

THE NYS FBIA EXPRESS



STATE OFFICER TRAINING EDITION

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The 2021-2022 STATE OFFICER TEAM

Allison Li **President**

Hello New York FBLA! My name is Allison Li, honored to be serving as your State President! I attend Williamsville East High School in District 12. Outside of FBLA, I serve as the captain of Science Olympiad and Mock Trial, and President of the Chinese Youth Club of Western New York. A fun fact about me is that I love to draw, and I've been playing piano and violin for over 10 years!

Matthew Edelstein **Executive Vice President**

Hello, New York State FBLA! My name is Matt Edelstein and I will be serving as your 2021-2022 State Executive Vice President. This will be my second term as a state officer, having served last year as the 2020-2021 State Vice President for District 3N. I really enjoyed my experience on last year's state officer team and I am looking forward to sharing the important lessons I learned with this year's team so we can "Re-Focus on Leadership" in NYS FBLA.

Margaret Brown **Secretary**

Greetings New York State FBLA! My name is Margaret Brown and I am honored to be back this year serving with all of you as your State Secretary. I previously served as the 2020-2021 State Vice President for District 12 and am a rising senior at Williamsville East High School. I hope everyone is ready for a fantastic year of FBLA and all the progress it will bring. Let's refocus on leadership and remember you represent New York State, so make the most out of all this year's opportunities. Please feel free to contact me via email, secretary@nysfbla.org

The 2021-2022 STATE OFFICER TEAM

Aspen Hawkins **Treasurer**

Hello New York State FBLA! My name is Aspen Hawkins and I will be serving you as the State Treasurer this year! Currently, I am a rising Senior at Randolph Central School which is located in District 13. Right now, I am involved with different activities within school other than just FBLA. I am involved with cheerleading, track and field, drama club, and many more! I'm so excited to be able to serve you this year and I look forward to being able work with everyone this year!

Isabella Esterman **Reporter**

Hello New York FBLA. My name is Isabella Esterman and this year I will be serving as your 2021-2022 State Reporter. I am a rising senior at Sharon Springs Central School in District 4. I have learned so much from my time in FBLA, and account it for many of my successes and accomplishments. Outside of FBLA, I am a huge hiker as well as a huge Philadelphia 76ers fan! I can't wait for this upcoming year and all the opportunities that unfold!

Julia Giordano **Historian**

My name is Julia Giordano and I am a rising senior at Lakeland High School. I initially joined the Future Business Leaders of America because I was interested in joining clubs, but then I was inspired by the skill set and professionalism of my peers and wanted to become a leader. Outside of FBLA, I am very interested in visual arts and the film industry as I aim to pursue both a business driven and creatively driven career. The majority of my time is spent working hard at my dance studio, or being with friends and family.

The 2021-2022 STATE OFFICER TEAM

Nish Mistry **Parliamentarian**

Greetings New York State FBLA! My name is Nish Mistry and I'm honored to serve as your 2021-2022 State Parliamentarian. I'm currently a rising senior at Hendrick Hudson High School in District 3S. Over the course of my FBLA career, I've made countless memories, learned many lessons, and formed many friendships. At school, I serve as the Captain of my Speech and Debate Team, a Senior Editor for my school's Literacy Magazine, and play Varsity Tennis and Bowling.

Zongyuan (Derek) Li **SVP - District 3N**

Hello New York State FBLA! My name is Zongyuan Li, but I usually go by Derek. I'm so grateful and excited to be serving as your 2021-2022 State Vice President for District 3N. I've been a dedicated member of FBLA for about 3 years now. I also participate in many other extracurricular activities outside of FBLA: I'm a member of the Varsity Tennis team, the student government treasurer, as well as the NHS president.

Katarina Riekert **SVP - District 3S**

Greetings New York State FBLA! My name is Katarina Riekert and I'm a rising senior at Lakeland High School. I am honored to be serving as the 2021-2022 State Vice President for District 3S this upcoming year. I've been a dedicated and active member of FBLA since the sixth grade. Outside of FBLA, I'm involved in various other activities. I have been involved in Girl Scouts since Kindergarten where I've recieved the Bronze Award and I'm actively working towards the Gold Award.

The 2021-2022 STATE OFFICER TEAM

Sydney VanDeusen **SVP - District 4**

My name is Sydney VanDeusen, and I am honored to be serving as your District IV State Vice President this year! I have attended all Fall and Spring District meetings over the past 3 years as well as 2 State Leadership Conferences and 2 National Leadership conferences. I am so grateful for the opportunity to serve as a state officer this year and I can't wait to get started on new initiatives!

Kaitlin Clingerman **SVP - District 9**

My name is Kaitlin Clingerman and I will be serving as the 2021-2022 District 9 Vice President. I am a rising senior at G. Ray Bodley High School and as a freshman, I joined FBLA because my favorite teacher, Mrs. Taormina, was the advisor. It didn't take long for me to fall in love with the competitive yet friendly culture all members reflected. I look forward to collaborating with my teammates in the upcoming year and developing FBLA on the state level and at District 9.

Ryan Chou **SVP - District 12**

Hi, my name is Ryan Chou. I'm a rising senior at Williamsville East High School, and this is my fourth year in FBLA. In my free time, I'm into writing and listening to music. A fun fact about me is that I'm a bit of a caffeine addict, (my go-to is a classic black coffee).

Message from the President

By: Allison Li

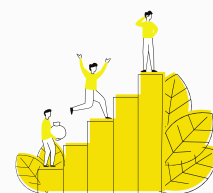
Hello New York FBLA! My name is Allison Li, and I am beyond honored and excited to be serving you all this year as your 2021-2022 State President. As we head into a new year, I hope that you will be able to take advantage of the endless opportunities that FBLA has to offer.

From creating new resources, holding workshops and conferences, and enhancing our social media engagement, we have accomplished so much throughout our journey in overcoming the challenges of a virtual year. However, there is still much to be done. Ultimately, you – our members - are the core of this organization. With your input, I am confident that we can strengthen communication across the state to support each chapter's unique needs and recover our membership!

Your State Officers aim to establish several platforms and initiatives to encourage development in leadership, communication and professional development! Through spearheading Instagram series and challenges, we will provide information on state and national opportunities, and promote unity in a fun, engaging way! In addition, we plan to hold webinars with professional leaders to assist members in strengthening their networking skills and explore various careers. As always, be sure to participate in the Program of Work challenges to engage in community service, fundraise for our state charity, and promote the ideals of our organization!

My journey in FBLA has taught me that there is something within FBLA for everyone. No matter where you start, I firmly believe that each and every one of you have the potential to become a business leader. Take advantage of all opportunities that come your way: from participating in social media initiatives, competitive events, and applying to state or national councils, there is so much to explore! I started off in this organization shy and unconfident in my leadership abilities, but through my term on the State Officer Team and National Eastern Region Council, I learned the value of perseverance and breaking out of one's comfort zone. I hope that together, we can carry this spirit of determination and Refocus on Leadership as we take on this new membership year!

Sincerely,
Allison Li
president@nysfbla.org



Program of Work

By: Matthew Edelstein

Hello New York State FBLA, my name is Matt Edelstein and I will be discussing the NYS FBLA Program of Work Councils. Councils are a great way for members to gain a better understanding of the type of work done on the state level. These councils are vital to FBLA because they bridge the gap between the chapter and state levels.

There are many benefits of joining a POW Council such as gaining experience on the state level to help expand your leadership skills and to make friends and meet people with similar passions as you. Members who complete their term on a council will also receive a plaque at the State Leadership Conference.

Having served as both a member and director of the Recruitment and Retention Council last year, I learned about membership strategies that we can utilize to help combat the membership decline that we experienced last year due to Covid-19. Each council covers a different aspect or area of FBLA, but all are of equal importance. The opportunities for meetings and activities are endless. It all depends on which council and what would be the best for creating a good lesson or strategy for the members.

The application for State Councils will be posted on the website very soon. The deadline for submission of completed Applications is November 10, 2021.

Any member who is looking to branch out in FBLA and become more connected with NYS FBLA will benefit from serving as a council member.

Thank you, and if you have any questions or concerns, please feel free to contact me at evp@nysfbla.org



Financial Literacy

By: Aspen Hawkins

When it comes to your future one of the most important things to know about is financial literacy, and it is becoming more and more common for members and people to be aware of it as an important skill. It is extremely important that you know how and when to use your knowledge for financial literacy.

A major portion of financial literacy is money management and how it works. Everyone is different when it comes to money management but there are numerous steps that you can take to be able to assist you. One major step that you can take is taking note of how much you spend within a month and what you can cut back on. Each month you want to make a select amount that you are allowed to spend and then put the rest into a savings account. There are numerous other methods that you can use in order to assist you as well such as the 50/20/30 rule.

You can start becoming more financially literate today just by taking basic steps, whether you immediately start watching what you spend or how much you spend, to being able to place a certain amount in your savings account each month and leaving it there until an emergency. You can also download numerous free apps that will also go into depth about financial literacy as well!

Thank you, and if you have any questions feel free to reach out via email, treasurer@nysfbla.org.



Networking and Social Media

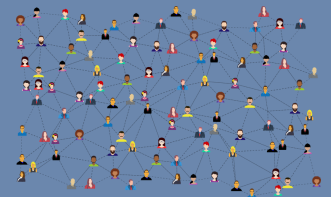
By: Julia Girodano

Networking is the action of interacting to develop social and professional relationships, and it is one of the most essential aspects of FBLA. Often, the first and some of the best advice given to newcomers of FBLA, is to be open to conversing with others and start networking immediately. Even in the most unprecedented of times, the relevance of this advice still remains. In order for us to stay connected and unified, we must turn to social media to escalate our networking abilities.

It's safe to say that especially in FBLA, that we do our best work together when we can meet face to face, have real conversations, and collaborate in person. I speak for myself and many other members when I say that some of our most fond memories of FBLA took place at District, State, or National Leadership Conferences. In person events are also settings where we can meet new people, network, and then work together in the future. Last March, our lives took an unexpected turn, and we lost the ability to meet in person. The COVID-19 crisis has certainly slowed our progress, but with the correct adaptations and strategies through social media, it could never stop that progress.

Social media is the best way to deliver information to the maximum number of people, and also message them in order to build connections. For instance, interactive Instagram stories are an efficient way to gather opinions and feedback from local chapters. They also can spark conversations between members unfamiliar with each other and from there, build an alliance or a bond. Videos are another great method to deliver information and start to network between chapters. After viewing National and State Officer accounts, it is evident that informational videos, and Instagram posts were a primary way to stay connected in a world where it seems all connections have been cut off. It's important that we continue to utilize social media in order to network. Chapters must be encouraged to create FBLA media accounts and stay active to stay connected. Before returning to in person conferences and meetings we know and love, members of FBLA can absolutely remain productive and prosperous through clicks and posts.

If you have any questions or concerns feel free to reach out via email, historian@nysfbla.org.



Parliamentary Procedure

By: Nish Mistry

Although it may seem confusing, Parliamentary Procedure refers to the rules of order used by assemblies and organizations to keep meetings run smoothly and efficiently. It is a way of ensuring that all members of an assembly have equal protections, rights, and can even expedite your meetings! I admit, it may be a little tricky to learn, but after you grasp the basics, learning the rest is much, much easier.

The most basic principle of Parliamentary Procedure is known as “making a motion”. A motion is a proposal for the assembly to take a certain action. If you want to introduce new business or a new subject to the assembly, you can make a main motion. A main motion is a type of motion, and is defined as introducing a substantive question as a new subject.

For example, if you wanted your chapter to donate money to the state charity, you could make a main motion to do that! The way you make a main motion is by saying, “I move to” and then add your proposition, whether that be donating to the state charity, holding a fundraiser, or anything in between. With the previous example, you would say, “I move to donate \$X to the NYS FBLA State Charity.”

How do you handle a motion during a meeting? The first step is to obtain the floor by rising and addressing the presiding officer by saying “Mr./Madam President.” The chair would then recognize you, and say, “The chair recognizes Member.” Now, you can make your motion! After your motion has been made, someone else must “second” the motion. Someone can do this by simply calling out, “Second.” It’s important to note that one does not have to agree with the main motion to second it, just that it is relevant enough to be considered by the entire assembly. If your main motion does not get a second, anyone else can make a new main motion and the entire assembly will move on. If you do get a second, the chair now will repeat the motion back to the assembly by saying, “It has been moved and seconded that [main motion].” Now, the assembly can now debate the motion! Anyone in the assembly can speak, but they must first be recognized from the chair. Once debate ends, the chair brings the motion to a vote by saying, “Are you ready for the question? [pause] The question is on the adoption of the following main motion: [main motion]. Those in favor, please say aye. [pause] Those opposed, say no”. After tallying the votes, the chair will announce the vote by saying, “The [ayes/nays] have it, and the motion is adopted. [main motion].”

Try incorporating one main motion into your next FBLA meeting. If you have any questions, feel free to reach out to me via email, parliamentarian@nysfbla.org.

District Goals - 3N

By: Zongyuan (Derek) Li

Hello New York State FBLA! My name is Zongyuan Li, but I usually go by Derek. I am currently a rising senior at Monroe-Woodbury High School.

I'm so grateful and excited to be serving as your 2021-2022 State Vice President of District 3N. I've been a dedicated member of FBLA for about 3 years now. Before this position, I've served as the chapter vice president, president, as well as a state committee member. I've attended most conferences/ workshops available to me throughout my FBLA career. Personally, I think networking at conferences is the best part of the FBLA experience by far!

I also participate in many other extracurricular activities outside of FBLA. I'm a member of the Varsity Tennis team, the student government treasurer, as well as the NHS vice president. I also have a part-time job at the Woodbury Commons where I work as a sales associate for Polo Ralph Lauren. During my free time, I like to hang out with my friends, play the guitar, and listen to Kanye.

When running to serve as a state officer this year, I've developed several goals that I want to accomplish: For my first goal, I plan on bringing the diverse chapters of District 3N closer together through the implementation of a more centralized district agenda. To accomplish this, I need to stay more connected with the chapter presidents through monthly conference calls. My second and final goal is to have District 3N be more active on social media, such as Instagram. Since kids spend hours and hours on their phones each day, it creates for a simple way of communication and staying connected!

I can't wait to see all District 3N accomplishes this year! If you have any questions please contact me via email, svp3n@nysfbla.org.



District Goals - 3S

By: Katarina Riekert

Greetings New York State members and advisors. My name is Katarina Riekert and I will be serving as your 2021-2022 State Vice President for District 3S. As we are approaching the upcoming year, I established a set of three goals I intend to carry out to ensure success for District 3S at the state level. The goals I strive to execute are to Recruit, Reform, and Reach.

First and foremost, I aim to institute a recruitment plan that will be distributed to local schools interested in installing a chapter. This plan will consist of packets and videos detailing the process of starting a new chapter and additional information on FBLA. Additionally, it's important to spur interest in the organization and publicizing FBLA through marketing the benefits that students receive when establishing a chapter within their school. I aim to expand NYS to new and eager members who attend schools that don't currently provide FBLA to their students. I plan to accomplish this by working with aspiring members and advisors to share the concepts of FBLA such as chapter offices, conferences, and other fundamentals for starting up a chapter along with providing resources and references.

Furthermore, I strive to reform the District Officer team to reflect the conferences and fundraising that will take place. I'm ambitious to incorporate new positions and responsibilities that I'm positive will improve the district. This may include specializing in membership, community service, and public relations. Additionally, I strive to implement councils that will be open to all members and provide opportunities for all district 3S members to be involved on the district level. This will allow members within the district to take their leadership and involvement beyond the local chapters. To ensure all members in the district are aware of the positions and responsibilities available to them, I intend to publicize each position and council on the District Officer Team by reaching out to each school and highlighting the opportunities and benefits that are available to District 3S.

My final goal is to reach new audiences and promote District 3S through social media. I intend to deeply focus on all platforms where all pages will be updated regularly filled with countdowns to events, photos from all chapters in the district, informational videos, and announcements. Through social media, District 3S will have virtual connections with members and chapters by engaging with hashtags, followers, and additional fbla accounts. Not only will the district's social media presence be consistent but it will be inclusive of all members' voices. This can be accomplished through member takeovers. This is where a member can run the social media page, interact with followers, and post to stories, and more. Also, a share drive will be provided for anyone interested in creating a post or suggestion to be featured on social media platforms.

I'm positive that this upcoming year District 3S will accomplish amazing things and I can't wait to see what the future holds. I look forward to seeing you all at our Fall District Meeting and always feel free to contact me via email at svp3s@nysfbla.org with any questions or concerns.

District Goals - 4

By: Sydney VanDeusen

As your District IV State Vice President, I am committed to improving our District and helping our members have the best FBLA experience possible. I have three goals to help District IV members succeed this year.

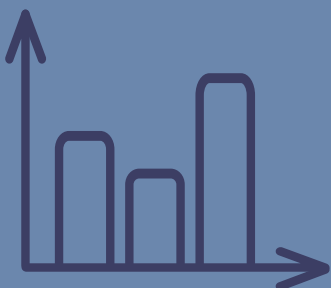
First, I'd like to expand District IV's social media presence. I hope to accomplish this by posting more frequently on Instagram as well as possibly expanding to other platforms so that our members can always stay up to date on what's happening in our District.

Secondly, I'd like to start a Virtual Resource Bank. This database would be a website with important information including current events in the District, contact information for chapters within the District, guides on how to run for officer positions, advice from current and past District members, and so much more. This Virtual Resource Bank will be a tool that all members of our District would have access to. It will help chapters in our District be more connected and help our members to have a successful year in FBLA.

Lastly, I would like to increase participation throughout our district. Whether it's chartering new chapters, re-activating chapters, or holding District IV networking sessions, I hope to increase the overall participation of members and chapters within our District. Naturally, participation has fallen over the past year, but I am confident that we can take initiative and bounce back better than ever together.

I am so grateful to have been given the opportunity to serve as your District IV State Vice President. Together, I know that we can take District IV to the next level this year and improve our members' FBLA experiences across the board.

Don't hesitate to reach out with any further questions or concerns. You can contact me via email at, svp4@nysfbla.org



District Goals - 9

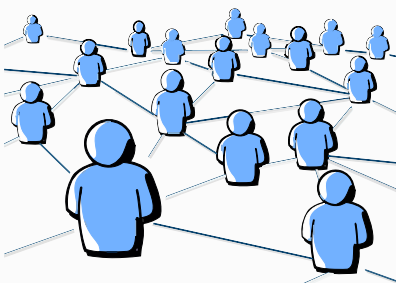
By: Kaitlin Clingerman

FBLA's number of members has been steadily declining over the past few years beyond just the state level. In my freshman year of high school, our club chapter had over fifteen members, the following year nine, and this school year we were lucky if five attended our meetings. This wasn't something happening just to my chapter, every district meeting the room seemed to be filled with more empty seats each time. The main priority of this next year in office is to give District 9 a bigger presence in all the districts we encompass.

Most of the students participating in FBLA for my district are upperclassmen and most that I've met joined in high school. By making it an objective to spread FBLA to middle school and junior high, we'll achieve gaining members that maintain their interest in the club for high school, a gateway most of my fellow officers took. To make this a feasible goal, each chapter will need to collaborate in sending their current officers to other district buildings and inform them of the future benefits of joining FBLA and the immediate payoff - the people.

While FBLA is a club, it's a non-profit organization that functions as a business from the board of trustees, national/state officers, and local chapters. Social media is becoming increasingly important for marketing in every field from a home based business to multi-million dollar companies like Amazon. Our members can try to recruit by using word of mouth, but what people really need is a visual representation of what we do. Utilizing major platforms such as Instagram and reaching for different demographics of students, District 9 has a huge opportunity to grow.

If you have any questions or concerns, please feel free to reach out via email, svp9@nysfbla.org!



District Goals - 12

By: Ryan Chou

Hi, my name is Ryan Chou and I'm a rising senior at Williamsville East High School. This will be my fourth year in FBLA, and I can't wait to see what we can get done. This year, I want to focus on making sure everyone has what they need for things to fall into place, boosting our Chapters' activity and growth, and making updates easier to follow.

To make things smooth, I want to help out with resources. Trying to lead Chapters and get ready for events can swamp anyone with work, especially when the school year is still up in the air for a lot of us, but it can be less of a headache with some help. Something I have in mind is trying to put out some workshops at our (hopefully in-person) Fall District Meeting that will give some walkthroughs on the ins-and-outs for working with events and Chapter activities.

Across the board, our Chapters had to deal with a dumpster fire of a year because of the pandemic. A lot of normal activities, fundraising, and recruitment just couldn't happen, and membership was cut a bit for some of us. To give our Chapters a bump up, I'm shooting for getting us more exposure in the community (school newspaper articles, joining in on school-wide/regional events, etc.).

There's always a lot of big news coming out in FBLA. To make access to this more on-the-go, I want to meet with our Chapter Presidents at crucial checkpoints (ex. the weeks leading into SDM, SLC, etc.) to make sure everyone is on the same page and push out District Newsletters on social media.

With the pandemic making us do everything on the computer, our community can feel sliced-and-diced sometimes, but I'm sure we can stick together and have another great year in FBLA!

Feel free to contact me via email, svp12@nysfbla.org with any questions or concerns!



2021 NLC Winners

FBLA

3rd Place – Business Ethics – Ameet Ashok and Samer Salim – Vestal HS
5th Place – 3D Animation – Jacqueline Chiu, Camilo Garza and Liam Manley – Mamaroneck HS
5th Place – Business Plan – Megan Gianchetta and Dylan Seale – Lake George HS
6th Place – Future Business Leader – Andrew Fox – Little Falls Sr. HS
6th Place – Personal Finance – Kevin Huang – Monroe-Woodbury HS
7th Place – Business Calculations – Amir Estejab – Half Hollow Hills East HS
7th Place – Introduction to FBLA – Grace Kaiser – Williamsville East HS
8th Place – Accounting II – Ellie Yang – Shenendehowa HS
8th Place – Business Calculations – Connor Reilly – Bethlehem HS
8th Place – Securities & Investments – Joshua Dong – Jericho HS
8th Place – Social Media Strategies – Katarina Reikert – Lakeland HS
8th Place – Word Processing – Paige VanPatten – Sharon Springs HS
9th Place – Computer Applications – Daves Valagolam – Jericho HS
9th Place – Future Business Leader – Seema Sawh – Floral Park Memorial HS
9th Place – Graphic Design – Skyler Roth – Commack HS
9th Place – Management Decision Making – Joshua Abbas, Rishab Bhatia and Anshul Vermuri – Jericho HS
9th Place – Public Service Announcement – Julia Giordano – Lakeland HS
10th Place – E-Business – Margaret Brown, Grace Hwang and Hannah Wei – Williamsville East HS
10th Place – Economics – Stamatia Papazis – John F. Kennedy HS
10th Place – Introduction to Business Presentation – Lili Hunsinger, Anna Richichi, Valerie Tennyson – Lake George HS
10th Place – Introduction to Public Speaking – Diya Mangatt – Monroe-Woodbury HS

MIDDLE LEVEL

2nd Place – Introduction to Computer Science & Coding – Catherine D'Arcy – Hommocks Middle School
6th Place – Elevator Speech – Emerson Riter – Hommocks Middle School
7th Place – Career Exploration – Walker Olsson – Hommocks Middle School

CONGRATULATIONS TO THE NYS FBLA MEMBERS WHO MADE THE TOP 15 IN THEIR EVENTS

Banking & Finance – Pranav Dendurki, Allison Lee and Pranav Nair – Jericho HS
Client Service – Harshjeet Singh – Vestal HS
Electronic Career Portfolio – Sydney VanDeusen – Cobleskill Richmondville HS
Graphic Design – Jessica Adel and Ada Wang – Jericho HS
Help Desk – Nicole Aumell – Canastota HS
Marketing – Logan Day, Wajeeha Hassan and Elaine Jiao – Jericho HS

RECOGNITION

Who Who's In FBLA – Andrew Fox – Little Falls HS
National Recognition Business Achievement Awards – America Level – Chris Kenny – Lakeland HS
Business Achievement Awards – America Level – Nicole Barker – Lakeland HS
Johnson & Wales University Scholarship Recipient – Andrew Fox – Little Falls HS
CONGRATULATIONS AND THANK YOU FOR A JOB WELL DONE!
Andrew Fox – 2020-2021 FBLA National Eastern Region Vice President

CONGRATULATIONS TO OUR NEWEST NATIONAL OFFICER!

Allison Li – 2021-2022 FBLA National Parliamentarian

Writing to the Express

By: Isabella Esterman

Hello New York FBLA! I hope you are all having a great summer and are excited for the upcoming school year! I am so excited for all the new opportunities that have yet to unfold and to help serve our members!

I am honored and grateful to be writing the Express. If you are unfamiliar, the Express is the official newsletter for New York State FBLA! It is released quarterly. The Express isn't just to update members on what's happening at the state level, but at the local level too! I encourage all members to submit an article to the Express about your FBLA experience. It helps us to all connect on a deeper, more relatable level. We also get to find out more about you and your chapter. Simple ideas include sharing your FBLA story, or a cool event/fundraiser that your chapter hosted.

If you want to get more involved, I highly recommend this great opportunity. I look forward to reading your articles this upcoming year.

Feel free to contact me at my FBLA email, reporter@nysfbla.org.

Sincerely,
Isabella Esterman

Express Deadlines:

Fall Edition: October 30, 2021

Winter Edition: January 5, 2022

Spring Issue: February 28, 2022