating the work methodically, you can accomplish goals efficiently and in a timely manner. Planning is an extremely important factor in maximization! Although it may seem tedious, it will help keep your team organized and on track for a prosperous year. Remember: Teamwork makes the dream work! Let's work together to make this year great!



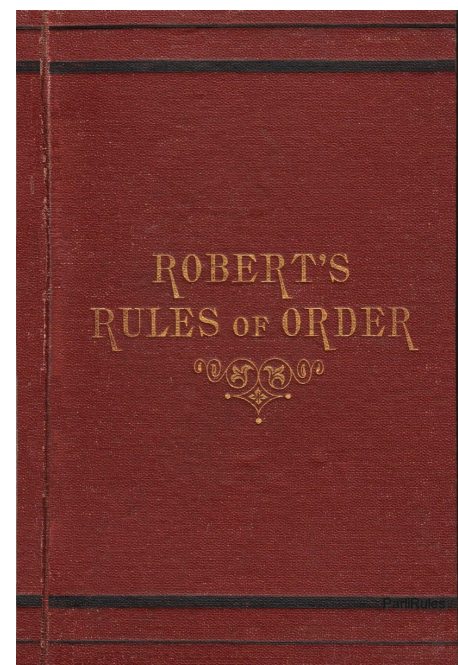
# Parliamentary Procedure

## Dante Howard

Greetings New York FBLA, my name is Dante Howard and I'm your State Parliamentarian. My job on the state officer team is to be an expert on parliamentary procedure and teach it to the officer team. So what is parliamentary procedure, or "parli pro"? Parliamentary procedure is essentially a set of rules that FBLA uses when they conduct formal meetings. The rules have been established in a book called Robert's Rules of Order, and they maintain structure and efficiency in our meetings.

When first seeing Robert's Rules of Order, it's common for people to become discouraged as they see a large, dense book. I understand this, however you should know that people have worked for years to make the book more understandable and teach the most essential parts of it. When I teach parliamentary procedure, I like to primarily focus on speaking it with a group rather than having them read parts of the book. In reality, parliamentary procedure is much like any language you study in school. The best way to learn a language is to go out and speak it. With that said, I recommend you find a group who uses parliamentary procedure, and watch them before trying to read all of Robert's Rules. Just listen, and soon you'll find yourself picking up on the specific phrases that are used.

For those of you who want to get a start in parliamentary procedure, my first recommendation would be to ask someone you know to teach you. That could be your adviser, or an upperclassman from your school. You can also find someone on the board of directors who can help you. Ask them to explain the basics of the procedure to you, and run through scenarios where you can speak the language together. Parliamentary procedure is a great tool to have as an active FBLA member. I hope to see many of you at future FBLA conferences!



# District Goals

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## Maryam Bacchus

Hello members, advisors and Board members of New York State FBLA! My name is Maryam Bacchus, and I am honored to serve as your 2019-2020 District 1N State Vice President. Throughout the upcoming year, I aim to serve as your voice as we navigate the road to the State Leadership Conference.

In order for us to continue to prosper as a district, I have devised three goals for my upcoming term:

- 1) Increasing participation in the FlexBLA social media challenge, which will foster much needed communication between Districts 1N and 1S.
- 2) Establishing a full slate of district officers, which will be instrumental to inter-district communication and in helping reach our goals. This will also increase involvement and membership in NYS FBLA.
- 3) Chartering more FBLA-Middle Level chapters in our schools, which will increase early interest and ultimately increase both membership and preparedness for FBLA experiences in students' upperclassmen years.

Thus far, FBLA has taught me that hard work and a professional demeanor go a long way. Practice makes perfect; Constantly reviewing and editing your presentation will help you perfect memorization, public speaking skills and timing. Remember, a simple smile can change the tone of a presentation from monotonous to emphatic.

I believe FBLA is an advantageous organization because it encourages the development of interpersonal skills necessary for future success. Members are actively engaged in their communities, all while engaging in teamwork and peer competition. I encourage each and every one of you to continue to take advantage of the "world of opportunity" that surrounds you. I wish each and every one of you the best of luck in all of your FBLA endeavors.

I look forward to working with both you, the members of NYS FBLA, and my fellow state officers. I am also extremely excited to see all of the amazing things District 1N will accomplish this year. I am certain it will be filled with success and memories we will all have for years to come!



# District Goals

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## Madison Crilley

Hello New York FBLA! My name is Madison Crilley, and I will be a senior at Commack High School this year. I am honored to be your 2019-2020 District 1S State Vice President. My goals for this year include increasing communication and participation across our district. I plan to work closely with the State Officer Team, as well as our district to accomplish these goals. This year, I would like to work with every chapter in District 1S to ensure that their voices are heard, and that they have what they need to succeed. For executing my idea, I would like to set up a group chat with local chapter presidents and advisors, so they could express any concerns or ideas that they have throughout the year. Additionally, I would like to see an increase in chapter participation in the Program of Work. To do this, I would create a booklet of all the current opportunities offered to members, explained in detail, that would be available to all chapters in the district. By doing this, I hope that the process of completing the Program of Work is made more accessible to all members of FBLA.

Another goal that I would like to accomplish is to continue the “FlexBLA” challenge with District 1N. Last year, FlexBLA was a major success. It kept chapters connected, and increased the excitement for the State Leadership Conference. This upcoming year, I would like to increase involvement even more across District 1S. Finally, I would like to create an Instagram page for our district. Doing this would help chapters stay connected and informed about our district meetings, as well as any other important information about FBLA. I look forward to a great year for our district, and hope to see you all at our Fall District Meeting.



# District Goals

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## Spencer Dicembrino

My name is Spencer Dicembrino and I am thrilled to serve as District 3N's State Vice President. For this upcoming year, I have several goals in mind to improve our district. My first goal is to keep reliable and timely sources of updates and communication. The more aware our district members are, the more involvement there will be. One of the main duties of a State Vice President (SVP) is to provide updates and letters to the people. To do this, I will provide monthly updates on social media platforms. My next goal is to increase general members' involvement and participation in our district. This is important because more involvement allows for everyone to meet more people who will be beneficial to each other, as well as an increase in satisfaction for our district meetings. The district meetings will involve more of what the people want, and result in interactive district meetings.

A vital responsibility that an SVP has is to coordinate district projects and social activities. In order to do this, I will send out Survey Monkey links to get a good feel for what our members want our social gathering to consist of. Knowing what our members want allows me to make our social gatherings more enjoyable. The socialization within our district is crucial because it allows for important lifetime connections that will help everyone prosper in FBLA and life. I also want to use this platform to garner different opinions from across the district to find out what should be kept or changed during my term as vice-president. I want to hear what our members want. Finally, my last goal is to increase attendance at fall district meeting (FDM) and spring district meeting (SDM). An SVP is responsible for coordinating SDM and FDM and ensuring both conduct smoothly. I will utilize the data from the surveys to increase quality of district meetings. I look forward to seeing you all at our next district meeting!



# District Goals

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## Zoe Hanfmann

Hello FBLA members and advisors! My name is Zoe Hanfmann, and I am your 2019-2020 District 3S State Vice President. As I begin my first year as a state officer, I have many goals for our district for this upcoming year. I plan to work with both the New York State FBLA Officer Team, as well as our district to successfully achieve my goals. I have established a set of three goals to be accomplished during my term: to educate, connect, and inspire. To educate our members we can create more workshops to attend during our district meetings. These workshops will cater to a broader spectrum of business professions, such as fashion design, STEM professions, and many more! This excites new members and peaks their interest in new fields that can help them get a better understanding of their future.

I want to connect members by promoting networking. We can do this by traveling to schools and giving presentations about FBLA in hopes to charter new chapters and possibly re-charter former ones. This is important since it increases membership. Lastly, I would like to inspire members by educating members about FBLA and giving them a drive to follow their dreams and aspirations. Whether it be starting the business they have always dreamt of, or becoming a CEO at a big corporation, having a drive and a sense of self confidence is an important aspect of keeping the sigma going to always strive to do your best. All three goals are important because of the impact that they can make on one individual's growth as a future business leader. The skills and knowledge that they gain not only educate, connect, and inspire members, but help them remember that they can do anything they put their mind to. I can't wait for this upcoming year and the great things that we will achieve not only as a state or district, but as a team! If you ever need to reach me please feel free to contact me via email at [svp3s@nysfbla.org](mailto:svp3s@nysfbla.org).



# District Goals

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## Madeleine Biles

Hello! My name is Madeleine Biles and I will be serving as your 2019-2020 State Vice President for District Five. I am very excited for the year ahead and can't wait to get started planning for our District meetings! My goals for this upcoming FBLA year are to charter more chapters in District Five, improve connections between local chapters and the state, as well as increase District Five's attendance at State and National Leadership Conferences.

I think we can all agree that FBLA is an incredible organization and we're all grateful that our school has a chapter. I would like to extend opportunities that we have through FBLA to other schools that are geographically in District Five but do not currently have a chapter. I will do this by personally reaching out to schools with strong business programs and informing them about FBLA. My goal is to charter at least two new chapters while I serve in this position.

My next goal is to improve the connection between local chapters and the state. With so many events all happening simultaneously in the state, it can be a little tricky for local chapters to keep up. That's why effective communication between myself and local chapter presidents crucial. I plan on having video conference calls with chapter presidents about every other month. In these conference calls, presidents will be updated on new changes and upcoming events in the state, ask questions, and exchange ideas on how to improve their chapter.

Finally, my last goal is to increase District Five's attendance at State and National Conferences. I am confident that those of us who have attended these conferences in the past can speak very highly of them and remember them as valuable experiences in our lives. Currently, not many chapters in our district attend the National, or even State Leadership Conferences. Whether it is helping with fundraising ideas, or just encouraging members to compete at the state level, I will do everything in my power to allow students to have the amazing opportunity that is State and National Leadership Conferences.

By achieving these three goals, hopefully we can create an enthusiastic atmosphere where members are motivated to participate! I look forward to this upcoming FBLA year and would love to hear some of your ideas too!



# District Goals

## Emily Case

Greetings, FBLA! My name is Emily Case and it is an honor to be serving as your 2019-2020 District 7 State Vice President. I am a senior at Canastota High School and am currently serving as Chapter President. I have been involved in FBLA since my freshman year of high school, and since then I have found my true passions, as well as established career goals of my own. I have been able to meet and maintain communication with many business professionals, gain confidence in interviews and while public speaking, and accumulate a mass amount of community service hours. It is my personal goal to do my best to give all members in my district the same, if not more, opportunities. Throughout the year, I plan on maintaining communication in District 7 by continuing the timely newsletter that is currently in place. This way we can see what other chapters have achieved, stay updated on our district, and continue to be inspired.

In addition, I would like to encourage chapters to utilize social media platforms for their chapter. This can be beneficial when trying to gain membership or get in touch with local businesses. For example, having an instagram account for your chapter can serve to connect with potential members and businesses. Also, I would like to host a district social before the State Leadership Conference. During this social, members can study for their written tests together and those who have speaking events will be able to practice with business professionals from the community to strengthen their skills and get feedback. My third goal is to increase the participation in the Community Service Award (CSA) activity in my district by holding collaborative chapter events that would make it possible for FBLA-middle level members to get a head start on their service, and give high school members an opportunity to continue theirs even further. That way, we are utilizing every tool that is being offered to us. My fourth and final goal is to create a database in an excel worksheet of members from the business community as well as guest speakers to build relationships and network with. This worksheet would be shared with all chapter advisors and presidents. That way, it will be easily accessible and make planning for chapter meetings simple. With these goals, we will be able to achieve more than ever before. I look forward to seeing you all at the Fall District Meeting in October!



# District Goals

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## Chai Ratnakaram

Greetings! As the SVP for District 12, I hope to accomplish many amazing things together over the coming year. Our district has had a track record of success over the past several years so my first and foremost priority will be to carry the torch and continue the programs in place and communication with individual chapters. My next goal will be to host an outstanding Fall District Meeting and Spring District Meeting at my home school, Williamsville East High School. These meetings will need to be thoroughly planned out beforehand. With the help of the past District 12 State Vice Presidents and the Executive Vice President, I will obtain the previously successful materials and add a new workshop this year. I would also like to reach out to a local business executive and have him/her as the keynote speaker for the conference and a workshop presenter.

I also plan to personally host two workshops, each with a different purpose. The first will be the "How to become a State Officer" workshop. This is a crucial workshop for newer or younger members who might be interested in becoming one in the future. The second workshop I will be presenting will be called the "Yes And" workshop, with content created by Andrew Danziger and a focus on conversation and communication. As this is the school for the majority of our district members, this is the ideal site to host our district meetings. Also, to increase a presence of District 12 members at the State Leadership Conference, I will be personally reaching out to all of the chapter presidents to find their chapter strengths and weaknesses. I will also formally introduce our state charity "Keep America Beautiful" to increase awareness and encourage members to get involved. Together, I can't wait for a prosperous and successful year!



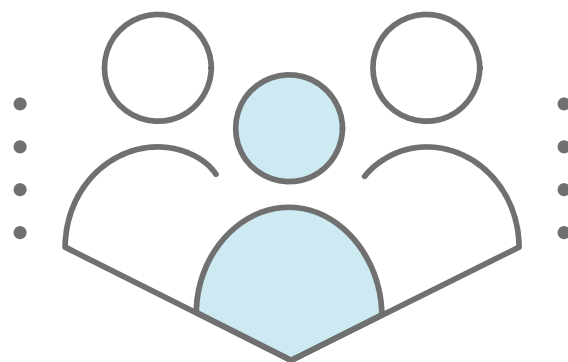
## Career Development Committee

The Career Development Committee for this year is comprised of Dante Howard, Riva Shukla, Madeleine Biles, and Jillian Bent. The purpose of our committee is “To foster career and college readiness.” After long sessions of brainstorming we finally established our three challenges called Plan With Purpose, Discover & Discuss, and Link to Your Future! Each of these challenges aim to help develop the skills students need when applying for college and searching for careers. We hope everybody will take advantage of this opportunity and we look forward to reviewing your submissions. Good luck!



## Community Outreach and Engagement Committee

The Community Outreach and Engagement Committee is comprised of Aisha Bhakta, Katelynn Mangual, and Chai Ratnakaram. They are focusing their time this year on increasing involvement in our state charity, Keep America Beautiful, and helping the overall presence of New York FBLA in the community. To achieve this goal, they are implementing a few different activities that chapters can participate in. The activities include teaching elementary schools about recycling, a bottle recycling challenge, and cleanup within respective communities. The committee is very excited to see the results of New York FBLA efforts in their communities this coming year. Good luck to all members!



# Program of Work Highlights

## Membership Services Committee

The Membership Services Committee is comprised of Emily Case, Zoe Hanfmann, Maryam Bacchus, and Spencer Dicembrino. The purpose of the Membership Services Committee is to increase membership by promoting FBLA through various avenues. The committee aims to do this through three Programs of Work (POW): Early Bird Challenge, Charter Challenge and Success in Speaking. Information regarding these and other POWs can be found on the NYS FBLA website. We encourage all of you, the members of NYS FBLA, to complete as many POWs as you can. We look forward to a successful year!



## Executive Committee

This Executive Committee is comprised of Andrew Danziger and Andrew Fox. The challenges included in their Program of Work focus on the general goal of to develop competent, aggressive business leadership. The first challenge is Promoting Progress which incorporates the Business Achievement Awards. By designing an advertisement and an audio public service announcement members have the ability to utilize their creativity to increase participation within FBLA's competitive events program. The Second challenge is Social Media Superstars which highlights how leadership skills have been an important factor within member's time in FBLA. The third and final challenge is Teaching Talent which allows members to enhance their chapter's knowledge on a topic of choice. The Executive Committee looks forward to an exciting and intriguing year and we encourage all members to take advantage of this years Program of Work.



# State Theme

Hello New York FBLA! My name is Madison Crilley and I am the State Vice President for District 1S. The State Officer Team is proud to announce that “One State. . . Countless Opportunities” has been selected as the 2019-2020 New York State FBLA theme. We believe that this message perfectly encapsulates our goals for this year. The first part of the theme, “One State” represents the unity that our state chapter has. The second part of the theme “Countless Opportunities” represents the large variety of activities and opportunities that our state will excel at throughout this year. This theme is meant to unify New York State as a whole, and show to FBLA that we are stronger together. We strongly encourage all members to further their involvement this year and hope to see you all at the State Leadership Conference in April. We are looking forward to a great year as one state, with countless opportunities.



# State Logo

Hello! My name is Madelene Biles and I will be serving as the 2019-2020 State Vice President for District 5. This past week at state officer training, the entire state officer team and I worked diligently to develop a state theme and logo for the upcoming FBLA year. I was part of the committee to create the 2019-2020 NYS FBLA Logo along with Aisha Bhakta, Maryam Bacchus, and Andrew Danziger.

Each state officer was tasked with developing one logo and presenting it to the team at SOT. After looking at everyone's proposed logo, we decided to combine different components from certain logos and create our final design.

This logo was created in Adobe Illustrator. The overall shape of the logo is a circle with a silhouette of the New York City skyline and mountain landscape. We chose this design because it represents all parts of New York State. The bottom of the logo contains our state theme: **One State . . . Countless Opportunities.**

Some other design decisions that were made while creating this logo were to make the colors navy blue, gold, and white. These colors compliment each other nicely and match with the NYS logo. We also chose to have two buildings from the NYC skyline extend outside of the circle to add visual interest.

I am thrilled to be sharing this design with you all and cannot wait to see it on NYS FBLA publications!



# State Charity: Keep America Beautiful

Hello everyone! My name is Madeleine Biles and I will be serving as your 2019-2020 State Vice President for District Five. I am very optimistic about the upcoming FBLA year as we have had a busy, yet successful State Officer Training.

One of the many things we do here at State Officer Training is choose the State Charity. Giving back to the community is very important to NYS FBLA, and aligns with the core principles of FBLA which are Education, Service, and Progress. Over the summer, each state officer researched and developed a presentation about a non-profit charity of their choice. After listening to all of the presentations, our debate brought us to Keep America Beautiful (KAB).

Keep America Beautiful was proposed by myself and Chai Ratnakaram and is an environmental and community-oriented charity. Keep America Beautiful “inspires and educates people to take action every day to improve and beautify their community environment”. The state officer team agreed that choosing this charity would be a wonderful opportunity to educate the next generation of business leaders on the importance of the environment through interactive projects and activities. Keep America Beautiful was created in New York City in 1953, so it is very fitting that it is the New York State charity!

As previously mentioned, KAB has many interactive projects. We have implemented these projects and activities into some of the Program of Work challenges, specifically in the Community Outreach and Engagement Committee. These activities focus on recycling, litter prevention, and community awareness. Make sure to complete and submit these challenges before February 15th to receive ribbons at the State Leadership Conference!

The entire State Officer Team is very excited to bring awareness to this charity and what it stands for! We hope that you participate and help NYS FBLA Keep America Beautiful!



# A Message from Your State Reporter

Greetings, New York State FBLA!

It has been my honor to publish the State Officer Training Edition of the New York State FBLA Express. I encourage you all to write articles about your experiences in FBLA. By sharing news from your chapter, you are giving members a personal insight into your unique FBLA experience. That being said, I would like to inform you of some upcoming deadlines for the NYS Express. Please note the articles for the next edition are due on or before October 30, 2019.

Thank you all for being dedicated members of FBLA. I hope to read your articles soon!

Sincerely,  
Riva Shukla



## **Upcoming Deadlines:**

Fall Edition: October 30, 2019

Winter Edition: December 30, 2019

Spring Edition: February 28, 2020