

# THE NYS FBLA EXPRESS



*Featured:*

**FLEXBLA  
EARLY BIRD WINNERS  
NYS FBLA HONOR SOCIETY**

*Fall Edition*

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# MESSAGE FROM THE PRESIDENT

## ALLISON LI

Hello New York FBLA! The past few months have gone by in a flash, especially with the additional stress of returning to in-person school and college applications. However, the next coming months only offer more exciting opportunities to become involved in FBLA, especially at the state level! From Fall District Meetings to new Champion Chapter challenges to the opportunity to applying for state councils or office, there are multiple ways to navigate the membership year to ensure that “Success Starts Here”!

Fall District Meetings are held throughout the state and are a fantastic way to meet keynote speakers, members in your area, and network with your respective State Officer! Although the virtual circumstances were not ideal, your officers were thrilled to meet with you and look forward to bringing you the optimal member experience for the rest of the year!

Furthermore, there are several more opportunities available for you to engage with New York State FBLA! One is the third stage of Champion Chapter, which will introduce brand-new challenges and ways for you to engage your chapter during the next few months. Also be sure to check out and engage with our state Instagram, @newyorkfbla, to meet the current officer team and stay connected with our future initiatives! Another available opportunity is to apply for a state council and help your officers in completing their duties listed in the Program of Work! The deadline is November 11th. State Officer Applications for the 2022-2023 year are on the New York FBLA website as well! As always, reach out with any questions – the officer team is here to support you in any way possible.

At the national level, stay tuned by following @fbla\_pbl on Instagram, and be sure to keep up with all the national council activities! The Parliamentarian’s Council is so excited to be promoting March of Dimes and Prematurity Awareness Month this November. Join us in promoting the health of moms and babies by following @fblapar! All in all, this has been a productive year so far - I can’t wait to continue working with you all to provide exciting initiatives, networking opportunities and programs to guarantee you the best FBLA experience!

Sincerely,

Allison Li



# SOCIAL MEDIA FOR FBLA

## MARGARET BROWN

Hello New York State FBLA! I hope everyone is doing well. Given the continuous effects the COVID-19 pandemic has had on our organization, NYS FBLA is primarily utilizing digital communication for our members safety. We have updated our Instagram platform to keep our dedicated members engaged, informed, and connected. I have a few social media do's and don'ts I would like to share with you that can better overall participation and highlights ways to get involved. When creating a FBLA-specific social media account, please take the following into consideration:

- Be sure to include both your name, title, and "FBLA" in your username. Then, in your bio further expand on your school, chapter, your position's duties, etc. If you wish to include more personal information in your bio, remember the end goal should be to relate it back to FBLA.
- When uploading a profile picture, please make sure it is appropriate. Your picture should be of you or a defining characteristic of this organization. For instance, you can include our national, state, or chapter logos.
- Maintaining professional online etiquette is a given. You are expected to use appropriate language and you must abide by the regulations put in place for the platform you are utilizing. FBLA's Code of Conduct and our Internet Use Policy (all found conveniently on our NYS FBLA web page) should be taken into seriously as well.
- Start by following FBLA's State and National Officers, Committee chairs, etc. so that you can see what a proper page should look like and gain insightful inspiration.
- Get creative with your posts. Using tools like Canva to spice up your designs shows attention to detail and is truly noticed by members. Remember to have fun with it!

After doing the preceding, start to use your followers and those you follow to network. After all, what good is all the work you've put in for you not to benefit and better yourself. Be sure to turn on post notifications so you are in tune with the many events occurring this year. Another word of wisdom is to attend the Q&A sessions hosted. I have learned a great deal of information from these meetings and have made many connections I still hold today.

FBLA has so much to offer. For instance, FlexBLA (Flex Future Business Leaders of America) is a long honored tradition. It is a very interactive social media challenge. I strongly encourage members to get involved with this. Rules and regulation can be found on the state's Instagram account: @nysfbla. Good luck to everyone in their digital communication endeavors. Should you have any questions, concerns, or just need a little help kick starting your platforms, I can be reached at [secretary@nysfbla.org](mailto:secretary@nysfbla.org).





# **FLEXBLA**

## **MATTHEW EDELSTEIN**

Hello New York State FBLA! I've made great progress with the FlexBLA Instagram series of challenges. Those of you from District 1N may remember, the State Vice President at the time, Maryam Bacchus, created this challenge as an initiative. One of my main goals for this year is to continue this challenge on the state level. Participating chapters will complete in a series of business-related tasks, and completion will earn them set numbers of points. These challenges will be open to any chapter starting November 10, and can be completed anytime until the deadline, which will be January 10th. All challenges will be posted to the New York State FBLA Instagram account. Each post will contain 5 challenges ranging from 10 to 50 points. Occasionally, short-term challenges will be posted on random select dates to the Instagram account's story, leaving only 24 hours to complete the challenge. Because of this, short-term challenges will receive 25 points if completed. At the conclusion of this challenge, the chapter with the most points will be awarded the FlexBLA Cup and aim to defend it for the next year. Spread the word to your chapter and stay tuned for the first week of challenges kicking off on November 10th!

# CAREER DEVELOPMENT COMMITTEE

## ASPEN HAWKINS



The Program of Work is an extremely vital portion of membership involvement, not only can you earn ribbons and possible plaques to show off. But you learn many valuable things that you can take with you into your career. The Career Development Committee also known as the Career and College Readiness Council, in which all members in New York State can apply to join.

In order to be considered for this, council members must be ready to assist the State Officers of the committee to foster career and college readiness. This can be taken on by multiple forms whether it's assisting in creating some kind of resource for the State website or other things as directed by the Council Director.

These councils are extremely vital to New York State Future Business Leaders because they not only assist the members participating in it, but also members utilizing what is brought to them by said councils. Another thing to keep in mind with the Career and College Readiness Council if you are interested in joining, many things we suggest to members we will most likely have already done it hands on.

I hope to see many applications for not only the Career and College Readiness Council but also for the Public Relations and Recruitment and Retention Councils! Remember the applications close on November 11, 2021!

# DISTRICT UPDATES - 3N

## ZONGYUAN (DEREK) LI



Greetings New York State FBLA,

I hope you all had an amazing start to your school year and FBLA; it seems unreal that we made it to the end of October already. In this issue of the FBLA Express, I want to briefly give you some updates on my district, District 3N.

As you all know, each district is responsible for hosting a Fall District Meeting as well as a Spring District Meeting. On Wednesday, October 20th, the District 3N Fall District Meeting took place virtually through Google Meets. We were joined by more than 40 attendees - mostly chapter officers who were eager to learn. Erik Zeyher, certified CrossFit trainer and business owner, kicked off the evening with an interactive speech on mindset and personal. It was followed by my presentation on some general information and a How to Become a State Officer session. Matthew Edelstein, your Executive Vice President, continued to talk about the Program of Work, Business Achievement Awards, and the brand new Champion Chapter Challenges. Lastly, a chapter member from Monroe-Woodbury High School, Diya Mangatt, spoke on her experience as a freshman that placed at Nationals for Intro to Public Speaking; she also gave out a plethora of tips on how she became so good at it. That pretty much sums up our FDM, how was yours?

Aside from the FDM, we have three newly-elected district officers:

Jeter Sison - District Secretary  
Sophia Yoon - District Historian  
Visakhi Miriyapalli - District Reporter

I would like to congratulate these individuals, and I look forward to working with them.

I'm going to end this article with a favorite quote of mine. "Challenges are what make life interesting; overcoming them is what makes life meaningful" – Joshua Marine. I hope you can think about these wise words as you carry on with rigorous school work and time-consuming yet worthwhile FBLA activities. As always, feel free to reach out to me with any questions or concerns.

# DISTRICT UPDATES – 3S

## KATARINA RIEKERT

Happy Fall NewYork State FBLA! Despite the COVID restrictions, I hope school has been going smoothly for everyone. I'm honored to announce that District 3S is off to a strong start this year.

First and foremost, the District has an impressive number of chapters involved this year, new and old. These chapters came together at our virtual Fall District Meeting on October 23rd. The meeting consisted of virtual icebreakers for members across all schools to get to know each other better as well as an informational presentation with key concepts including officer introductions, Program of Work information, how to run for state office, and more. Meanwhile, the district advisors met and discussed information regarding the upcoming year. Overall, it was a great opportunity for all of the chapters to come together to communicate and get on the same page as the new year starts up. In addition to the Fall District Meeting, District Officer interviews were held shortly after. I'd like to recognize and congratulate the 2021-2022 District Officers for 3S:

District Secretary, Elise Carpenter from Mamaroneck High School

District Treasurer, Larissa Bertini also from Mamaroneck High School

District Reporter, Daniel Saleem from Hendrick Hudson High School

District Historian, Marion Karp from Mamaroneck High School

District Media Specialist, Joseph Visconti from Lakeland High School

District Event Planner, Sohun Aggarwal from Lakeland High School.

Potential officers were required to complete an application and participate in an interview. Each officer did an impressive job and I look forward to seeing what District 3S members will accomplish.

This is just the beginning for District 3S. We are working hard to build a strong foundation for the rest of the year and I'm positive we will continue to achieve great things together. Until then, don't hesitate to reach out, my email is [svp3s@nysfbla.org](mailto:svp3s@nysfbla.org). Let's have a great year!





# DISTRICT UPDATES - 4

## SYDNEY VANDEUSEN



This year has been very busy for many of us so far, but luckily we were still able to make time for a Fall District Meeting on October 20th! I was so happy that our members were able to attend despite the last-minute switch to virtual and the technical difficulties that arose. I am very proud of us for pushing through and being resourceful when it comes to working around COVID-19 restrictions. Don't forget that council applications are due soon on November 11th! Councils are a great way to get involved beyond our District and make an impact on NYS FBLA as a whole.

Planning for the SDM is already underway, and I hope that we will be able to meet in person! If you are a chapter officer in District 4, please fill out the Google Form sign-in from FDM, even if you didn't attend. This is very important, as I am hoping to have a few district-wide officer meetings this year. More details will be coming soon, so be sure to keep an eye on your inbox! If you have any questions or concerns, feel free to reach out to me via [svp4@nysfbla.org](mailto:svp4@nysfbla.org).

# DISTRICT UPDATES - 12

## RYAN CHOU

Hello New York State FBLA! My name is Ryan Chou, and I'm the State Vice President in District 12. In the last few months, we have been making the transition back to an in-person year, and we've had an awesome start!

On October 21, 2021, District 12 put out its Fall District Meeting. Members were exposed to top-notch workshops, learned more about all the cool things they can do in FBLA, and got to connect with each other! We also heard from our keynote speaker, Maura Devlin, the Vice President of Marketing and Public Relations at 43North, a Buffalo-based company that has given millions of dollars to high-performing local start-ups. I'm excited that New York State FBLA saw through its first FDMs in two years, and I hope it made the start of the year easier to follow. It's also really cool to bring back District Officers this year; your District 12 Officers are Vivek Sinha (Secretary) and Nathan Weiss (Reporter).

Try to start stringing together your year too! There are 12 different Program of Work challenges due on February 15, 2022. Make a good use of this to get some exposure in FBLA and win plaques and ribbons at SLC! You can also apply to a State Council by November 11, 2021. Take this chance to help make a change in NYS FBLA!

I also want to welcome back a reactivating chapter: Clarence High School! It's great to see everyone adding a little spice to their year with FBLA. If you need to get in touch with me for any reason, feel free to email me at [svp12@nysfbla.org](mailto:svp12@nysfbla.org)!



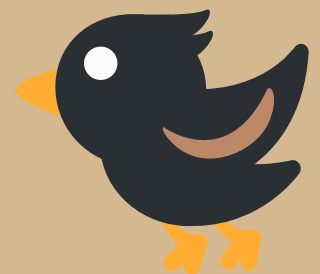
# EARLY BIRD CHAMPIONS



**CONGRATULATIONS TO THE FOLLOWING CHAPTERS ON WINNING EARLY BIRD**

**MEMBERSHIP STATUS:**

Canastota High School  
Carmel High School  
Commack High School  
Eastchester High School  
Eden Junior - Senior High School  
G. Ray Bodley High School  
Hendrick Hudson High School  
Liberty High School  
Longwood High School  
Mamaroneck High School  
Minisink Valley Central High  
Monroe - Woodbury Senior High School  
Paul D. Schreiber High School  
Randolph Central High School  
Roy C Ketcham High School  
Sewanhaka High School  
Sharon Springs Central School  
Tri - Valley Central School  
Walter Panas High School



# NEW YORK FBLA HONOR SOCIETY

## ISABELLA ESTERMAN

Hello New York State FBLA, my name is Isabella Esterman, your State Reporter. I want to introduce all of you to something brand new within New York FBLA, that I think will be beneficial to you all.

When you visit the official New York State FBLA website, you will see on the homepage a link titled, NYS FBLA Honor Society Information. When you click on it, you will be greeted with some exciting news... we have our own honor society!

I encourage all eligible members apply to be considered for the honor society. In order to be considered you must meet the following requirements:

- be a current active member in FBLA
- have completed at the New York State Leadership Conference
- have an overall average of at least 85%
- demonstrate leadership potential through service in any of the following:, as a chapter officer, committee leader, or other participation in chapter activities
- demonstrate involvement in community service

Applicants must also display the traits of positive character, leadership, and service. This honor society recognizes students that uphold academic excellence well at the same time, displaying the above traits as a member of NYS FBLA.

Everything needed for submission is due January 28, 2022. This is a great opportunity that should not be passed up.

You can find more information on the official New York State Website.