



Handbook

2026 - 2027

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SECTION 1

FBLA IN THE SECONDARY SCHOOL PROGRAM

MISSION STATEMENT

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. FBLA's programs focus on:

- Leadership Development
- Academic Competitions
- Educational Programs
- Membership Benefits
- Community Service
- Awards & Recognition

Because of the tremendous benefits FBLA provides students, the New York State Education Department endorses FBLA as a co-curricular and integral part of a business education program. All schools should attempt to develop an ongoing FBLA program as part of their education program.

WHAT IS FBLA?

Future Business Leaders of America is a national organization for middle and high school students participating in business. The purpose of the organization is to "... provide, as an integral part of the instructional program, additional opportunities for secondary students in business and/or business-related fields to develop vocational and career supportive competencies and to promote civic and personal responsibilities." (FBLA Bylaws)

MEMBERSHIP ELIGIBILITY

Eligibility for FBLA-Middle Level is open for all junior high/middle school students, Grades 5-9.

Any student in New York State in grades 9-12 is considered an active member who initially became an FBLA member while enrolled in a business and/or marketing-related course.

Each local chapter must have an adviser who shall be a faculty member teaching a business or business-related course. A local chapter may have as many special-emphasis groups under the chapter charter as it deems necessary to meet the interests of all students. The local chapter shall assume full responsibility for coordinating the program for these interest groups.

CHARTERING A CHAPTER

Anyone interested in chartering a chapter should follow the links on the National FBLA website (www.fbla.org) to obtain a Chapter Organizational Packet. Your contact information will be forwarded to New York State FBLA. A charter cannot be authorized with an adult adviser. All dues must be paid via the National FBLA website.

THE GOALS OF FBLA

- 1. Develop competent, aggressive business leadership:**
This can be accomplished by acting in the position of chapter officer, committee chairperson/member, and by working on projects involving business and industry.
- 2. Strengthen the confidence of students in themselves and their work:**
FBLA provides opportunities for students to succeed in projects, activities, and competitive events bringing to them recognition and awards for a job well done.

3. **Create more interest in and understanding of American business enterprise:**
Through active involvement in civic and business projects and activities and getting involved in state and national projects, members become acquainted with the American enterprise system and how it works.
4. **Encourage members in the development of individual projects that contribute to the improvement of home, business, and community:**
This is accomplished through the development, planning, and execution of chapter projects such as providing Thanksgiving and Holiday meals for needy families, visiting nursing homes, business or community groups, and making presentations promoting FBLA to various school groups.
5. **Develop character, prepare for useful citizenship, and foster patriotism:**
Students become actively involved in the community through such projects as caring for the elderly and the less fortunate, preparing career day projects, and running for chapter, state, and/or national offices.
6. **Encourage and practice efficient money management:**
Members learn to plan budgets and evaluate revenue and expenditures as well as the means by which they reach their goals through various fundraisers.
7. **Encourage scholarship and promote school loyalty:**
Accomplishments in successful projects, activities, and competitive events bring recognition to the student, the chapter, and the school and give a better understanding and appreciation of education as a whole.
8. **Assist students in the establishment of occupational goals:**
In preparing for the State Leadership Conference competitions, students develop and apply skills necessary to succeed in their chosen occupations. Individually, development-based projects such as Career Day, give students exposure to a wide variety of occupational choices.
9. **Facilitate the transition from school to work:**
Through chapter projects and activities, students must apply the human relation skills of getting along with other members and working as a team to attain the desired goals.

SUGGESTED FBLA LOCAL CHAPTER BYLAWS

This "Suggested FBLA Local Chapter Bylaws" is intended as a guide. Local Chapter Bylaws shall not be inconsistent with state or national constitutions or Bylaws or with the FBLA, Inc. charter. Those provisions in the Local Chapter Bylaws which derive from these higher authorities are not amendable at the local level.

Future Business Leaders of America (or Future Business Leaders of America – Middle Level) Chapter Bylaws

Article I. Name

The name of this organization shall be the _____
Chapter of the Future Business Leaders of America (or Future Business Leaders of America – Middle Level).

Article II. Purpose

Section 1. The purpose of the _____ chapter is to provide additional opportunities for secondary (or middle) students in business and office education, to develop vocational competencies for business and office occupations and business teacher education.

FBLA (Middle Level) is an integral part of the instructional program and in addition promotes a sense of civic and personal responsibility.

Section 2. The specific goals of FBLA are to:

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of the American business enterprise system
- Encourage members in the development of individual projects which contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty
- Assist students in the establishment of occupational goals
- Facilitate the transition from school to work.

Article III. Membership

Section 1. FBLA (Middle Level) membership shall consist of members of chartered local chapters. These members shall hold membership in their state and national chapters. Individual members shall be recognized only through a state chapter of FBLA except that, in the case where there is no state chapter, the member shall be recognized by the National Association.

Section 2. National FBLA, as well as the state and local chapters, shall be open for membership to these classes of members:

- *Active Members* shall be secondary students who became members while enrolled in business and/or business-related fields, who accept the purpose of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school-community relations, and possess qualities for employment. Active members shall pay dues as established by FBLA and may participate in national events, in accordance with guidelines of the National Awards Program, serve as voting delegates to the National Leadership Conference, hold national office in accordance with Article VI, and otherwise represent their state and local chapters as approved by their respective state and local advisers.
- *The FBLA Network Members* shall be persons who have terminated their active in-school membership and who continue to comply with the rules and policies of FBLA. Former members of FBLA shall be eligible for membership in The FBLA Network and shall become members upon payment of dues. Students enrolled in undergraduate programs in a school with an active FBLA or Collegiate chapter shall not be eligible for membership in The FBLA Network. Graduate students who are former members of FBLA shall be eligible for membership provided that they do not hold membership in another division.
- *Honorary Life Members* may be elected to a state or local chapter by a majority vote. They shall be persons who are assisting in the advancement of business education and/or who are rendering outstanding service to FBLA, Inc. Honorary Life Members shall not vote or hold office and shall not be required to pay dues.
- *National Honorary Life Members* may be recommended by the membership and shall be accepted upon approval by the Board of Directors of FBLA, Inc. They shall be persons making significant contributions to the field of business and office education and/or to the growth and development of FBLA, Inc. National Honorary Life Members shall not vote or hold office and shall not be required to pay dues.

Article IV. Dues and Finance

Section 1. Dues. National dues shall be based on fiscal reports by the National Center and on recommendations by the National Executive Council and the Board of Directors and shall be determined by a majority vote of the local voting delegates at the National Leadership Conference. National dues of members shall be forwarded directly to the FBLA National Center or shall be submitted through state chapters at the discretion of the state chapter. Membership dues are unified on local, state and national levels are not available separately.

Section 2. The membership dues in the Future Business Leaders of America shall be \$_____ a year, of which \$_____ shall be remitted in payment of the national dues and \$_____ shall be remitted in payment of state dues. All dues shall be sent to the National Center.

Section 3. The fiscal year of the Future Business Leaders of America shall be July 1 through June 30.

Section 4. An audit shall be made annually by the auditing committee which shall report at the annual meeting.

Article V. Officers and Elections

Section 1. Officers of the Chapter shall be: president, vice-president, secretary, treasurer, reporter, historian, and parliamentarian. These officers with the adviser as ex-officio member shall constitute the Executive Committee. Officers shall be elected at the annual meeting and shall hold office for a term of one year or until their successors are elected. Officers shall assume their duties at the close of the meeting at which they were elected.

Section 2. Each local chapter shall have an Adviser who shall be a faculty member who believes in the mission and goals of the association. A local chapter may have as many special-emphasis groups under the chapter charter as it deems necessary to meet the interests of all students. The local chapter of FBLA shall assume full responsibility for coordinating the program for these interest groups.

Section 3. The Chapter shall have an Advisory Council which shall consist of educators, alumni, and other area business leaders.

Article VI. Duties of FBLA Officers

Section 1. The *President* shall (a) preside over all meetings of the Chapter, (b) appoint all committees and serve as an ex-officio member of these committees, and (c) promote the growth and development of FBLA (Middle Level).

Section 2. The *Vice President* shall (a) preside in the absence of the President, and (b) assist the president.

Section 3. The *Secretary* shall (a) keep an accurate record of the chapter and executive committee meetings, and (b) submit the required reports to the State Chapter and the National Center.

Section 4. The *Treasurer* shall (a) act as custodian of the funds of the organization, collect dues, and give financial

reports, and (b) send the membership list with dues to the state and national offices.

Section 5. The *Historian* shall (a) maintain records of the Chapter, including an annual report of its activities, awards, and publicity.

Section 6. The *Parliamentarian* shall (a) serve in any capacity as directed by the President, and (b) advise the president or presiding officer on points of parliamentary procedure.

Section 7. The *Reporter* shall (a) act as public relations officer for the Chapter, (b) see that news stories and photographs are delivered to the school paper, the local newspaper, the state news bulletin, the national *Tomorrow's Business Leader*, other media outlets, and (c) cooperate with the school official concerning assembly, radio and television programs.

Section 8. The officers shall serve on the Executive Committee, and perform such duties as directed by the President and the Adviser and not inconsistent with these Bylaws or other Rules adopted by the Chapter.

Article VII. Meetings

Section 1. There must be at least one regular meeting a month during the school year. The regular _____ meeting shall be designated as the annual meeting for the purpose of electing officers, receiving reports of officers and committees, and for any other business which may arise. Other meetings may be held as deemed necessary by the President with the approval of the Executive Committee.

Section 2. Quorum. _____ members of the chapter shall constitute a quorum.

Article VIII. Committees

Section 1. The President, on consultation with the Adviser, shall appoint the following committees: (a) Nominating, (b) Auditing, (c) Ways and Means, (d) Social, and (e) Finance and Fundraising. The President shall appoint additional committees as authorized by the Executive Committee. Duties of committees shall be

determined by the Executive Committee and the adopted parliamentary authority.

Section 2. Local chapters may select advisory committees to assist in the growth and development of their respective chapters.

Article IX. Emblems, Insignia, and Colors

Section 1. The Chapter emblems shall be the emblems of the national organization.

Section 2. The official emblem and insignia items and designs are described and protected from infringement by registration in the U.S. Patent Office under the Trademark Act of 1946. The manufacture, reproduction, wearing, or display of the emblem shall be governed by the Board of Directors.

Section 3. Emblems and insignia shall be uniform in all local and state chapters and within special-emphasis groups; they shall be those of FBLA (Middle Level). Only members in good standing may use official emblems and insignia.

Section 4. The official colors of FBLA shall be blue and gold.

Article X. Parliamentary Authority

The rules contained in *Robert's Rules of Order Newly Revised 11th Edition* shall govern the chapter in all cases to which they are applicable and in which they are not inconsistent with the rules of FBLA, Inc., these Bylaws, or any special rules of order the chapter may adopt.

XI. Amendment of the Bylaws

Amendments to the Bylaws shall be submitted in writing at a regular meeting and shall not be voted until the following regular meeting. A two-thirds vote of the members present shall be required for adoption.

CHARACTERISTICS OF EFFECTIVE LEADERS

There are eight main characteristics for effective leadership:

- 1. Leaders maintain respect:** A leader must create the proper relationship with subordinates and earn their respect in order to maintain their willingness to accept authority.
- 2. Leaders work effectively with people:** A leader is genuinely interested in others and encourages others to talk about themselves.
- 3. Leaders are responsive to the needs and desires of others:** A good leader is sincere and is a good listener.
- 4. Leaders are knowledgeable:** A leader is expected to understand the total situation and have general information.
- 5. Leaders should possess superior motivation:** A leader must have an intense desire to get things done and involve others. Unless a leader is highly motivated, he/she cannot motivate others.
- 6. Leaders are inspired and enthusiastic:** Enthusiasm is contagious!
- 7. Leaders tap and use every resource:** A good leader will realize that every member has something to contribute and will tap that resource.

8. **Leaders capitalize on the organizational environment and the leadership of others:** An effective leader utilizes the potential of other leaders. He/she learns from them, profits from their mistakes, and builds on their successes.

WHAT IS LEADERSHIP?

Leadership has been defined as:

1. The ability to stimulate, guide, and show the way.
2. The activity of influencing people to cooperate toward some goal that they come to find desirable. Followers of a true leader must get satisfaction and self-fulfillment.
3. Personality in action under group conditions.

TYPES OF LEADERS

There are three types of leaders in today's business.

1. **Autocratic** – This is the "boss" type who has been out-of-date for many years but still is found too frequently. There is only one occasion when a leader may need to act in an autocratic manner . . . in an emergency.
2. **Laissez-faire** – This is the supervisor who is really no leader because he/she allows followers to do as they please, while failing to stimulate and guide them toward desirable business goals.
3. **Democratic** – This type is a true leader. They think in terms of the "we" and plans how to stimulate cooperation and teamwork.

LEADERS – BORN OR MADE?

Leaders are made.

1. Any person of normal intelligence and with a sincere desire to be of service to people can acquire the skills of leadership.
2. Personality qualities and supervising skills can be improved or developed.
3. Skill in supervising people must be the result of sound and logical thinking, as well as fair, considerate, and sympathetic feelings toward people.

STEPS IN MAKING A GOOD DECISION

1. Clearly identify the problem, need, or reason for having to make a decision.
2. Identify all the facts related to the problem. List or discuss alternative courses of action.
3. Weigh and test each possibility, looking at the consequences of each.
4. Select the most appropriate route as a course of action.
5. Act on the decision.
6. Evaluate your decision.

GUIDELINES IN DECISION MAKING

1. There are no one-person decisions in a group. Any decision will eventually involve and affect others.
2. Problem solving and decision making can be improved not so much through the improvement of the leader's performance as through finding ways and means to involve others.
3. Members will help to support what they create. If they are invited into the decision-making process, they are likely to feel more responsibility for the decisions that are made and will more easily help implement them.

HOW TO HANDLE PEOPLE AND WIN THEIR GOODWILL

- I. To Handle Others, Know How To Handle Yourself
 - A. Keep calm; don't react emotionally, or with anger or fear.
 - B. Think before you talk, act, or give an order.
 - C. Know your objectives and keep them in mind.
 - D. Be courteous, tactful, and kind to others.
 - E. Think of people as human beings, not as machines.
 - F. Be fair, impartial, and intellectually honest.
- II. How To Make People Like You
 - A. Be friendly, make smiling a habit, but don't freeze your smile.
 - B. Find something to like about every individual.
 - C. Be interested in people.
 - D. Don't show prejudice – and that means don't be prejudiced.
 - E. Be generous with others' faults – you are not perfect.
 - F. Call people by their right names.
 - G. Don't be patronizing or assume an air of superiority.
 - H. Let others talk about themselves.
 - I. Give credit and be sincere in doing it.
 - J. Don't talk about what you want, but of what your worker wants.
- III. How To Influence People To Think Your Way
 - A. Avoid arguing with people.
 - 1. An argument is not the way to make people change their minds.
 - 2. Argument merely excites opposition.
 - 3. Nobody ever wins an argument.
 - B. Don't tell people that they are wrong.
 - 1. Emphasize the right thing, not the wrong thing.
 - 2. Show that you respect other people's opinions.
 - 3. Give others a chance to keep their self-respect.
 - C. Begin where you both agree.
 - 1. Find the common meeting point where both agree.
 - 2. Go on from there--find out what you both want.
 - 3. When both agree on what they want, let both suggest who gets it, or how to do it.
 - 4. Get the other person in the habit of agreeing with you.
 - 5. Make concessions on points that don't matter.
 - 6. Give people credit for contributions to the answer.
 - D. Discover the right answers together.
 - 1. Suggest the right answers—instead of commanding them.
 - 2. Make people feel they know the answers, or discovered them themselves.
 - 3. Make people feel that it was their idea.
 - 4. Give people credit and praise for their contributions.
 - 5. You don't need credit—all you want is results.
 - E. Be sympathetic.
 - 1. Give the other person a chance to talk.
 - 2. Be a patient and sympathetic listener.
 - 3. Show an interest in others' views, interests, and opinions.
 - 4. Show an interest in others' personal problems.
 - 5. Don't cut people off short--terminate talks tactfully.
 - F. Appeal to dominant motives.
 - 1. People must have motives for everything they do.
 - 2. Discover what makes individuals tick--their motives.
 - 3. Work through the dominant motives of the individual.
 - a) Appeal to pride and ambition.
 - b) Appeal to the desire for safety and security.
 - c) Appeal to the sense of duty, loyalty, and affection.
 - d) Appeal to the love of comfort, pleasure, and ease.
- IV. How to Correct Peoples' Faults without Offending Them
 - A. Praise before you criticize.

- B. Make allowances. You can be wrong, too.
 - C. If you are wrong, admit it with good grace.
 - D. Don't require that the other person admit that he/she has been wrong.
 - E. Ask leading questions instead of criticizing.
 - F. Suggest an improvement—let the other person correct themself.
 - G. Give a person a chance to save pride.
 - H. Praise every improvement by encouraging every progress.
 - I. Make every fault seem easy to correct.
 - J. Emphasize the positive to eliminate the negative.
 - K. Make criticism easy to take.
 - L. Be patient--habits can be modified only by practice.
 - M. Follow through--but don't nag.
- V. How to Be Tactful
- A. Spot situations that are embarrassing and relieve them.
 1. Ease the situation, without calling attention to it.
 2. Try to work without the knowledge of the person who is embarrassed.
 3. Make no apparent notice of embarrassing situations.
 4. If you are an unwilling party to it, deal with it frankly and with good humor—dismiss it as if not important.
 5. Pass it off with a joke.
 6. Turn it on yourself or somebody else who does not mind.
 - B. Don't make others feel inferior.
 1. What situations cause a person to feel inferior?
 - a) Matters of money; what a person cannot afford.
 - b) Matters of pride, clothes, appearance.
 - c) Matters of personality, features, disfigurements.
 - d) Being corrected; making "dumb" mistakes.
 - e) Submission to unnecessary authority.
 2. Don't subject others to such situations.
 3. Let the other person save face.
 4. Speak in a kind way without hurting anyone's pride.
 - C. Don't tread on people's toes.
 1. What situations are "tender" to some people?
 2. What are "touchy" subjects with some people?
 3. What subject should you avoid in free discussion?
 - a) Don't offend people's sensibilities.
 - b) Don't talk about personal loyalties (relatives, friends, race, political party, union, religion).
 - D. Be Kind.
 1. It is almost impossible to be tactless if one is kind.
 2. Tact springs from a desire not to hurt others.
 - E. Learn to express yourself.
 1. Being untactful is like being clumsy in speech.
 2. Many people hurt others unconsciously.
 3. Watch the effects of what you say—try to improve.

UNDERSTANDING DIVERSITY

We are a country of diverse populations – no two people are alike, regardless of ethnicity – and in order to be successful and enhance personal and social interactions, we must learn to work together effectively within culturally diverse groups. Diversity is a source of strength and enrichment. It is important to recognize:

- Rapidly changing demographics in the United States
- Cultural, ethnic, and religious differences in our communities
- People who speak a language other than English
- Pre-established attitudes about others who are different from ourselves; differences include language, color of the skin, or cultural beliefs and mannerisms

Some individuals feel uncomfortable with diversity and must learn to address situations in a positive manner. They need to:

- Understand that lack of acceptance of unfamiliar customs, languages, and traditions can be lessened by learning about

actual people and gaining firsthand familiarity with their characteristics. Learn to recognize and appreciate differences in individual styles.

- Avoid making decisions about individuals based on stereotypical generalizations
- Understand that cultural characteristics may vary with intracultural, generational, socioeconomic status, and geographical differences rather than assume that everyone of one culture shares identical characteristics.
- View all racism, prejudice, and discrimination as incorrect and ensure that there is equal treatment and opportunity in all chapter activities.

The richness of diversity is talent.

TIME MANAGEMENT GUIDELINES

To manage your time more effectively, you should:

1. Plan your time wisely. Those who fail to plan are planning to fail!
2. Establish "Goal Statements" and you will:
 - A. Know where you are going and what you want to accomplish
 - B. Be motivated to accomplish your goals
 - C. Invest your time in a much more meaningful way
3. Update your Goal Statements continuously.
4. Prioritize your Goal Statements, using a 1-2-3 ranking:
1 = extremely important; 2 = somewhat important; and 3 = of little importance.
5. Identify those activities you must accomplish to reach your goals.
6. Identify obstacles that will prohibit you from accomplishing your goals.
7. Schedule your activities, allowing time for:
 - A. Essential activities
 - B. Routine tasks
 - C. Previous commitments
 - D. Interruptions and crisis situations.
8. Allow yourself "planning time." Plan your activities in the evening for the next day.
9. Allocate at least one hour a day for uncommitted time to take advantage of targets of opportunity or unanticipated demands on your time.
10. Eliminate "must" activities quickly to allow more time for demanding activities. Eliminating "musts" will reduce tension and anxiety caused by interruptions and distractions.
11. Prepare a "daily activity list" in priority ranking.
12. Learn to say "NO"!
13. Establish a routine of when and where people can reach you. If people know when you're available, they will contact you during that time and not interrupt or distract you throughout the day.
14. Learn to delegate!
15. Ask the question at all times: "What is the best use of my time at this moment in light of my goals?"

SECTION 2

NATIONAL ASSOCIATION

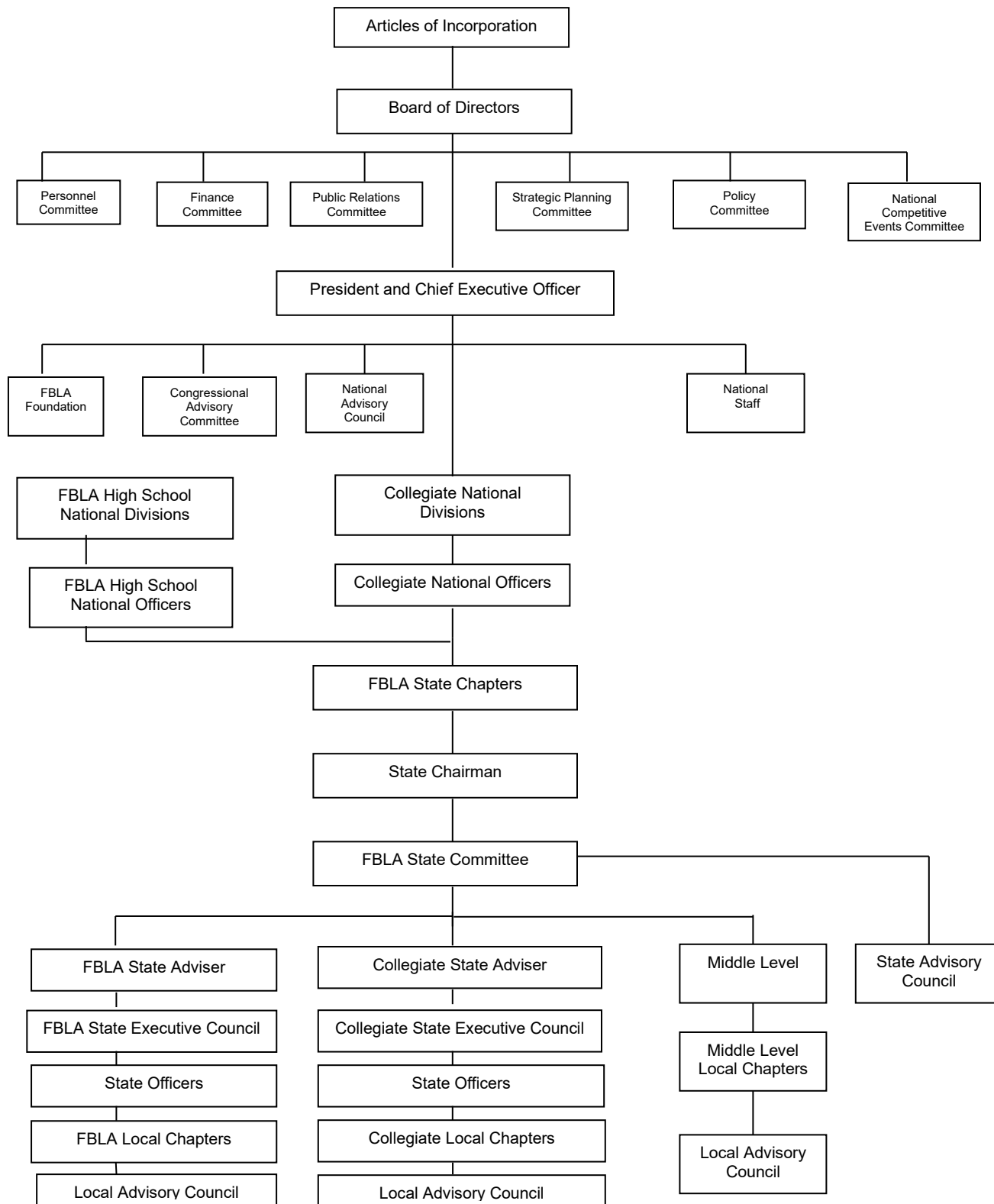
NATIONAL STRUCTURE

Members belong to the local, state, and national FBLA chapters. Membership in FBLA is unified on these levels and not available separately. Members belonging to New York State FBLA must also belong to FBLA on the national level.

National FBLA, Inc. encompasses local and state chapters at the middle-level, secondary level, and post-secondary level. Both FBLA High School and FBLA Collegiate divisions elect their own student national officers at the annual National Leadership Conference. New York State FBLA members interested in becoming a national officer candidate must be interviewed by and have approval of the New York State Board of Trustees. Applications for national office must be uploaded by the designated date to the state website.

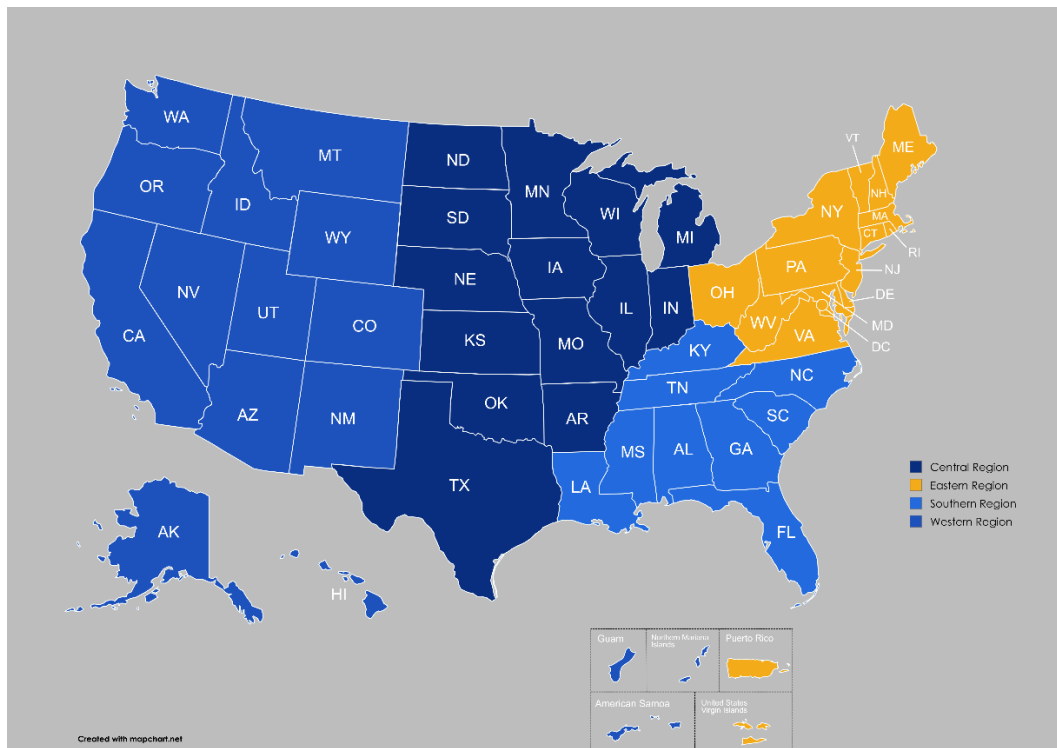
The Association is governed by a Board of Directors composed of professional educators, local and state advisers, state and city supervisors, business and industry representatives and national student officers. The President and Chief Executive Officer of the Association, appointed by the Board of Directors, directs a national staff at the FBLA Center in Reston, Virginia.

NATIONAL FBLA ORGANIZATIONAL CHART



REGIONAL STRUCTURE

Effective with the 2026 fiscal year, the national organization redesigned the regions from five to four geographic regions to facilitate leadership activities such as regional meetings, national officer elections, and competitive events.



NATIONAL ORGANIZATION HISTORY

- 1937** Hamden L. Forkner of Teachers College, Columbia University in New York City, proposes to business teachers across the country that a national organization is needed for the thousands of business clubs in the nation's high schools and colleges.
- 1940** The National Council for Business Education (now known as the National Business Education Association) sponsors the proposed student organization. Committees are appointed to formulate the organization's general plans. The name "Future Business Leaders of America" is selected for the organization.
- 1942** An experimental chapter is chartered in Johnson City, Tennessee, on February 3. A second chapter is started two days later in St. Albans, West Virginia. By the end of the year, 39 chapters are added; and for the next three and one-half years, another 38 chapters join.
- 1946** The United Business Education Association assumes sponsorship of FBLA. The National Center for FBLA is established at the National Education Association Center in Washington, DC
- 1947** Iowa becomes the first FBLA state chapter. Indiana and Ohio quickly follow. Within the next three years, FBLA state
- 1958** The postsecondary division, Phi Beta Lambda, is created. The University of Northern Iowa is the first PBL chapter.
- 1969** FBLA is granted independent status as a nonprofit educational student association under Internal Revenue Code 501c(3). FBLA, Inc. acquires its own board of directors and full-time chief executive officer.
- 1973** FBLA, Inc. appoints Edward D. Miller as the association's first full-time staff.
- 1979** The Board of Directors approves establishment of the FBLA Alumni Division.
- 1981** The Conrad N. Hilton Foundation purchases 1.6 acres of land in the Center for Educational Associations in Reston, Virginia, as the site for a future FBLA National Center.
- 1987** FBLA annual membership tops 200,000 for the first time.
- 1989** The Professional Division is formed to include alumni and professional businesspersons.
- 1990** The ground-breaking ceremony is held for the FBLA National Center.
- 1991** The grand opening of the FBLA National Center is held.
- 1994** The FBLA-Middle Level Division is formed for students in grades 5-9.
- 1997** Edward D. Miller retires as president and Chief Executive Officer of the National Association. Ms. Jean Buckley is appointed President and Chief Executive Officer.
- 2001** National Center mortgage is retired.

- 2016** FBLA celebrates 75 years.
- 2019** Jean Buckley retires as President and Chief Executive Officer of the National Association. Alexander T. Graham is appointed President and Chief Executive Officer.
- 2020** FBLA was one of only a few CTSOs to adapt its National Leadership Conference to serve as an online event, due to the impact of the COVID-19 pandemic, to meet student members despite restrictions on in-person gatherings. More than 10,000 attendees convened for the virtual experience.
- 2021** Still in the midst of the global pandemic, FBLA hosted its National Leadership Conference online; yielding more than 12,000 student attendees. FBLA transitioned its Professional Division to an Alumni and Professional Network, in order to emphasize and support the student member experience at the core of its mission.
- 2022** Future Business Leaders of America-Phi Beta Lambda rebranded to Future Business Leaders of America, replacing the 90s-era logo and uniting the Middle School, High School, and Collegiate membership divisions under the FBLA name.
- 2023** The FBLA National Center building at 1912 Association Drive in Reston, VA is sold. National Center operations are moved to its current office space at 12100 Sunset Hills Drive, also in Reston.
- 2025** The Board of Directors appoints Jennifer Woods as FBLA's fourth President and Chief Executive Officer.

FBLA CREED

I believe

- education is the right of every person.
- the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- every person should actively work toward improving social, political, community and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

FBLA PLEDGE

I solemnly promise to support the mission of Future Business Leaders of America, abide by its Code of Ethics and Code of Conduct, and develop the qualities necessary to become a community-minded business leader.

FBLA CODE OF ETHICS

I commit to

- collaborating with a commitment to inclusivity, diversity, equity, care, and respect for the dignity and worth of every individual.
- undertaking each task with a clear understanding of my responsibilities, aiming to execute all work to the highest standard.
- performing all of my actions and duties ethically with the utmost honesty, accountability, and transparency.
- establishing and nurturing relationships based on trust.
- being receptive to constructive feedback and seeking opportunities for personal and professional growth.
- complying with both the specific guidelines and the overarching principles of my school's policies and FBLA's standards.
- promoting a culture of respect through my dress, behavior, and communication, positively representing myself, school, and future profession.
- contributing to the betterment of my local and global community by engaging in projects and initiatives that bring the greatest good to the greatest number.

SECTION 3

STATE ASSOCIATION

NEW YORK STATE FBLA HISTORY

The Future Business Leaders of America began in New York State in 1946 when Dobbs Ferry High School was chartered as the first chapter in the state. Eighteen years later, on April 15, 1964, New York State received the 35th State Association Charter from the National Association of the Future Business Leaders of America. New York State FBLA is part of the Eastern Region on the National Level of FBLA.

New York State FBLA was originally divided into thirteen geographic districts with boundaries corresponding to the State Education Department Planning Regions. In 1981, due to its large geographic size and population, District 1 (Long Island) was divided into two districts: District 1N (Nassau County) and District 1S (Suffolk County). In July 2001, District 3, the lower Hudson River Valley area, was divided into District 3 North (3N) and District 3 South (3S). Thus bringing the total number of districts within New York State FBLA to fifteen.

In 1967 the New York State Association of FBLA came under the guidance of the Bureau of Business Education in the New York State Education Department. Mr. Hobart H. Conover, Chief of the Bureau of Business Education at that time, became the first State Chairman; Mr. Elton T. Murphy, Associate of the Bureau, was named the first State Adviser. On March 20, 1970, NYS FBLA received an absolute charter from the University of the State of New York. Mr. Robert G. Fleig, Bureau Associate, then assumed the responsibility of State Adviser.

In June 1974, Dr. Willard R. Daggett replaced Mr. Fleig as State Adviser and remained in this position until May 1978. He was replaced by Ms. Millie Frandino, a former high school FBLA adviser, who served a two-year term as State Adviser. In December 1980, another former business teacher and local chapter adviser, Mr. Stephen A. Donnelly, became State Adviser. He was replaced in 1987 by Mr. Robert Brennan, Associate of the Bureau of Business Education. From 1995-2001, Mr. Dennis Kagel served as the NYS FBLA State Adviser. Mr. Jon Greenwalt assumed this position in 2001 and continued until his retirement in 2011. In 2019, Michael LaMastra began serving as the liaison with State Ed.

Within the first five years of our state's charter, we had grown to 125 chapters; after ten years New York State FBLA increased to 151 chapters. In 2014, when we celebrated our 50th anniversary, New York proudly boasted more than 190 chapters with a membership over 4,000. During the 2023-2024 membership year, New York State had a chapter total of 130 (including Middle Level), a membership of 2,767.

The first joint state conference of FBLA-PBL was held in 1966 on the campus of the State University of New York at Cobleskill. Beginning in April 1970, FBLA conducted its own State Leadership Conference in the Catskill Mountain region where resort facilities were able to accommodate our needs. In 1987, the SLC site moved to Niagara Falls and was there for three years. Since then the State Leadership Conference has been moved several times to accommodate our needs and for ease of travel times for local chapters. The sites include the Pines Resort in the Catskill Mountains (1993), the Nevele in the Catskill Mountains (2006-2008), Binghamton Double Tree/Holiday Inn (2018-2019), and the Joseph A. Floreano Rochester Riverside Convention Center. In 2027, the SLC was moved to Kalahari Resorts & Convention Centers in Pocono Mountain, PA.

In 1969 the first summer leadership workshop was held at Camp Oswegatchie in Croghan, in the Adirondack Mountains region of the state. All state officers are required to attend this week-long leadership training program. From 1984 until 1991, State Officer Training was held at Central City Business Institute in Syracuse, New York. In 1992 State Officer Training was moved to Watson Homestead near Corning. This retreat location was of special interest as it was established by IBM founder, Tom Watson. In 2004 the State Officer Training was moved to a location 90 miles west of New York City to Kutcher's Country Club. This resort site is located in the Catskill Mountains in Monticello. The training returned to Watson's Homestead in 2005 but moved again in 2008 to Christ the King Retreat Center located northeast of Albany (where it is held today).

FORMULATING CHANGE

Briefly, the decision-making process of the State Association is as follows:

- The State Officers formulate annual goals and objectives during the summer State Officer Training.
- These goals, objectives, and other motions are presented for approval to the Board of Trustees at its summer meeting, which coincides with the State Officer Training.
- During the year, suggestions and recommendations from advisers and members are directed to the Board of Trustees. The Board reviews these recommendations and suggestions, and a decision is rendered at its next meeting. Board meetings are usually held during the summer at State Officer Training, at the winter joint meeting of Trustees and State Officers, and in the spring at the State Leadership Conference.

Actively Rostered Chapter:	A chapter who has paid the State and National dues for the current membership year; must consist of at least five members.
Assistant State Officer Adviser (ASOA):	Individual who assists the State Officer Adviser with various duties including preparing scripts and staging.
Board of Trustees (BOT):	An elected body of local advisers, representing each NYS FBLA district, which sets policy for the State Association and in which general administration of NYS FBLA is vested.
Business Achievement Awards (BAA):	A national leadership development program for high school students with activities aligned to the career clusters, NBEA standards, and FBLA goals.
Code of Conduct:	The document used to enforce rules regarding behavior.
Discipline Committee:	The committee who enforces the Code of Conduct.
District:	One of 15 geographic regions in New York State.
Fall Leadership Workshop (FLW):	New York State conference held in conjunction with the NFLC; it is not necessarily held every year.
FBLA Collegiate:	The college division of FBLA, Inc. formally known as Phi Beta Lambda (PBL)
FBLA High School:	The high school (grades 9-12) division of FBLA, Inc.
FBLA Middle Level:	The junior high/middle school (grades 5-9) division of FBLA, Inc.
FBLA Network:	Alumni and members of the community who work with members at the local, district, and state levels.
First District Meeting (FDM):	The district-level meetings held between October 1 and November 15.
Local Advisers:	School district employees who guide and advise local chapters.
Local Members:	Students who join local associations of FBLA.
Local Officers:	Elected or appointed local members who coordinate activities on the local chapter level.
Mainline Officers:	State officer positions of President, Executive Vice President, Secretary, Treasurer, Reporter, Historian, Parliamentarian.
Monthly Activity Report (MAR):	State Officer correspondence detailing progress toward the goals established in their plan of action.
National Fall Leadership Conference (NFLC):	Held annually in November at a location across the country where students and advisers participate in motivational general sessions, professional development, and career planning workshops.
National Leadership Conference (NLC):	Held annually at the end of June, members compete in competitive events, share their successes, elect national officers, and participate in workshops.
Plan of Action (POA):	State Officer correspondence tool used to plan out the steps in completing a goal.
Program of Work (POW) Coordinator:	Individual who oversees all aspects of the NYS FBLA Program of Work.
School District:	Represents a single education entity
Second District Meeting (SDM):	The district-level meetings held between January 1 and February 15, including snow dates.
State Advisory Board (SAB):	A group of businesspeople who serve New York State FBLA and are invaluable in planning and implementing civic activities.
State Leadership Conference (SLC):	Held in April, highlights include competitive events, workshops, and elections.
State Officer Adviser (SOA):	Individual who coordinates and directs all training and activities of the State Officer Team.
State Officer Training (SOT):	Mandatory summer training session for newly elected state officers.
State Officers (SO):	Elected or appointed members who coordinate state and district activities for the membership year.
State Vice President (SVP):	State officer position representing their FBLA district who works closely with the Board of Trustees to plan, organize, and preside at the FDM and SDM.

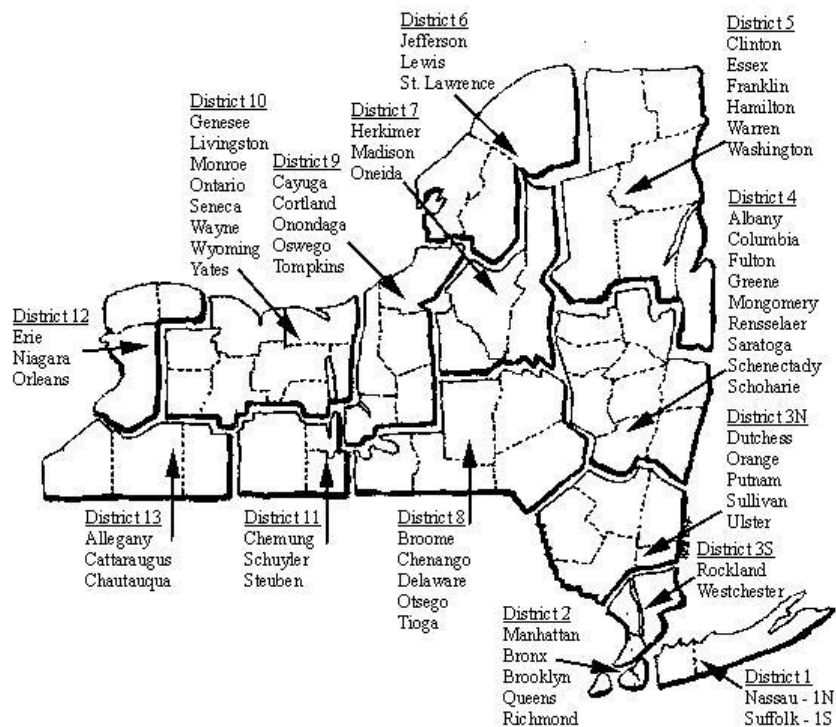
State Vice President (SVP):	State officer positions representing their FBLA district.
Summer Meeting:	Board of Trustees meeting held during State Officer Training.
Winter Joint Meeting (WJM):	The mid-year planning meeting for the Board of Trustees and the State Officer Team.

DISTRICT ACTIVITIES

The fifteen districts play a very important part in FBLA. With the assistance from members of the State Advisory Board and Board of Trustees, the State Vice Presidents plan and coordinate a Fall District Meeting. This meeting is usually held during the first two weeks of October and sets the groundwork for the participation in and promotion of FBLA.

Usually held during the first two weeks of February, districts hold the Spring District Meeting, the first round of competitive events. These competitive events serve as both elimination and preparation for the State Leadership Conference. Please refer to Competitive Event Guidelines which are updated annually and posted on the New York State FBLA website (www.nysfbla.org).

NEW YORK STATE FBLA DISTRICTS



CONFERENCES

FALL LEADERSHIP WORKSHOP (FLW)

The NYS FLW is occasionally held in conjunction with the National Fall Leadership Conference. When an FLW is held, New York State officers are required to be present. All chapter officers and members are urged to attend. The workshops at the NYS FLW are presented by the State Officer Team and are geared to conducting effective chapter activities and developing leadership qualities. A motivational keynote speaker usually makes a presentation at the Opening General Session and provides individual workshop sessions.

NATIONAL FALL LEADERSHIP CONFERENCE (NFLC)

The NFLC takes place annually in various venues across the country. During this conference, students and advisers share ideas and reaffirm common goals while participating in professional development and career opportunity workshops. Participants gain a better understanding of the organization at the local, district, state, and national levels.

STATE LEADERSHIP CONFERENCE (SLC)

The "highlight" of the chapter's yearly activities is the SLC. General sessions, workshops, and district meetings are held during the conference in addition to the chapter, team, and individual competitive events. Campaigning for and election of state officers also takes place at the SLC. Every chapter should send voting delegates to the SLC. The climax of the three-day conference is the presentation of awards and installation of the new state officers. Many chapters use the SLC as a "goal" in directing chapter activities. Every FBLA member should have the opportunity to attend at least one SLC.

NATIONAL LEADERSHIP CONFERENCE (NLC)

This conference concludes the membership year and sets the stage for the upcoming school year. Participants get involved in business-related leadership development workshops, elect national officers, and participate in the National Awards Program. The NLC is held each June in a major American city.

FBLA SUPPLIES

The official emblems of Future Business Leaders of America, Inc., authorized in the national bylaws and registered in the US Patent Office under the Trademark Act of 1946, are issued only to members of FBLA. Members of FBLA should be aware of any plan by pseudo organizations to set up chapters, grant charters, and sell emblem or insignia items under the guise of FBLA.

Chapters may use the emblems for printing materials or supplies that will be distributed free of charge to members. However, if a chapter wishes to sell imprinted items (i.e.: T-shirts, pens) permission must be obtained from the National CEO/Director.

PUBLICATIONS

Each year the State Reporter edits and compiles a minimum of four issues of *The FBLA Express*. Each edition of *The FBLA Express* is posted on the NYS FBLA website. Local chapters are strongly urged to submit articles to the State Reporter for inclusion in *The FBLA Express*.

In May, the State Historian releases the State Annual Business Report that gives a detailed account of the year's activities. This report is posted on the NYS FBLA website.

On the National level, three issues of *Tomorrow's Business Leader* are created annually. Copies are made available digitally. *Tomorrow's Business Leader* features news items from state and local chapters of FBLA which are of special interest to other chapters. All local chapters are encouraged to supply the national office with news of interest for publication.

VOTING DELEGATES

Each local chapter in good standing shall be entitled to send voting delegates from its active membership to the State Leadership Conference in accordance with the following:

# of Chapter Members	# of Voting Delegates
1 – 49	2
50 – 100	3
101 +	4

The State Association selects two state voting delegates to the National Leadership Conference to vote for mainline National Officers. Local chapters attending the NLC select voting delegates for the Eastern Regional Vice President.

All voting delegates must be certified at least 15 days prior to the State Leadership Conference and the National Leadership Conference. To be "certified," delegates must be named by the chapter adviser and indicated on the appropriate form included in SLC and NLC conference registration packets. Voting delegates should be carefully selected as to their interest in and knowledge of FBLA, good judgment, ability to express themselves intelligently, and readiness to accept responsibility.

STATE OFFICERS

The State Officer Team of the New York State Association of the Future Business Leaders of America consists of the following:

- President
- Executive Vice President
- Fifteen State Vice Presidents (one representing each district)
- Secretary
- Treasurer
- Reporter
- Historian
- Parliamentarian

The description of each officer's responsibilities and duties is outlined in Article VIII of the Constitution and Bylaws.

All local chapters are encouraged to run candidates for state office. The state election is a leadership activity that is important to both the member and the chapter.

SECTION 4 DOCUMENTS

CONSTITUTION AND BYLAWS

Adopted April 1972

Revised August 1980, November 1983, April 2003

ARTICLE I. *Name*

The name of this Organization shall be the "New York Association of the Future Business Leaders of America" and may be referred to as "FBLA."

ARTICLE II. *Purposes*

Section 1. The purpose of FBLA is to assist youth and young adults enrolled in business programs to develop vocational competencies and a sense of civic responsibility. FBLA is designed to be an extension of the instructional program, thus being an integral part of the business curriculum.

Section 2. The specific purposes are to:

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of American Business Enterprise
- Encourage members in the development of individual projects which contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty
- Assist student in establishment of occupational goals
- Facilitate the transition from school to work

ARTICLE III. *Organization*

Section 1. Future Business Leaders of America is an association of local chapters, each operating in accordance with a charter granted by FBLA-PBL, Inc.

Section 2. The general administration of FBLA shall be vested in the Board of Trustees.

Section 3. Local chapters within this division shall use the letters "FBLA" as the official title, and the members shall be referred to as "Future Business Leaders of America."

Section 4. A local chapter may have as many special-emphasis groups within its organization as it deems necessary to care for all students' interests. For example: a certain group of students may be enrolled in a cooperative program and have specific interests and needs. A special-emphasis group operating under the FBLA "umbrella" may be established to fulfill this need. Other interest groups may be provided for those interested in, for example: electronic information, accounting, and marketing occupations. Normally, these special interests will be identified through the major study emphasis chosen by the students. The local chapter of FBLA shall assume full responsibility for coordinating the program for these interest groups.

Section 5. Districts shall be designated within the State by the Board of Trustees and announced to chapters by the State Adviser in a general mailing.

- Chapters shall be members of the district within whose boundary lines they are located.
- The privilege of joining a district different from the one designated may be extended only if all of the chapters within both of the affected districts approve of the change. The approval of the State Chairperson and the Board of Trustees must also be obtained.

ARTICLE IV. *Membership*

Section 1. Membership of the Future Business Leaders of America shall consist of the total members of the chartered local chapters.

Section 2. State FBLA, as well as the local chapters, shall be open for membership to all business students.

Section 3. Local chapter members shall be recognized only through the State Association and National FBLA.

Active members shall be students participating in a business program and who accept the purposes of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school-community relations, and possess qualities for employment. Active members shall pay dues as established by FBLA and shall be eligible to participate in State and National events, serve as voting delegates to the State and National Leadership Conferences, hold State or National office, or otherwise represent their State or local chapter as approved by their respective State or local advisers.

Professional Members: See Section VI Professional Division.

Professional members shall be persons associated with or participating in the professional development of FBLA as approved by state chapters. Such members may include local and state supervisors of business and office education, employers or supervisors of cooperative work-training students, advisory council members, and other persons contributing to the growth and development of FBLA. Professional members shall pay dues as established by FBLA, but shall be ineligible to participate in events, serve as voting delegates or hold office.

Honorary members may be elected to a local chapter or to the association by a majority vote of the members who are of the opinion that such persons are assisting in the advancement of business and office education and who are rendering outstanding services to FBLA. These members shall not be eligible to vote or hold office and are not required to pay dues.

Honorary Life members may be persons making significant contributions to the field of business and office education to the growth and development of FBLA. Honorary Life members may be recommended by local chapters and approved by the Board of Trustees. These members shall not be eligible to vote or hold offices and are not required to pay dues.

Section 4. The membership year shall be September 1 through August 31.

ARTICLE V. *Board of Trustees*

Section 1. The persons named as incorporators shall constitute the first Board of Trustees. The board shall have the power to adopt bylaws, including therein provisions fixing the method of election and the term of office of trustees, and shall have power also, by vote of two-thirds of all the members of the Board of Trustees, to change the trustees to not more than 25 nor less than five.

Section 2. The Board of Trustees shall meet at least once each year with the officers. Special meetings of the Board of Trustees may be called at the time and location designated by the State Chairperson with not less than seven days prior notice. Members will receive notice of regular meetings 30 days prior to the meeting except for the first meeting after July 1 each year.

Section 3. Duties. The Board of Trustees shall have the authority to approve or disapprove actions of the officers and the delegates at any meeting of the State Association in order to assure conformity with the provisions of the National Vocational Education Acts and the New York State Education Department.

ARTICLE VI. *Officers*

Section 1. The officers of FBLA shall consist of a President, Executive Vice President, State Vice Presidents, a Secretary, a Treasurer, a Reporter, an Historian, and a Parliamentarian.

Section 2. The President, Executive Vice President, Secretary, Treasurer, Reporter, and Historian of FBLA shall be nominated and elected annually at the State Leadership Conference by a majority vote of local chapter voting delegates. The State Vice Presidents, shall be elected annually at the State Leadership Conference by a majority of voting delegates of the local chapters from the District concerned. Only active members are eligible to hold office.

Section 3. The State Parliamentarian shall be selected from the highest scoring underclassmen on the State Parliamentary Procedure written test and recommended by the State President with approval of the Board of Trustees.

ARTICLE VII. *Regulations and Qualifications for FBLA State Office*

Section 1. To be considered for an officer's position in FBLA, a candidate shall (a) have the endorsement of their local chapter *and* be recommended by the chapter adviser, (b) file *an official* application with the State Officer Adviser, (c) have at least *one* full school year remaining in their educational program, and (d) be approved by the nominating committee.

Section 2. Only those applicants who are *officially* certified by the nominating committee are eligible to become candidates for a state office of FBLA.

Section 3. With the exception of District Vice Presidents and the Parliamentarian, no two state officers shall be elected from the same local chapter and not more than two state officers, other than District Vice Presidents and Parliamentarian, shall be elected from the same district.

Section 4. No district is eligible to provide the President for two consecutive years.

Section 5. The candidates for state office must be present at the State Leadership Conference of FBLA to be eligible for official nomination.

ARTICLE VIII. *Duties of State Officers*

Section 1. It shall be the duty of the President of FBLA to preside over all business meetings of the association; appoint appropriately needed committees and committee chairpersons; recommend a Parliamentarian; and perform other duties for the promotion and development of local and State FBLA.

Section 2. The Executive Vice President shall serve in any capacity as directed by the President. Their primary responsibility shall be to coordinate the activities of the State Vice Presidents and to accept the responsibilities of the President as the occasion may demand. In case the office of President becomes vacant, the Executive Vice President shall assume the duties of President.

Section 3. It shall be the duty of the State Vice Presidents, under the direction of the President, to assist in the promotion and development of FBLA in the district which elected them. The State Vice Presidents are responsible for planning, coordinating, and conducting two district meetings and publishing newsletters each year in their respective districts.

Section 4. The Secretary shall perform the duties common to such an office, such as keeping an accurate record of all sessions of the State Leadership Conference of FBLA and of meetings of the state officers, supplying at least one copy of the minutes and substantiating reports to the State Chairperson promptly after the close of the meetings, and performing such other duties as directed by the President

Section 5. The Treasurer shall assist the Executive Secretary/Treasurer with the keeping of accurate records of receipts, deposits, and disbursements. He/she shall further assist with the preparation of the annual State budget and present an annual report of such matters to FBLA members at the State Leadership Conference and perform such other duties as directed by the President.

Section 6. The Reporter shall act as public relations officer for the State Association. He/she shall act as editor for at least three editions of *The FBLA EXPRESS* (state newsletter) and assume responsibility for maintaining lines of communication between the association and the national office. He/she shall further perform such other duties as directed by the President.

Section 7. The Historian will supervise the writing and collecting of news articles regarding state and local chapter activities. He/she shall prepare the annual State Report and maintain the FBLA historical file,

Section 8. The Parliamentarian shall advise the President of the orderly conduct of business in accordance with FBLA Bylaws and ROBERT'S RULES OF ORDER, NEWLY REVISED, and shall serve as an ex-facto, non-voting member of the FBLA state officers.

Section 9. A replacement for any officer, other than the President, who cannot serve their term shall be made by the Board of Trustees.

ARTICLE IX. *Committees*

Section 1. The President of FBLA shall, with the advice and consent of the Board of Trustees of FBLA and the State Chairperson, designate committees, name their members for a period not to exceed their terms in office, and assist the committees in their activities.

Section 2. There shall be three standing committees for FBLA. They shall be (a) Nominating Committee, (b) Auditing Committee, (c) Committee on Youth Leadership Development Activities.

Section 3. The Nominating Committee shall, after careful consideration of candidates for office in FBLA, officially approve candidates for offices. No candidate is eligible to be officially nominated unless approved by this committee.

Section 4. The Auditing Committee shall examine the financial records of FBLA, approve all expenditures, and report findings for the year to the Board of Trustees.

Section 5. The Committee on Youth Leadership Development Activities shall recommend special projects. The committee shall organize and plan the annual leadership training camp for both state and local officers.

Section 6. An Advisory Committee to assist the growth and development of FBLA may be appointed as deemed necessary by the State Chairperson. Recommendations of persons for such appointments shall be requested of local chapters.

Section 7. Local chapters may select advisory committees to assist in the growth and development of their respective chapters.

Section 8. The State Chairperson and President shall be ex-officio members of all committees.

ARTICLE X. *Meetings*

Section 1. A State Leadership Conference shall be held each year for FBLA at such time and location as selected by the State Chairperson in consultation with the Board of Trustees and State Officers. The purpose shall be to install the officers, to transact such business as may properly come before it, and to promote the program of work.

Section 2. Special meetings may be called by the State Chairperson whenever the need arises.

Section 3. Parliamentary procedure of all meetings will be governed by ROBERT'S RULES OF ORDER, NEWLY REVISED.

ARTICLE XI. *Quorum*

Section 1. A quorum at any meeting of the State Association shall consist of a majority of voting delegates from chapters whose State dues are paid as determined by the official records of the State Treasurer.

Section 2. A quorum at any meeting of the Board of Trustees or Student Officers shall consist of a majority of the members of each group.

ARTICLE XII. *Voting*

Section 1. Each local chapter in good standing shall be entitled to send voting representatives from its active membership to the State Leadership Conference in accordance with the following:

1 - 49 members	two voting delegates
50 - 100 members	three voting delegates
101 + members	four voting delegates

Section 2. Voting. The privilege of making motions, discussion, and voting shall be limited to the voting delegates and the Association officers.

Section 3. Voting by Mail Ballot. Voting on an Association matter may be conducted by a mail ballot when deemed necessary by the Board of Trustees and the State Chairperson. All such ballots shall be prepared and mailed by the State Chairperson or by any person or persons to whom the Chairperson shall delegate this responsibility. All such ballots must be returned to the designated person by the deadline date indicated on the ballot.

Section 4. Tally and Results. Mail ballots shall be tallied by the State Chairperson, or person appointed by the State Chairperson, and the results reported to the certified chapters and/or Board of Trustees members at a time and in a manner devised by the State Chairperson.

ARTICLE XIII. *Emblems, Insignia, Colors, and Motto*

Section 1. Emblems and insignia shall be uniform in all local chapters and within special-emphasis groups; they shall be those of the National organization.

Section 2. The official colors of FBLA shall be those of the National organization--blue and gold.

Section 3. The motto shall be that of the National organization – Service, Education, Progress.

ARTICLE XIV. *Publications*

Section 1. FBLA EXPRESS. A state newsletter shall be published by the Association at least three times a year. It shall be prepared by the State Reporter or other designated persons. Copies shall be sent to each chapter.

Section 2. Annual Report. An Annual Report shall be prepared by the State Historian and distributed by the State Office. A copy shall be sent to each chapter.

Section 3. State Handbook. An official handbook outlining the rules and regulations for participating in competitive events at the State Leadership Conference will be sent to each local chapter.

Section 4. Other publications. Such other publications shall be published as approved by the Board of Trustees.

ARTICLE XV. *Dues, Fiscal Year, Budget, Audit*

Section 1. Dues for membership in FBLA shall be determined by the Board of Trustees based on a budget submitted by the State Treasurer and approved by the Executive Secretary/Treasurer. Dues shall be approved by a majority of the voting delegates present at the State Leadership Conference. Such dues shall be in addition to the national dues.

Section 2. Annual dues for this division shall be \$6.

Section 3. Any chapter whose state and/or national dues are not paid prior to the state convention by the designated date shall be ineligible to (a) participate in the State convention, (b) nominate a candidate for State office, and (c) enter any State event.

Section 4. Fiscal Year. The fiscal year shall be July 1-June 30.

Section 5. Budget. An annual budget shall be prepared by the Executive Secretary/Treasurer and State Treasurer. It shall be presented to the Board of Trustees for adoption.

Section 6. Audit. A financial statement showing all income and expenditures of the Association shall be prepared by the Treasurer at the end of the fiscal year, audited by the Auditing Committee, and reported to delegates in the annual report.

Section 7. The Board of Trustees shall administer and control all FBLA finances and shall furnish an annual audit to the State Chairperson and to each local chapter.

ARTICLE XVI. *Dissolution or Liquidation of Assets*

Section 1. Upon final dissolution or liquidation of this Association, its districts and/or local chapters, and after the final discharge or satisfaction of all outstanding obligations and liabilities, the remaining assets shall be disbursed by the Board of Trustees in accordance with one or more of the purposes of this Association or be transferred to a government instrumentality or a qualified exempt organization within the meaning of Section 501 (c) (3) of the Internal Revenue Code of 1954.

ARTICLE XVII. *Amendments*

Section 1. These Bylaws may be amended by a majority vote of the legal ballots cast at any annual or special meeting, or by mail.

Section 2. Proposed amendments must be in harmony with the Bylaws of the national organization. Amendments may be proposed by a chapter, a district, the State officers, or the State Chairperson.

Section 3. Amendments to be acted upon at an annual or special meeting and notice of the amendment shall be sent by the State Chairperson to all certified chapters, the Board of Trustees, and the State Officers at least thirty days prior to that meeting.

Section 4. When vote on any amendment is to be conducted by mail, the deadline date for receipt of ballots shall be at least ninety days after receipt of the proposed amendment by the State Chairperson. The State Chairperson shall send notice of the proposed amendment to all chapters, the Board of Trustees, and the State Officers at least thirty days prior to that deadline.

Dress Code Policy

FBLA Members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for ALL attendees, at all conference functions, including meals, unless otherwise stated. Conference name badges and SLC bracelets are part of this dress code and must be worn at all conference functions. For safety reasons, do not wear name badges when touring outside the conference facility.

ACCEPTABLE PROFESSIONAL ATTIRE FOR OFFICIAL FBLA ACTIVITIES:

- Business suit with:
 - o Blouse
 - o Collared dress shirt and necktie or bowtie
- Dress pants or skirt with:
 - o Blouse
 - o Collared dress shirt and necktie or bowtie
- Business dress
- Blazer/sport jacket with dress pants and:
 - o Blouse
 - o Collared dress shirt and necktie or bowtie
- Dress shoes/dress boots
- Belt or suspenders are to be worn unless there are no belt loops on the pants
- Banded collar shirt may be worn ONLY if sport coat or business suit is worn
- Dress shoes and socks
- Capris or gauchos with coordinating jacket/suit, worn BELOW the knee

INAPPROPRIATE ATTIRE INCLUDES:

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric of any kinds, overalls, shorts, skirts, stretch or stirrup pants, exercise or bike shorts
- Backless, see-through, tight fitting, spaghetti straps, strapless, or low cut blouses/tops/dresses/skirts or any other garment with a low neckline.
- Skirts & dresses that are more than approximately 2 inches ABOVE the knee
- T-Shirts, Lycra, spandex, midriff tops, tank tops, and bathing suits
- Sandals, athletic Shoes, industrial work shoes, hiking boots, bare feet or over the knee boots.
- Athletic wear, including sneakers
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

Clarification: Many women's two piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling back shoes, open toe shoes and sleeveless dresses are accepted.

Casual Attire is acceptable for some social events. Casual attire includes jeans, shorts (no more than 4 inches above the knee), nice t-shirts or denim/chambray shirts, sneakers or sandals. (Not Allowed are Lycra, spandex, midriff tops, pajamas, bathing suits). If there is doubt, select something else to wear. Be a professional.

A delegate must wear footwear in all public areas during non-conference FBLA activities (no socks or barefeet)

**NEW YORK STATE FUTURE BUSINESS LEADERS OF AMERICA
STUDENT CODE OF CONDUCT**

Individual chapters or delegates violating any of the following rules while attending a district, state, or national conference will be dealt with in accordance with the procedures adopted by the Board of Trustees, and the penalties outlined below. The term “delegate” shall mean any FBLA member including State Officers. ALL VIOLATIONS WILL BE REPORTED TO PARENT/GUARDIANS, SCHOOL DISTRICT, LOCAL CHAPTER ADVISER(S), AND THE BOARD OF TRUSTEES. Any delegate while attending any FBLA functions, events, conferences (anything that represents FBLA) will be subject to disciplinary action.

VIOLATIONS OF ITEMS 1 THROUGH 7 WILL CAUSE DISQUALIFICATION OF THE STUDENT DELEGATE FROM INDIVIDUAL AND TEAM EVENTS AT THE CONFERENCE. STATE OFFICERS WILL ALSO RECEIVE A 30-DAY PROBATION PERIOD AND A PARTIAL LOSS OF STATE OFFICER DEPOSIT (\$100).

1. A delegate will conduct themselves in a courteous, safe, and respectful manner, refraining from language and actions that might bring discredit to the association.
2. **All delegates must remain inside their assigned room during the curfew hours, 12:00am – 6:00am.** Any area outside the room is a violation, including an adviser’s room.
3. A one-day conference delegate must be off the grounds of the conference facilities by curfew.
4. A delegate must attend all general sessions and required activities at assigned times.
5. A delegate will wear appropriate business attire at workshops, leadership sessions, district meetings, competitive events, and meals. Refer to Dress Code.
6. A delegate must keep their adviser informed of their activities and whereabouts at all times.
7. No delegate will leave the conference facilities unless they have received permission from their chapter/state officer adviser. Parents or legal guardian(s) must transport a delegate returning home in an emergency.

VIOLATIONS OF ITEMS 8 THROUGH 16 WILL CAUSE DISQUALIFICATION OF THE DELEGATE FROM INDIVIDUAL AND TEAM EVENTS, LOSS OF CHAPTER POINTS WHERE APPLICABLE. ADDITIONALLY, THE STUDENT WILL BE DETAINED FOR THE DURATION OF THE CONFERENCE AND WILL NOT BE PERMITTED TO PARTICIPATE IN ANY ACTIVITIES. STATE OFFICERS WILL FACE REMOVAL FROM OFFICE AS WELL AS FULL FORFEITURE OF ANY TRAVEL GRANTS AND STATE OFFICER DEPOSIT.

8. Smoking/vaping, use of any tobacco-related products is not permitted.
9. A delegate will not use their personal transportation to, from, or during the conference unless accompanied by their parent(s), legal guardian(s), or authorized designee.
10. A delegate will not deface, change or remove public or private property. The student, chapter, and/or their parent/guardians will be held responsible and must pay damages of any property or furnishings.
11. Association among delegates will be limited to authorized conference activities. **Delegates of the opposite sex will not be allowed in the sleeping quarters unless a designated chapter adviser/chaperone is present in the room.**
12. No delegate will be permitted to participate in any sexual activities while at a hotel or conference site.
13. Any delegate who knowingly remains in a room where any prohibited activities occur will also be in violation of the Code of Conduct.
14. No delegate will use, possess, or sell illegal or controlled substances, or alcoholic beverages. No delegate will be permitted at a bar or in nightclubs.
15. No delegate will engage in any activity that involves wagering or gambling.
16. No delegate will engage in any activity that will result in a risk to health, safety, and/or welfare of self or others. No delegate will violate any local, state, or federal law. No delegate will engage in any form of bullying. Violators will be turned over to the appropriate law enforcement agency.

The discipline committee will act upon any misconduct not aforementioned, and an appropriate penalty will be determined and enforced. A chapter’s unwillingness to abide by the decision of the Discipline Committee will result in the chapter’s suspension from FBLA sponsored functions for one calendar year. Delegates shall respect and abide by the authority vested to the Board of Trustees and its designees, or authorized representative of the conference/hotel staff. Compliance and conduct of state officers will be under the purview of the state officer adviser(s), except in case of an emergency.

Updated July 2024

**NEW YORK STATE FUTURE BUSINESS LEADERS OF AMERICA
STUDENT PERMISSION, EMERGENCY FORM, AND CODE OF CONDUCT SIGNATURE FORM**

It is the responsibility of the local chapter adviser to submit this form for **each student** attending the following event:

EVENT

LOCATION

This form must be emailed as a PDF file to _____. The submission of the form is a safety issue; copies of forms are kept electronically at the conference. The information on the forms is kept confidential, and the forms are deleted after the FBLA event. Local Chapter Advisers/Chaperone must carry an original copy to the conference.

****PLEASE PRINT CLEARLY****

Participant's Full Name: _____

School Name: _____ Adviser Name: _____

On-Site Adviser/Chaperone Name: _____

Participant's Address: _____

Participant's Cell Phone: _____ Participant's Home Phone: _____ Participant's Date of Birth: _____

Parent/Guardian's Full Name(s): _____

EMERGENCY INFORMATION

Name of Emergency Contact Person: _____

Home Phone: _____ Work Phone: _____ Cell Phone: _____

Family Physician Name: _____ Physician Phone: _____

Insurance Company Name: _____

Plan Number/Group Number: _____

My/our child is allergic to the following drugs and/or medications (if none, so state): _____

List any medication that must be taken (if none, so state): _____

We/I hereby give permission for the FBLA Adviser or other responsible designee to transport my/our child to or from a doctor or hospital for emergency treatment. **We/I hereby give permission for the FBLA Adviser or designee to sign any consents which may be necessary to allow hospital personnel and/or a licensed physician to examine my/our child and perform any emergency procedures, treatment, or surgery which may be necessary and to consent to the administration of any drugs or medication necessary to such emergency care.**

We/I hereby agree to hold NYS FBLA free and harmless from and indemnify NYS FBLA for any expenses incurred in the rendering of such care and treatment and from any liability which may arise as a result of such care and treatment.

We have read and agree to abide by the NYS FBLA Code of Conduct as stated on the reverse side, also found in the NYS FBLA Handbook, or on the NYS FBLA website at www.nysfbla.org. We have read and clearly understand the NYS FBLA Dress Code for this event. We understand that damages to any property or furnishings in the hotel or convention center, any items taken from the guest room in the hotel, or any disrespect shown to other hotel guests will result in the student and their parents/guardians being held financially responsible for any associated costs. We also agree that the school officials, the FBLA Chapter adviser, the NYS FBLA conference staff, and the FBLA Board of Trustees have the right to disqualify and/or detain the above named student (participant) for the duration of the conference if the student (participant) is found to be in violation of the code of conduct.

The following signatures indicate that all parties have read, understand, and agree to all permission, health, dress code, student code of conduct guidelines, and that all information on this form is correct to the best of everyone's knowledge.

Student Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

Adviser/Chaperone Signature: _____ Date: _____

Administrator Name: _____ Telephone #: _____

Administrator Signature: _____ Date: _____

DISCIPLINE COMMITTEE

STRUCTURE AND PURPOSE

The committee consists of three Board of Trustees members and an alternate appointed annually by the Board Chairperson. The committee is chaired by the Vice Chairperson of the Board of Trustees. The Board Chairperson may increase the number of people on the committee if the State Leadership Conference is held in more than one hotel to provide adequate coverage in all hotels. The number of members on this committee will change to ensure there are at least two members in each hotel occupied. The purpose of this committee is to enforce the Code of Conduct. All Committee's disciplinary decisions will be final and binding. If a Discipline Committee member has a student involved in a discipline situation, then the alternate will replace that member. If three members of the Discipline Committee are not available, the Board of Trustees Chairperson (or designee) will appoint sufficient members to maintain the required three members.

PROCESS FOR CHARGING AN INDIVIDUAL AND/OR CHAPTER

Code of Conduct violations must be reported to a member of the Discipline Committee. Violations may be reported by hotel personnel, conference staff, parents and/or guardians, conference attendees, advisers or school designee, conference security, or local law enforcement agencies.

The Discipline Committee will meet to review both sides of the alleged violation(s). An Incident Report form will be completed by the Board of Trustees Discipline Committee representative. A consensus by the committee must be reached before further action is taken. The consensus will be based on the facts presented as well as the Code of Conduct and report to the Board of Trustees.

The party(ies) may file an immediate Appeal.

A student may continue in conference activities until the appeal process is complete. If the decision of the Discipline Committee is upheld by the hearing officer, the student will be disciplined according to the stipulations outlined in the Code of Conduct.

If the hearing officer reverses the decision of the Discipline Committee, the member/chapter may continue with conference activities.

The Board of Trustees will contact school officials and parents if disciplinary actions are taken.

CURFEW

Advisers must have each student sign the curfew sign-in sheet nightly. It is then the responsibility of the adviser to give those sign-in sheets to the security guard on the hotel floor no later than one half hour after curfew. If an adviser fails to submit the forms, a member of the Discipline Committee will call them and request the forms. If the forms are not turned in, those students may be disqualified from their competitions.

APPEAL PROCESS

A member/adviser may file a written appeal within 15 days of an action taken by the Board of Trustees and/or its subcommittees.

The written appeal will be submitted to the Board of Trustees Chairperson who will forward it to hearing officers not affiliated with the district. A committee of six hearing officers will be appointed annually at the Summer Board Meeting.

The hearing officers will review all written statements in the case. The hearing officers will advise the Board and petitioner of their decision in writing within 30 days of the filing of the appeal. This decision will be final.

Those interested in serving on the Appeals Committee can submit letters of application or be recommended in writing to the Board of Trustees on or before the Summer Board Meeting. Criteria for selection of hearing officer:

1. The hearing officer should be an individual who has demonstrated knowledge of and experience with FBLA.
2. The hearing officer will be a non-Board member.

SECTION 5

LOCAL CHAPTER

WHY HAVE A CHAPTER?

Today's youth are the leaders of tomorrow. They must possess initiative, resourcefulness, and responsibility. They must be able to recognize the need to adapt to alternative methods and anticipate tasks that should be performed, and appreciate the contributions of each individual to any organization.

As business educators, we recognize that job competency requires much more than just technical knowledge and skill. We must provide opportunities and experiences where students can develop the skills and attitudes needed to become contributing members in society and obtain satisfaction and self-fulfillment from their jobs.

Future Business Leaders of America has tremendous potential to develop broad-based job competencies if we let it serve our students. If we truly endorse the principle that learning is most effective through actual experience, we will make better use of this learning method for developing competent leaders.

All business educators should make a concerted effort to develop student-centered, community-based activities within their classroom programs. A student leadership organization, such as Future Business Leaders of America, has proven to be a very effective vehicle in accomplishing this desired result.

In a community-based learning environment, a wide variety of experiences are available to supplement the classroom. This learning vehicle now encompasses the resources of the total business community. Learning is no longer limited to the competencies of the classroom teacher but opened to the skilled and trained personnel of the entire community.

FBLA is co-curricular and an integral part of the business education program. All schools should attempt to develop ongoing FBLA programs as part of their vocational education programs.

FBLA can help the business teacher to:

- complement classroom and/or employment instructions
- encourage student responsibility
- develop student leadership
- develop and strengthen a close student-teacher rapport
- instill proper attitudes and social responsibility

THE ROLE OF THE CHAPTER ADVISER

The success of an FBLA chapter hinges on the participation of its members, chapter officers, and adviser(s). Being a chapter adviser is not a responsibility to be taken lightly. It is to be understood, worked at, and enjoyed.

Certain personal qualities, such as stamina, vitality, enthusiasm, insight, initiative, patience, a superb sense of humor, professionalism, adaptability, confidence, flexibility, and a genuine respect for young people's ideas are essential if an adviser is to be successful.

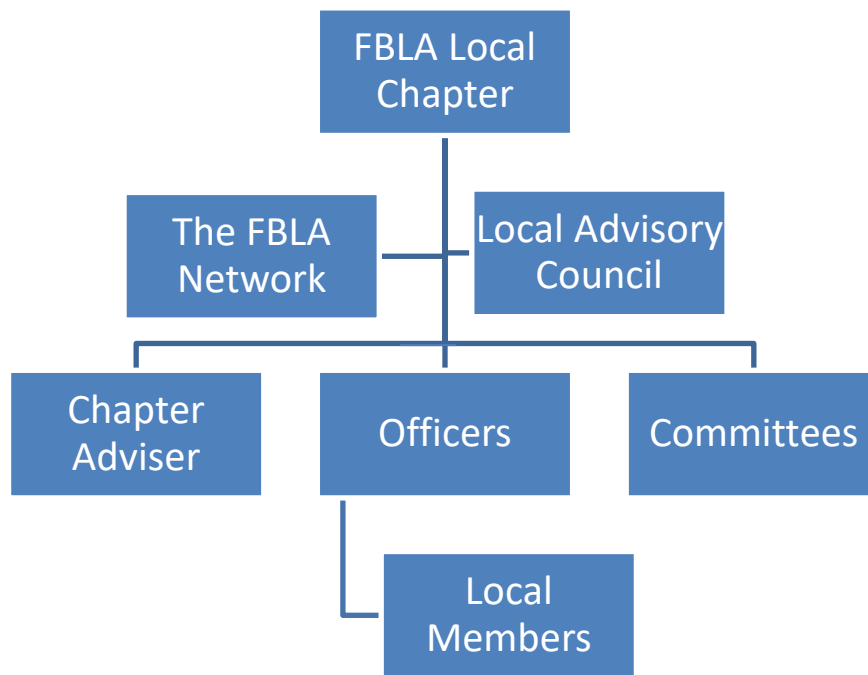
No organization can move forward without the proper guidance of a dynamic, dedicated, and capable leader. In addition, an adviser should be a good planner and organizer. The adviser must display integrity, perseverance, and initiative in professional and daily activities.

Realizing the importance of the teacher's role, FBLA provides the opportunity to do the complete teaching. One way to best implement FBLA is to introduce it into the classroom projects planned and organized as part of the instructional program.

It is recommended that the chapter adviser provide guidance in the following areas:

- Initiate the organization of FBLA activities by the chapter through student leadership
- Become thoroughly versed in the history, principles, constitutional provisions, ceremonies, activities, parliamentary procedure, and other essentials of the organization
- Assist in the plans for insuring an efficient group of officers by setting up criteria and letting candidates know responsibilities of each office
- Instruct newly-elected officers concerning their duties and instruct all members in leadership training activities
- Assist members in planning a calendar of events. Set dates early in the school year and see that they get put on the school calendar early; obtain proper administrative approval
- Plan programs that are adequately financed and see that the funds are properly protected. Help set up chapter records and accounts
- See that chapter meetings are held regularly and are conducted in a businesslike manner
- Help new members take part in, and get into the spirit of, FBLA activities
- See that every member has a part in chapter activities, and an opportunity to do their share
- Encourage the procurement of the standard minimum chapter equipment and office supplies. See that they are used and protected
- Establish a communication system within the chapter to inform members of chapter activities and achievements
- Assist officers when necessary, with chapter business
- Council members and committees on chapter problems and activities
- Encourage participation in district, state, regional, and national conferences
- Help students prepare for leadership activities and participation at all levels of competition
- See that all ceremonies, public performances, and displays are carefully planned and creditably executed
- Keep the school administration, faculty, and community informed of chapter activities and developments
- Encourage and help provide avenues for parental and advisory council involvement
- Keep abreast of new developments in FBLA and bring them to the attention of the members
- Utilize the chapter as a leadership training device by impressing on the members that it is their organization
- See that officers and members perform the necessary functions to keep the chapter improving its opportunities for widening the scope of learning situations that may be developed

ORGANIZATIONAL STRUCTURE FOR LOCAL CHAPTERS



MEMBERSHIP RECRUITMENT AND DEVELOPMENT

Members are the core of every organization. The more diverse and interested your chapter membership is, the greater your chances for a successful and exciting year.

Recruiting Members

There are many techniques for recruiting members. The best of these techniques are those which are done logically and in an organized fashion:

1. Form a recruitment committee.
2. Set realistic membership goals.
3. Discuss a winning "sales" strategy – why should someone become a member of FBLA
4. Identify and select membership recruitment techniques.
5. Develop detailed work plans to implement the techniques you select; provide work assignments for individual members, complete with deadlines.
6. Implement, follow through, and follow up.

Recruitment Gimmicks That Work

The following are methods that other chapters have used to expand their membership. They work because they speak to the kinds of things that motivate students: fun, novelty, entertainment, and the chance to learn. Use these ideas as a springboard for creating your own winning gimmicks:

- Talk, Talk, Talk – Talk up FBLA wherever you go; address business classes as a whole and business students individually; participate in school-wide recruitment fairs; set up membership tables at the school entrance, registration office, library and cafeteria, as well as at football games and other social events.
- Parties and Food – Hold a create-your-own sundae party, an open house, a semi-formal dance, catered buffet, a special induction luncheon for new members; sponsor a donut or candy drive.
- Hoopla and Publicity – Blitz your school with posters, announcements over the public address system, brochures, record presentations, FBLA speakers in classes, flyers, banners, personalized letters and creative bulletin boards.
- Prepare an FBLA media scrapbook using presentation software
- That's Entertainment – Put on skits, set up a display, sponsor a rally, set up a tour of a local business facility, organize a lecture or seminar, or host an activity fair. Publicize FBLA Week and American Enterprise Day with relevant activities.
- Membership incentives – Give away free t-shirts, pens and pencils, etc. with the FBLA insignia.

Growing and Maintaining Your Membership

Relevant, entertaining and interesting activities sustain membership – they attract new members and keep the old ones. FBLA has many activities and programs at the national and state levels to whet the appetite of current and potential members. Ultimately, though, it is the opportunities your chapter makes available to people at the local level that will affect your membership. Here are some tried-and-true pointers for keeping your membership vital and active:

1. **Give recognition.** Show that contributing members of your chapter are appreciated. Give appropriate rewards to hard workers. Publicize their achievements (being sure to list their name) in your newsletter, *The FBLA Express*, *Tomorrow's Business Leader*, your school paper, and the community media (radio stations, local paper).
2. **Offer unusual education opportunities.** Students, particularly business students, are eager for a taste of the real world. Help them get this exposure by:
 - Arranging for local entrepreneurs and consultants to discuss timely and provocative issues
 - Setting up tours of local factories, offices, and retail establishments
 - Lining up summer or weekend job internships
 - Sponsoring a local job fair or career planning seminar
 - Assigning members to do on-site research of relevant topics at local businesses (e.g. effects of local regulations or economic conditions)
 - Organizing a mock business to learn about sales, marketing, management, manufacturing, economics, and business ethics
 - Donating time to a local business or charity to see how a business runs from the inside
3. **Make a difference.** As responsible future business leaders, FBLA members are committed to giving something back to their communities and schools. Examples of service activities include:
 - Organizing and staffing school computer and/or business skills labs
 - Recruiting students into business programs
 - Volunteering time to community organizations
 - Designing educational materials for younger students about business-related topics

4. **Have fun!** Membership in FBLA is not all work and no play. Members can participate in a full gamut of social activities--with a business twist, of course. Examples include sponsoring businesspersons' breakfasts or dinners, organizing leadership lunches, setting up faculty versus members events, field trips, dances – whatever activities your membership will enjoy.

Your FBLA Network members hold the key to making these and other opportunities a reality. Tap into this vital resource and use it to the fullest!

ELECTION OF LOCAL CHAPTER OFFICERS

An FBLA chapter is as effective as its officers. A candidate for office should be a member who sincerely desires to hold the office, has participated in chapter meetings and activities, exhibits leadership potential, shows good common sense, and is well versed in FBLA. He/she should be willing and able to give the necessary time required to carry out the responsibilities of their office. Election to an office should never be simply a popularity contest.

Generally, it is desirable to elect officers in the spring. The officers can organize a summer leadership training workshop and also have the summer months to plan the chapter activities for the upcoming year.

There are several acceptable methods of electing officers:

1. Appoint a nominating committee composed of members who are instructed to present two candidates. Additional nominations may be made from the floor. A majority vote is required for an election.
2. Pattern the election after the two-caucus system. Each candidate must present a petition signed by 2/3 of membership who signify they will support the candidacy. A caucus is held and two candidates are nominated for each office. Ballots containing the names of candidates and a space for write-in votes should be prepared for the caucus. The following month, ballots are prepared with the names of candidates and also a space for write-ins. At the election the voter marks their ballot with an X. A majority vote prevails. This method not only teaches the rudiments of town elections, but it also meets all of the requirements for selecting officers.
3. Elect by nomination from the floor. This method can result in a poor selection of officers. Too often a new member in the chapter, a popular school hero, the close friend of an aggressive member, or a totally incompetent individual can be nominated and elected. This method also opens the way for "railroading" nominations and elections.
4. Have candidates apply for the office and appoint a selection committee to review the candidates and make recommendations for a slate of officers. The entire membership then votes on the entire slate of officers or each officer individually, allowing nominations from the floor.

DUTIES AND RESPONSIBILITIES OF LOCAL OFFICERS

President Presides over and conducts meetings according to accepted parliamentary procedure; keeps members on the subject and discussion within a time limit; appoints committees and serves as an ex-officio member of all committees; represents the chapter at special school events and non-school organizations; coordinates chapter activities by keeping in close touch with the other officers, the membership, and adviser(s); keeps chapter work moving in a satisfactory manner by following up on progress being made on all activities; and calls special meetings as needed.

Vice President Assists the President in the discharge of their duties; presides at meetings in the absence of the President; is prepared to assume the duties and responsibilities of the President should the need arise; and serves as an ex-officio member on chapter committees.

The chapter Vice President, because of their responsibilities for committee work in general, should work closely with all committees. In order to efficiently coordinate the program of all committees, the Vice President should establish a committee report form and offer helpful suggestions to each appointed committee. This means being available for a number of committee meetings and making suggestions and recommendations when necessary to facilitate their goals and objectives.

Secretary Prepares and reads the minutes of meetings; has available for the President the agenda for each meeting; attends to official correspondence; sends out and posts meeting notices, counts and records votes with the Parliamentarian; prepares chapter reports; keeps permanent records of the chapter, cooperates with the Treasurer in keeping an accurate membership roll and issues membership cards; reads communications at meetings; and has at each meeting the Secretary's book, minutes of previous meetings, lists of committees and committee reports, copies of local, state, and national programs of work, copies of the constitution and chapter bylaws, and a copy of the Student Handbook.

1. Record the minutes of all meetings – formal and informal meetings. The Secretary's records are important.
2. Record in the minutes: motions and what is done, not what is said.
3. Record the exact wording of motions, whether they are carried or lost in the voting, and make a record of who made them.

4. Halt meeting proceedings if necessary in order to get exact wording of motions. Request the presiding officer to have motions repeated slowly, when necessary, in order to make a record of them.
5. Record in the minutes the names of the members who have been appointed to committees with the name of chairperson, if designated.
6. Attach a copy of the Treasurer's report to the minutes if the report is not included in the minutes as read.
7. Keep minutes in a permanent book, not on small pieces of paper. Any corrections which are made in the minutes as read should be clearly visible.
8. Have the presiding officer's signature on the minutes, with any approved corrections, in order to complete the record.

Treasurer. Receives and acts as custodian of chapter funds; collects all state and national dues and is responsible for their disbursement by the appropriate deadlines; keeps financial records neat and up to date; devises, with the assistance of the membership and adviser(s), appropriate fundraising activities; pays out chapter funds as authorized; encourages systematic saving; assists in preparing an annual statement of estimated receipts and expenditures; and protects the financial reputation of the chapter by seeing that its obligations are met promptly.

1. Keep all records in ink in a permanent record book.
2. Record all receipts by names of members or other source.
3. List all money paid out of the treasury by date and to whom paid.
4. Always obtain a receipt from the person paid, and never pay out any of the chapter's money except on proper authority.
5. Keep an up-to-the-minute accounting of funds. (Don't put off making entries in the Treasurer's book.)
6. Make an accurate report of the chapter's financial status at every meeting, or as called for by the President.

Reporter. Gathers and classifies chapter news; prepares news releases and articles for publication in school and local media outlets; acquaints media outlet editors with aims and purposes of the organization; assists in maintaining a chapter bulletin board; assists with planning and arranging chapter exhibits; and prepares and collects news and feature stories of chapter activities for *The FBLA Express* and for *Tomorrow's Business Leader*.

1. Gather and classify all chapter news.
2. Prepare articles for publication in local, state, and national media.
3. Develop a working relationship with local media personnel and supply them with chapter and/or organizational news that might be of interest to them.
4. Regularly send chapter news articles, with photographs, if possible, to the national office for possible use in *Tomorrow's Business Leader*.
5. Provide news and other materials for business education department bulletin boards or for other publicity sources, when requested.
6. Assist in planning and implementing chapter exhibits.

Historian. Maintains an accurate and up-to-date history of the chapter including an annual report of chapter activities, awards, and publicity.

1. File clippings, pictures, etc. on all chapter activities and maintain all records related to Local Chapter Annual Business Report and maintain the chapter scrapbook.
2. Follow the guidelines of the Chapter of the Year event in planning and maintaining the chapter scrapbook.
3. Provide chapter history when requested.

Parliamentarian. Assists chapter members in understanding the basic purposes of parliamentary procedure; is prepared to advise the presiding officer and other chapter members on parliamentary procedure; has reference materials pertaining to parliamentary procedure available for each meeting; watches for significant irregularities in parliamentary procedure and calls them to the attention of the chair; assists and records votes with the secretary; and is prepared to explain any irregularity and its effect of the rights of all chapter members.

1. Make sure chapter meetings are conducted in an orderly manner. (This can be accomplished through a working knowledge of parliamentary law as outlined in *Robert's Rules of Order, Newly Revised, 11th Edition*)
2. Enable the group to transact business with speed and efficiency.
3. Protect the rights of each individual.
4. Preserve a spirit of order within the group.
5. Make sure the will of the majority is carried out and rights of minority preserved.

COMMITTEES

Every chapter, in order to carry out a successful program of work, needs active committees that involve as many members as possible. It is easy for a small group of workers within a chapter to do all of the work . . . but that is not good for the chapter as a

whole or for the members individually. Almost every project taken on by the chapter needs an active committee to steer it on the right course.

Chapter projects, such as major fundraising activities, money management projects, or community service tasks, are usually headed by a general chairperson, who in turn appoints the necessary subcommittees. It is the duty of the general committee chairperson to outline for the subcommittees their specific duties and responsibilities, and to maintain a close liaison with them to assure that assigned tasks are accomplished.

The President, in selecting committee chairpersons, should look for the qualities of efficient organizational capabilities, perseverance in following through with the tasks, and an overall interest in the specific project.

The committee chairperson should:

1. Appoint subcommittee chairpersons and bring them together for a general committee meeting. He/she chairs the meeting and assures responsibility for introducing all committee members to each other.
2. Appoint a secretary of the general committee to take notes of the meeting. This responsibility should not be left up to the committee chairperson.
3. Explain to the committee the overall task or problem for which it has been assigned.
4. Discuss with the committee the desired goals of the committee's work and methods of reaching them.
5. Ask for suggestions from all committee members and be receptive to suggestions from other members of the group. (If they are really interested in the project and for some reason are not serving on the committee, ask them to join you!)
6. After suggestions for accomplishing the tasks are made, summarize each and have them fully discussed.
7. Provide for a group discussion.
8. Summarize to be sure the group understands what has been decided upon. (This is important to the future operation of the committee.)
9. Thank members of the committee for their assistance.
10. Review notes on the committee meeting with the appointed secretary.
11. With assistance from the committee secretary, prepare committee reports in duplicate, and turn in one copy to the chapter vice-president or the chapter secretary, as directed.
12. Be prepared, if called upon, to make an oral report at a subsequent general chapter meeting.

ADVISORY COUNCIL

An Advisory Council can add much to your chapter's success. Not only does forming an advisory council offer your members an opportunity to make important community contacts, but the council itself, if used properly, can be an invaluable resource for some of your chapter activities.

Advisory Council size can vary according to chapter needs and community interest. The important thing is to have one and use it advantageously. The Council's function, as the title implies, is to serve the chapter in an advisory capacity, aiding chapter officers, members, and advisers in assuring meaningful, worthwhile, significant, and successful chapter activities to best serve the school and business community.

HOW TO FORM YOUR ADVISORY COUNCIL

The make-up of the Advisory Council's membership should be discussed with the chapter adviser(s) and Executive Committee of the chapter.

Every community has civic-minded individuals; the objective is to stimulate that civic mindedness by telling the right people that we are the right organization.

Here are some suggestions to get you off to a good start:

1. Make a list of those individuals in your community you would like to include in your council. List representatives from major companies and small businesses (bankers, attorneys, insurance agents, store managers); leaders from other community organizations such as the Chamber of Commerce, Jaycees, the Rotary Club, the Lion's Club; representatives from the local media; school administrators; representatives from the mayor's office or city council.
2. Next appoint a business-contact committee within your chapter. This committee's job is to visit the representatives on the list. PERSONAL CONTACT is the key factor in convincing others to work with your chapter. Working with businesspeople can give students valuable input and ideas for the future. It can give them a new perspective, enhance their image, and provide good publicity. It can provide the businessperson with input into the students' education and, therefore, help to prepare

them to become better future employees.

3. Develop a fact sheet about FBLA. It should be no more than one page – brevity increases the chances of its being read. A copy should be left with the representative.
4. Once you are in the door, your selling job begins. Explain what FBLA is, what it means to you, how it benefits you, how being involved with FBLA can help businesspeople, and why you need their help.
5. Remember to tell the representative that your chapter is willing to help their. Depending upon the nature of the company or organization, you might suggest helping with bulk mailings, computer-related tasks, inventory, an open house, meetings, luncheons, etc. Ask for their suggestions on how you could work together.
6. Explain the purpose of an advisory council; how suggestions, ideas, and input into your chapter's plans and programs can provide active, first-hand experiences and insights into the working world of business.
7. Ask if he/she would serve on your Advisory Council. Be sure to tell their names of others who are willing. Let their know what projects your chapter has been involved in, and what plans you have for the future. Explain about your free enterprise project, invite their to a chapter meeting, or show an FBLA multi-media presentation.

These suggestions are just that . . . suggestions. How successful you are is really up to you! You know the people in your community. Use your own ingenuity.

Once your Advisory Council has been formed, call a special meeting to introduce the Council to your chapter and school officials. Take photographs of this event and write a news release for local media outlets, *The FBLA Express*, and *Tomorrow's Business Leader* about your new Advisory Council, listing its members and their backgrounds.

Invite your Advisory Council to all major chapter functions and call special meetings of the Council when major chapter projects are being planned. The Advisory Council itself can be a good public relations tool for FBLA and its suggestions, ideas, and input into your chapter's plans and programs can provide active, first-hand experiences and insights into the working world of business. Show appreciation at the end of the year by honoring advisory board members at a special banquet.

CONDUCTING FBLA MEETINGS

I. ORDER OF BUSINESS

An agenda for each meeting should be prepared by the presiding officer and adviser covering the items that might be proposed under the following:

- A. Call to Order (Opening Ceremony optional)
- B. Reading minutes of previous meeting
- C. Treasurer's Report
- D. Committee Report(s)
- E. Unfinished Business
- F. New Business
- G. Special Programs
- H. Announcements
- I. Adjournment (Closing Ceremony optional)

II. USE OF PARLIAMENTARY PROCEDURE

- A. *Robert's Rules of Order, Newly Revised, 11th Edition* is the official guide for conducting FBLA meetings. It is recognized that other forms may be parliamentarily correct, but for the sake of uniformity in FBLA, this guide should be followed.
- B. A presiding officer, a secretary, and a quorum must be present in order to conduct a meeting. A quorum is the stated number of members as determined by the Constitution or Bylaws of the chapter.
- C. It is considered poor parliamentary practice for a rather small minority to carry on delaying tactics in an effort to frustrate the will of the majority. Never misuse your knowledge of technicalities gained through your training in parliamentary procedure to disrupt the smooth functioning of your chapter or school organization. While you may be within your parliamentary rights, it is not good manners to become obnoxious in your use of the knowledge.
- D. The purposes of conducting a meeting by the use of parliamentary procedure are:
 1. To provide an orderly manner of proposing, discussing, and acting on items of business by an organized group.
 2. To provide an opportunity for equitable discussion and action by both the majority and minority sides on an issue.
 3. To provide rules for conducting the business of the group quickly and according to the will of the majority.

III. STEPS IN CONDUCTING A BUSINESS MEETING

- A. Begin the meeting on time. (Members are more likely to be there if they know the meeting will begin at the specified time.)
- B. Be sure a quorum is present before beginning the business portion of the meeting.
- C. Always keep the meeting under control. Limit the debate on the part of any one individual in the interest of keeping the meeting on the subject.

- D. How a Chairperson should conduct a meeting according to parliamentary procedure:
1. Refer to themselves as "the Chair."
 2. Be impartial at all times.
 3. Always stand when presenting business or directing the group in action. It is permissible to sit down while business is being transacted or matters are under discussion on the floor.
 4. Have the Vice President take over the Chair if the presiding officer wants to enter the debate. (If the presiding officer wants to make or discuss a motion personally, and occasionally this may be necessary, he/she must leave the chair and do so from the floor. Information, not opinions, may be given while in the chair.)
 5. Always remember that when the Chairperson leaves the chair, the meeting must be turned over to the Vice President or other designated person.
 6. Allow a member to suspend the regular order of business only by a formal motion, which is carried by a two-thirds vote.
 7. Recognize any member who wishes to speak.
 8. Do not permit discussion until a motion is made, seconded, and stated by the Chair.
 9. Sit down after granting the floor to a member and remain seated while the member discusses the question.
 10. State motions clearly, and, before taking a vote, be sure that all members understand the question.
 11. Announce the result of the vote.
 12. Do not vote except in the event of a tie.
 13. Require all remarks to be addressed to the Chair. (Don't permit members to discuss the questions among themselves or address questions or remarks to each other.)
 14. Permit the Vice President, or author of the motion, to put a question to vote if the question concerns the Chair alone.
 15. Close the meeting on time, but not too abruptly.

PLANNING A CHAPTER PROGRAM OF WORK

A chapter program of work should be developed by a special committee early in the chapter year. The committee may be composed of five or more members. It should be kept in mind that these headings may be altered to fit the needs of the chapter. The committee should work as a whole in setting up each part of the program. It is advisable to set up the goals and the means of arriving at the goals as an integral part of the program. This should be a written document and copies made available to each member of the chapter.

In selecting the program of work activities, it is desirable to choose those which:

- Will develop acceptable business and citizenship practices
- Are within the ability of the chapter to carry out
- Relate to the community

It is desirable to select chapter activities after giving consideration to ALL school, state and national events and activities. The State event, Chapter of the Year, serves as an excellent guideline in planning chapter activities.

Nothing is as conducive to the breakdown of a program of activities as the setting of goals so high that they are impossible to reach.

CHAPTER ACTIVITIES

Professional meetings which increase members' knowledge of various business occupations provide valuable career orientation and assist in the setting of career goals. Guest speakers, panel discussions, and business-related films are often used as instructional programs for chapter meetings. Many chapters also take field trips to study specific problems and methods of solution as related to and determined by various businesses.

A widely-used professional activity is the Special Recognition Banquet, which many chapters hold at the end of the school year. It can be used to create community goodwill and is an excellent place for concentrated Advisory Council involvement and recognition.

Competitive events and participation in projects are also considered professional activities. District, state, and national conferences provide an opportunity for students to test their knowledge, skills, and abilities with those of others. Recognizing individual achievements is only one objective of competitive events and projects. Their basic purpose is to improve knowledge and skills through practice and application. Win or lose, students profit from the experiences.

Alumni follow-up is another type of professional activity. Many chapters sponsor events in honor of former members or have them address chapter meetings.

Some chapters have even established scholarship funds in local colleges that are awarded to deserving graduates.

In planning professional chapter activities and programs, consideration should be given to the needs of the school, community businesses and industry, and state and national projects.

The following is a list of idea stimulators for professional projects:

1. Plan and conduct a Business Education Day Program
2. Establish a job placement bureau for students who want to work part-time or during summer vacation
3. Establish a list of professional members who are willing to serve as speakers for any business class
4. Provide computer and word processing services for school and community.
5. Prepare bulletin boards and showcases
6. Visit community colleges, area businesses, and other places of interest.
7. Conduct a follow-up study of former members
8. Publish FBLA Newsletters for school/community awareness
9. Conduct workshops on parliamentary procedure, public speaking, stress management, proper business attire
10. Combine educational programs with other Career and Technical Student Organizations

CIVIC AND PROMOTIONAL ACTIVITIES

Activities that make a contribution to the community serve a three-fold purpose: offer members the opportunity to become involved in community life, provide a service to the community, and help to build a positive reputation for your chapter.

Many chapters sponsor or co-sponsor activities for the benefit of the March of Dimes, which FBLA supports nationally, and many other organizations whose services are urgently needed and those whose national reputation is undisputed.

Other civic activities provide a public relations tool for your chapter by informing the community about business and career education and about FBLA. Chapters often enter floats in parades, sponsor booths and exhibits that tell the FBLA story, assist community election officials at voting times, and further offer their services to community projects that need assistance.

The following is a list of idea stimulators for civic and promotional activities:

1. Select as an honorary member of the chapter – an outstanding person from the community who has made a contribution to the progress of your chapter
2. Have students give a presentation to a local civic group on chapter activities/projects
3. Exhibit at school fair and/or county fair
4. Visit business classes to explain FBLA
5. Send invitations to prospective members
6. Record radio spots dealing with the topic of the free enterprise system
7. Signing of FBLA Week Proclamation (in February) by the mayor in conjunction with National FBLA week.

COMMUNITY SERVICE ACTIVITIES

These activities have as their main purpose the helping of others with no regard for recognition other than the satisfaction derived from helping those in need. Activities that fall in this category are as varied as the problems of the people in need.

The following is a list of idea stimulators for community service projects:

1. Work with Red Cross Bloodmobile (registration, canteen, and solicit donors)
2. Thanksgiving food baskets for needy families or individuals; community dinners
3. Adopt a senior citizen
4. Work in various school offices
5. Serve as guides/hosts for school and community events
6. Make cards or gifts during the holiday seasons for patients in hospitals, nursing homes, and homes for the handicapped
7. Sponsor a business industry education day
8. Help develop a business resource center
9. Serve as tutors to business students
10. Create multi-media presentations for local organizations
11. Have a "Sleep-out for the Homeless"
12. Hold an ARC Dinner Dance
13. Participate in the "Adopt a Highway" program

14. Collect "Toys for Tots"
15. Conduct a "Coats for Kids" drive

Civic organizations can be contacted for additional ideas for benevolent activities in local communities. Chapters can operate continuous projects by assisting local welfare agencies. Certainly, the possibility of serving the needy is unlimited.

Some organizations to contact are:

1. Chamber of Commerce
2. Jr. Chamber of Commerce
3. Rotary
4. Lion's Club
5. Elks Club
6. Exchange Club

SOCIAL ACTIVITIES

Provisions should be made for events that provide recreation, socializing, and just plain fun. Very few chapters need any suggestions about what kind of social activities to plan, but it should be remembered that social events may also be used to acquaint prospective members with business education and FBLA. Chapters that invite guests, such as faculty members, merchants, prospective members, and parents to some of their social gatherings usually receive public awareness, interest, and involvement as a reward.

The following is a list of idea stimulators for social activities:

1. Pizza, skating, or paintball party
2. Chapter-wide ski or camping trip
3. Party for graduating members or prospective members
4. Progressive dinner with each course at different members' homes
5. Awards banquet
6. Chapter outing at amusement park or fair
7. Special gathering during the holidays at a nursing home, children's home, or senior citizens' center
8. Holiday party for members and guests
9. Multi-chapter athletic competitions (volleyball, badminton, etc.)
10. Sponsor a school dance (not for fundraising)
11. Attend a theater event
12. FBLA Week breakfast

FUNDRAISING ACTIVITIES

The importance of a chapter's financing is indisputable. Fundraising activities are educational and fun, too, when every member recognizes their importance and participates. Fundraising activities provide a common goal for achievement and can develop a bond among the chapter members. Members are usually more enthusiastic about paying dues when they know their chapter earns the money it spends. Ideas range from special novelty sales to fashion shows, but the type of project is of little consequence when compared to the pride members develop in a chapter that pays its own way as much as it can.

Careful planning well in advance is the secret to the success of any sales project. School policy should be investigated regarding this type of activity and the administration's approval should be obtained before undertaking any project of this nature.

The next step is establishing a sales goal. Financing, publicity, and selecting the fundraiser are all important. Any merchandise or product sold should be of top quality, because it, along with the manner in which the activity is conducted, is a reflection on the member and entire chapter.

A chapter fundraising activity benefits everyone participating in at least four ways, as it provides:

- a practical method for gaining sales experience
- for planning and conducting a sales promotion event
- funds to carry out a beneficial chapter program
- an avenue to promote the organization

Fundraisers often exhibit at district, regional, state, and national conferences. Members are encouraged to visit these exhibits to obtain information on the availability of the wide variety of fundraising ideas.

The following is a list of idea stimulators for fundraising projects:

1. Conduct a contest, variety show, lip sync, or fashion show
2. Conduct an auction and/or rummage sale
3. Sponsor a school fair or carnival
4. Provide a placement consultant service
5. Sell holiday wishes to students; print and sell these wishes in a newsletter.
6. Sell flowers (homemade or real)
7. Door-to-door car wash
8. Sell coffee, orange juice, and donuts before school each morning (if permitted)
9. Sponsor the school store
10. Sell pizza after school
11. Get permission to install a beverage or snack vending machine in the school foyer
12. Sell water at sports events
13. Operate concession stands at various school events
14. Hold a garage sale

CHAPTER FINANCES

In planning a chapter's yearly budget, the following expenses should be considered:

- Annual state dues: \$6 per member
- Annual national dues: \$10 per member
- In addition to the cost of housing and meals, national conferences registration fees are approximately \$125

Additional expenses for conferences will vary and are determined by state and national associations. These expenses are identified in the registration packets for each conference.

FBLA is a part of a school system, and as such, its finances come under the jurisdiction of the Department of Audit and Control of the State of New York. This Department requires that all extra-curricular funds be deposited in a central treasury; and that all withdrawals be made only by check, drawn by a duly appointed central Treasurer and countersigned by an authorized administrator. Orders on the chapter funds are drawn by the chapter Treasurer and approved by the adviser. The official Treasurer's book may be used in addition to any other system of accounting required by the Activity Treasurer in a school system.

Any organization that carries on an extensive and worthwhile program, as all FBLA chapters should, needs an adequate system of financing. Some chapters maintain a balance of several hundred dollars in the treasury at all times.

Fundraising activities should always be geared to the policy of the school and the accepted standards of the community.

MAKING A BUDGET

It is always good business to develop a budget for the chapter finances. The budget committee should make a careful study and analysis of the income and expenditures of the chapter over a period of one year. A reasonably accurate estimate of the financial needs can thus be determined. The expenditures should be grouped under five or six classifications and an estimated amount allocated to each. If later information or action indicates a misjudgment in the budget, it should be amended to correct the error.

Suggested classifications are as follows:

1. Communication (telephone, Internet, postage, printing, etc.)
2. Dues
3. Project Expenses
4. Wearing Apparel
5. Travel/Conferences
6. Social Events
7. Miscellaneous

PREPARING FBLA PROMOTIONAL PRESENTATIONS

FBLA members will often have to give speeches or presentations before business, community, teacher, parent, or student groups. The following is a suggested outline for preparing FBLA presentations before groups:

- I. What FBLA is
 - A. Membership
 - B. Historical development in New York State
 - C. Divisions
 - D. Emblem
- II. What FBLA does
 - A. Aims, purposes, motto, creed
 - B. Activities
 - C. What becomes of members
- III. In making a presentation, the following guidelines may be followed:
 - A. Be sure to convey the message you intend
 - B. Choose words and phrases that come naturally to you
 - C. Use good English
 - D. Include interesting experiences
 - E. Never discredit anyone

INTRODUCING A SPEAKER

- I. Get acquainted with the speaker
 - A. Read up on speaker's accomplishments, if possible
 - B. Talk with persons who know the speaker
 - C. Talk with the speaker personally
- II. Have something to say about the speaker
 - A. Of interest to the audience
 - B. Favorable to the speaker
 - C. Include information that qualifies the speaker to talk on the topic
 - D. Be brief, simple, and to the point without an attempt at humor
 - E. Never start an introduction with a joke. Use humor sparingly
 - F. Remember, the audience came to hear the speaker, not the toastmaster
- III. Give the speaker's name, title or position, and topic
- IV. Following the speech
 - A. Thank the speaker with a simple statement of appreciation
 - B. Avoid summarization of the speech

CHAPTER PUBLICITY

WHO NEEDS IT

Good publicity is the basis of good public relations. Very often all the community knows about FBLA and/or your chapter is what they read in the newspaper or hear through radio/TV. It is important to not only have something to tell, but to know how to tell it well. For example, if you have conducted a successful chapter activity and do not bother to spread the word or do not know the proper way to best spread the word, your chapter is not going to get the publicity (or credit) it deserves for its efforts. Publicity can benefit your chapter by:

- keeping students interested by keeping them informed
- attracting prospective members to the FBLA program
- creating pride among members and stimulating them to further progress
- sustaining and/or creating community support of vocational education in general and FBLA in particular

WHERE TO GET IT

An organization that is active and involved attracts others with news of its activities. In-school outlets for chapter publicity include announcements, the school newspaper, bulletin boards, chapter newsletters, the school district website, district newsletter, and assembly programs. Find out the procedure for using each of these outlets, then use some imagination and initiative to tell your story. Involve as many members as possible in preparations. Telling the FBLA story is the responsibility of every member – not just the president, reporter, or publicity chairperson.

Out-of-school publicity outlets include the local newspaper(s), radio and TV, special exhibits, and local business and industry newsletters. All chapters are encouraged to send articles to the NYS Reporter to be published in *The FBLA Express*. FBLA members should take advantage of this opportunity to publicize chapter activities and share ideas. Articles can also be forwarded to the

national FBLA office for possible publication in *Tomorrow's Business Leader*. Refer to the state website for *The FBLA Express* submission dates.

WHAT IS NEWS?

It is important to learn what the media recognizes as "news." News is something that interests others by educating them to some facts, informing them of a situation, posing a problem, or expressing an opinion.

Generally, news falls into two categories: straight news or feature news. Straight news is "just the facts." Falling into this category is news of:

- election of officers
- announcement of an outstanding speaker
- announcements of members' accomplishments
- chapter awards
- District, State, National FBLA conferences
- major chapter events
- chapter involvement in a community project
- advisory board establishment or new appointments

A feature article is different from a straight news article in that it usually goes into more descriptive detail and generally expresses an opinion or is written to evoke a response. Feature articles are harder to place in local newspapers or on radio/TV, therefore, it is usually a good idea to contact your media source to find out if the particular medium might be interested in the story before a lot of time is spent in its preparation. Examples of feature articles include a(n):

- general story about FBLA – its purposes, its goals and its benefits
- story on the history and accomplishments of your chapter
- radio or TV interview with an outstanding speaker who has definite opinions to express
- story about an outstanding chapter member who has overcome obstacles or made special contributions
- story about a special community activity and how it was received (In this kind of story, stress comments and identify the person making the comment. If they are especially interested, the media may send someone to do the interview, take photographs, etc.)
- editorial or letters to the editor about FBLA and what it means to you. (Editors may find this of particular interest during FBLA Week.)

To build a good working relationship with the press, extend media representatives an open invitation to special chapter events. Special invitations to outstanding events are an important public relations tool that can often bring your chapter good publicity with little more effort than the invitation itself. If media representatives attend any of your functions, they should do so as chapter guests and be introduced to the group as such.

Provide media representatives who attend your events with a typed list of important people expected to be in attendance and a copy of the program, if one is available. Copies of *The FBLA Express* and other promotional materials will also help them to understand the FBLA program and its purpose and goals.

After media coverage of any chapter's events, write to the persons responsible and thank them for their interest in FBLA.

SECTION 6

THE FBLA NETWORK

RECRUITING AND USING ALUMNI & PROFESSIONAL MEMBERS

The FBLA Network represents a multifaceted resource for student members. It also offers established businesspeople the chance to give something back to today's youth, to teach and encourage a new generation of business movers and shakers. It is up to you and your members to make this exciting connection happen.

Anybody (former members, employers, educators, parents, businesspersons, community supporters) who has an interest in the association can become an FBLA Network member.

It is beneficial for local FBLA chapters to recruit alumni & professional members, as they:

- Enhance a chapter and its activities
- Serve as liaison between business and classroom
- Share real-life experiences at meetings and workshops
- Provide professional development training through workshops
- Arrange tours of local businesses
- Guide members as they prepare for competitive events
- Judge at local, state and national competitions
- Help chapters with fundraising
- Assist advisers with chapter responsibilities
- Create internships and job shadowing
- Assist with sponsorships for local chapter activities; e.g. providing beverages and refreshments
- Serve as guest speakers
- Offer scholarships and other financial support