

FBLA

EXPRESS

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School Updates

*From Carmel to Mamaroneck, Monroe Woodbury to
Williamsville East, hear all about the happenings of
New York FBLA this autumn.*

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THE NOVEMBER UPDATE

BY REPORTER ELISE CARPENTER



State officers Joe Visconti, Visakhi Miriyapalli, and Diya Mangatt at District 3S FDM. .

Hello New York FBLA! This autumn, the State Officer Team has been working hard to produce opportunities at the state level for New York, and chapters across the state have been working hard to kick start their years.

At the state level, events which have occurred include most of the Fall District meetings, with a meeting being held for districts 3N, 3S, 7 and 8 this November. I myself had the honor of attending and hosting a workshop at each of District 3S and 3N's FDMs. Thank you to Ashley Carozza, District 3S State Vice President, and Diya Mangatt, District 3N State Vice President, for having me. From personal witness, I can account that everything from the workshops, to food, to Battle of the Chapters, was beautifully managed.

A couple of Program of Work Deadlines have past for chapters, including that of the Early Bird Challenge. Further, application deadlines past for the state councils. We thank everyone who registered early, or applied for a state council. Read more about connecting with councils and committees on page 2.

At the chapter level, chapters have been kick starting their years with crowded welcome meetings, profitable fundraising, and impactful community service. Read more about chapter action on pages 5-7.

As we move forward through the year, please do not hesitate to contact me at reporter@nysfbla.org or other members of the officer team. Have a great FBLA fall-winter!



Lakeland high school students show pride hosting 3S FDM. .

CONNECT WITH COUNCILS AND COMMITTEES

BY DISTRICT 3S STATE VICE PRESIDENT ASHLEY CAROZZA



District 3S members enjoy a workshop at FDM.



State officers Visakhi Miriyapalli, Sohumi Aggarwal, and Diya Mangatt at 3N FDM.

Hello New York State FBLA! I hope that everyone is nicely settled into the school year and isn't too overwhelmed with everything. I just want to remind you all of some of the amazing opportunities you have, to get involved at the state level! Your State Officer Team and I have been divided into committees in order to achieve all our goals. The four committees include; Membership Services, Community Outreach and Engagement, Career Development, and the Executive Challenge Committee. Each committee has a certain goal that we all strive towards every year through the creation of the Program of Work, councils, events, and much more. To help reach the goals set forth by each committee, member involvement is critical.

That's why State Councils are a great way for any member to get connected at the state level. These councils correspond to each committee, except Executive Challenge. The three councils are Recruitment and Retention, Public Relations, and Career and College Readiness. Each council focuses on achieving a different goal of New York State FBLA. Council applications closed November 11, so unfortunately no late applications will be accepted, but for those of you that applied, you will be receiving your council assignments very soon! Your fresh creativity and innovativeness are exactly what we need to accomplish as much as we can throughout the year and your State Officer Team and I are so excited to begin working with you all!

The three councils are Recruitment and Retention, Public Relations, and Career and College Readiness.

BUSINESS OPINION: THE YE AND ADIDAS DEBACLE -- THE FUTURE OF CORPORATE SOCIAL RESPONSIBILITY

BY SOPHIA PELLIGRINI, MAMARONECK HIGH SCHOOL

The Ye and Adidas Debacle: The Future of Corporate Social Responsibility

Last week, Adidas finally cut ties with Ye (the artist formerly known as Kanye West) after several steps over the line became one step too far. Ye followed-up his appearance in a “white lives matter” t-shirt with a slew of antisemitic and hate-filled rants on social media.

In their statement, Adidas assured consumers it “does not tolerate antisemitism and any other sort of hate speech,” and that “Ye’s recent comments and actions have been unacceptable, hateful and dangerous, and they violate the company’s values of diversity and inclusion, mutual respect and fairness.” Other companies and partners have taken similar action, with Balenciaga, Gap, Foot Locker and Creative Artist Agency all cutting ties with the artist.

For Adidas, the hit will be big, as dropping the Yeezy line is projected to cost the sneaker maker \$250 million this year alone. According to Morgan Stanley, Yeezy was responsible for \$2 billion in sales last year for Adidas, which represents 8% of the company’s total revenue. Importantly, the cutting edge Yeezy line also gave the brand relevance and renewed appeal among consumers.

Adidas’ decision to drop Ye was a long time coming. Perhaps understandable considering his economic importance to the brand. But it seems that in an age where corporate responsibility is more and more seen as including social accountability, the brand simply had no choice.

But what about the grey areas, where a company’s decision making is more subtly affected by public perception and other considerations that are not tightly tied to the bottom line? Since the 1960, Corporate Social Responsibility has been a topic of intense interest and debate. Generally speaking, the concept of Corporate Social Responsibility (CSR) argues that a company should have a positive impact on society by considering social and environmental impacts when making decisions.

But in an age of CSR, not all businesses have the luxury of making decisions that perfectly align with the greater social good. Small businesses may find taking on environmental practices that go beyond the bare legal minimum too financially burdensome, and companies like Shell Oil or gun make Smith Wesson may struggle with what CSR actually means in their industries and to their bottom lines.

As Ian Chipman points out in “When Business Gets Political: Should your company wade into hot-button issues?” companies find themselves in an increasingly polarized political

climate and it is not always simple for companies to figure out how where to come out on difficult social issues like abortion, voting rights and LBGTQ issues, much less whether that decision is good for business. As Chipman says, it needs to be a business by business calculation as not every business is Apple or Google, which operate in very progressive ecosystems: “You want to understand not only who your stakeholders are but also how much they care and what their capabilities are. Your employees care what the company stands for, so it impacts how you attract talent in a competitive market. Will your supplier find another buyer? How consumer-facing are you? Can customers boycott you effectively?”

Ye made the Adidas decision easy. After weeks (some might say months) of hedging and dodging, the shoemaker had to know that the backlash from Ye’s latest antics - which actively called for violence against Jews - crossed the line, and that the immediate financial loss had to be borne. Nevertheless, most companies in the age of CSR have to make decisions that aren’t so clear.

Therefore, future business leaders are tasked with navigating a business environment in which the principles of CSR are increasingly being emphasized by consumers and activists, but where political polarization and changing social mores often make their decisions complicated. Although most companies will never lose \$2 billion in one move, making increasingly difficult decision in a world where the cross-section between business decision making, politics and social goals seems increasingly large, will put pressure on every company to carefully define their mission and goals, and what social responsibility means in the context of their specific business.



Monroe Woodbury High School officer
hosting a workshop.

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SVP'S Safaa Alami and Diya Mangatt show spirit for the FBLA year ahead.

CARMEL HIGH SCHOOL

UPDATE, BY BETZAIDA CAJA GUERRA

Carmel High School FBLA started off the school year early this time around jump starting with our open donation car wash. The car wash was held on August 7, 2022, at the Patterson Fire Department, we had about 20 of our members go. They all learned how to wash a car properly and to dry a car properly, being careful to not damage any cars. Our treasurer now had their first task of the year, they collected the donations and counted the total. Our car wash was a huge success, and this was due to our advertisement. We have created an Instagram page, @Carmelhs_fbla, and we also made sure to spread the word through networking. The car wash was a lot of fun and made a lot of money, reaching

way above our goal for the day. Before the school year started, we began to recruit incoming freshman to our club. During Freshman/transfer students' orientation here at Carmel High School we set up a booth and slide show to encourage kids to join the club. This was also a huge success because of the number of members we have this year. Carmel FBLA was quite busy early this year and it is all paying off we can't wait to see what else we accomplish as time goes on.

FIRST COMMUNITY SERVICE EVENT, BY SHANIYA WESLEY

Carmel FBLA held its first meeting on September 8, 2022, and had 77 interested Carmel students attend. We were thrilled to have such a great turnout! During the following week on September 15th, we were able to have

our first community service event at Carmel High School which was curriculum night. FBLA members were leaders in the hallway to help parents find the classrooms that they needed to get to. Additionally, we had members announcing over the loudspeaker when to switch periods. 65 members, both new and recurring attended this night. FBLA members had to be in business attire and represent the school and club to the best of their ability. It was a fun night!

MAMARONECK HIGH SCHOOL

SCARE FAIR SUCCESS, BY HENLEY EVANS

Mamaroneck FBLA's community service project is with the Alzheimer's Association and executive community service director, Henley Evans, is already making loads of progress. The Alzheimer's Association team at MHS had their first meeting on October 20th, lead by co-presidents Henley and Olivia Evans, and 20 members were in attendance. The presidents introduced the goals of the club and the foundation as a whole and played a fun brainstorming exercise at the end of the meeting. This prompted healthy competition and creativity and members had really exciting ideas, one of which was a cake walk. This cake walk idea got everyone thinking about the upcoming Scare Fair at Central Elementary school on Saturday, October 29th. Contact was quickly made with the head of volunteering at the fair and the club was put in charge of the cupcake decorating stand. From 12-4 the Alzheimer's Association team helped kids decorate cupcakes and talked to parents about our fundraising goals. At the end of the day, \$227 was raised for the community service project!



SCHOOL AND DISTRICT REPORTS

MONROE WOODBURY HIGH SCHOOL

2022-2023 3N FALL DISTRICT MEETING, BY ELLA CHERIAN, IMAGES COURTESY OF JULIA LEE

On October 6th, Future Business Leaders of America (FBLA) held the Fall District Meeting (FDM) for their members and chapter officers. The meeting was led by Diya Mangatt, and a speech given by another motivational guest speaker. Mangatt is the NYS District 3N State Vice President. She provided valuable

personal experience and how it related to leadership and growth.

Mr. Valentine was introduced by Diya, and his speech moved many members. Next, the workshops took place, highlighting specific areas of FBLA. Members were encouraged to go into different classrooms, each with different topics, to learn something new from others. These workshops were presented by both chapter and state officers with presentations, speeches, and even some interactive workshops. Each member had to attend three workshops, with multiple options such

passions, friends, or likes/dislikes. Your involvement within your school walls will facilitate this exploration of self-identity and individuality, and what better way to get involved than through the many clubs your school has to offer? As you continue to explore the start of this new school year after returning to normalcy, FBLA is a club worth checking out!

FBLA, Future Business Leaders of America, is the nation's largest student business organization that provides its members with a great opportunity to get involved, develop leadership skills, participate in fundraising, learn about



Mamaroneck High School FBLA Students run a stand for Alzheimer's Awareness at a local elementary school Scare Fair.



FBLA members made sure to BeReal, and have a great time at District 3N FDM.



Members focused on an informative workshop at District 3N FDM.

information about the upcoming year and future events to all the members.

During FDM, the FBLA pledge was recited: "I solemnly promise to uphold the aims and responsibilities of the Future Business Leaders of America, and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader." FBLA chapter officers of Monroe-Woodbury took pictures near the main table and snacks were provided during the opening session. Our keynote speaker, Mr. Anthony Valentine, presented a motivational speech, using anecdotes from his

as parliamentary procedure, how to become a state officer, public speaking, and more. The Fall District inspired many members and gave others important knowledge about FBLA to lead them into the year with more confidence and understanding of our organization.

WILLIAMSVILLE EAST HIGH SCHOOL

INTRODUCING WILLIAMSVILLE EAST FBLA, BY SHRIYA GANDHAM

High school is the perfect time to find yourself, whether it's discovering your

the business world, and build their resume!

At the school level, this year's main objective is to implement more fundraising projects and prepare our chapter members for integration into the society by increasing American Enterprise literacy through various publications. Commons' Cafe is Williamsville East FBLA's renowned "small business" that sells seasonal confections during the school day. This year, the club plans to expand their menus and sell apple cider waffles, hot chocolate, coffee, and more. Working the Commons' Cafe will increase the

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member's fundraising experience while helping the chapter fund money to cover State and National Leadership Conference expenses. Will East FBLA's instagram account @wehs_fbla publishes information about upcoming events so members can stay informed.

In the past 2 years due to Covid, Williamsville East FBLA's member involvement has declined. This year, the officer team is working hard and taking great measures to resuscitate the Williamsville East FBLA chapter through facilitating chapter involvement. Our informational meeting on October 3rd after school was attended by over 50 students! After just one month, we have recruited over 200 members, making this one of the most successful recruiting months in Williamsville East FBLA history! We are continuing these efforts as we prepare for our first general meeting of the year! Stay tuned for more updates on Williamsville East FBLA.

DISTRICT 1S

BY DISTRICT 1S STATE VICE PRESIDENT MIKAYLA ZELDIN

Hello NYS FBLA!!! I hope that everyone had a wonderful first two months with your FBLA chapters. I am glad to announce that Safaa and I will be hosting the Fall District Meeting on December 9, 2022, at Hofstra University from 9:00 am-12:00 pm. I am very excited to meet with our district in person and meet district 1N as well. Furthermore, as you move forward with the FBLA year, make sure you work on the Program of Work created by your State Officer team. Completing the Program of Work is a great way to get involved with FBLA and it is a lot of fun. I encourage all of you, not just my district, to participate and get more involved with FBLA than you are currently. Whether that is by the Program of Work, the Honor Society, or running for a state office. If you have any further questions with FBLA at all, don't hesitate to contact me at svp1S@nysfbla.org.



Carmel High School supports The Nature Conservancy through a new bulletin board.



Monroe Woodbury High School students prepare to welcome District 3N members to FDM.



State Officers from District 3N and District 3S are all smiles at District 3N FDM.