

Nebraska
Future Business Leaders
of America



State Officer Handbook
2017-2018

Officer Information

FBLA-PBL Fact Sheet

Organization

FBLA-PBL is the largest business career student organization in the world. Its membership is made up of secondary, postsecondary, and college students preparing for careers in business, business-related, and information technology fields. FBLA-PBL has four divisions: Middle Level for students in middle school/junior high, FBLA for high school students, PBL for postsecondary students, and Professional Division for other interested participants.

Mission

The mission is to bring business and education together in a positive working relationship through innovative leadership development programs.

Goals

The nine goals of FBLA-PBL are to:

- Develop competent, aggressive business leadership
- Understand American business enterprise
- Strengthen students' confidence in themselves and their work
- Help students establish career goals
- Encourage scholarship and promote school loyalty
- Encourage and practice efficient money management
- Develop character and prepare for useful citizenship
- Facilitate transition from school to work
- Encourage the development of individual projects that contribute to home, business and community improvements

FBLA-PBL Pledge

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America-Phi Beta Lambda and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

Membership

Membership includes 250,000+ active members including 215,000 in FBLA, 11,000 in Phi Beta Lambda, 21,500 in the Middle Level, and 3,350 in the Professional Division. Chapters can be found in the United States, Puerto Rico, Virgin Islands, U.S. Territories, and Department of Defense Dependent Schools (DODDS) worldwide.

FBLA-PBL Creed

I believe education is the right of every person.

I believe 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.

I believe 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.

I believe every person should actively work toward improving social, political, community, and family life.

I believe every person has the right to earn a living at a useful occupation.

I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.

I believe 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.

Structure

FBLA-PBL is headquartered in Reston, Virginia, and organized on local, state, and national levels. Local chapter operation is guided by business teacher advisers and advisory councils. State advisers and committee members coordinate chapter activities. A Board of Directors sets policy and appoints a President/CEO. A Congressional Advisory Committee supports FBLA-PBL and fosters wider recognition of its programs.

Website

www.fbla-pbl.org

Publications

- Tomorrow's Business Leader or TBL (FBLA student magazine)
 - Copies are made available for each member and are mailed to local chapter advisers for distribution.
- Hotline (adviser newsletter)
- The Professional Edge (professional division newsletter)
- Phi Beta Lambda Business Leader (PBL student newsletter)

History

The FBLA concept was developed in 1937 by Dr. Hamden L. Forkner of Columbia University. In the fall of 1940, the National Council for Business Education accepted official sponsorship of FBLA. The first FBLA high school chapter was organized February 3, 1942, in Johnson City, Tennessee.

Conferences

- FBLA-PBL Institute for Leaders: Leadership development conference for state and national student officers, members and advisers.
- National Fall Leadership Conferences: Annual leadership conferences for student members.
- National Leadership Conference: Annual conference offering competitive events concluding the year's activities.
- National Awards Program: Business-related competitive events, service, career development, and economic education projects.

Funding

The national association is financed primarily by member dues and conferences. Corporate and foundation grants are other important revenue sources.

Endorsements

Association for Career and Technical Education (ACTE), Career College Association, March of Dimes, National Association of Secondary School Principals, National Association of Parliamentarians, National Business Education Association, National Management Association and the U.S. Department of Education.

FBLA Terminology

Pledge

The Pledge is the official newsletter for Nebraska FBLA. Three electronic issues are published annually and linked to the association's website.

Nebraska FBLA Handbook

The Handbook is the official guide of Nebraska FBLA for instructors, administrators, advisers, and members of FBLA.

Chapter Management Handbook (CMH)

The CMH is the official guide of the national association for instructors, administrators, advisers, and members of FBLA.

State Board of Directors

Nebraska FBLA is governed by the Board of Directors, which serves as the policymaking body for the state chapter by following the state constitution and bylaws.

State Leadership Conference (SLC)

The SLC is the annual highlight of the year's state FBLA activity with members participating in competitive events. Recognition is given to outstanding individuals, teams, and chapters. Election and installation of state officers for the upcoming school year takes place.

Nebraska Fall Leadership Conference (FLC)

The FLC is the annual leadership conference for the training of local chapter officers.

National Fall Leadership Conference (NFLC)

Fall conferences are held in selected cities across the nation to provide leadership training.

National Leadership Conference (NLC)

The NLC is the culmination of the FBLA national year. State winners of the competitive events gather to compete on a national level.

Regions

The five FBLA regions are Eastern, Mountain Plains, North Central, Southern and Western. Nebraska is located in the Mountain Plains region.

Career and Technical Student Organizations (CTSOs)

CTSOs are aligned nationally to career clusters. The recognized CTSOs are:

- Business Professionals of America (BPA)
- DECA
- Educators Rising
- Family, Career, Community Leaders of America (FCCLA)
- Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL)
- FFA
- HOSA
- SkillsUSA
- Technical Student Organization (TSA)

Nebraska Career and Technical Student Organizations (CTSOs)

Nebraska has named its collective group of career student organizations as CTSOs. The recognized Nebraska CTSOs are:

- DECA
- Educators Rising
- Family, Career, Community Leaders of America (FCCLA)
- Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL)
- FFA
- HOSA
- SkillsUSA

Benefits of Participation in FBLA

FBLA provides opportunities for:

- Innovative leadership development
- Multiple career preparation opportunities
- Application of classroom learning
- Networking with business and community leaders
- Networking with teachers and school administrators
- Community service experiences
- Enhanced self-confidence
- Development of personal qualities such as dependability, cooperation, and responsibility
- Teamwork
- Scholarships and awards
- Cultural development and social maturity
- Encouraging patriotism
- Understanding the American free enterprise system
- Challenging competitions
- Individual, team, and chapter recognition
- Exciting conferences and travel opportunities
- Friendships and fun!

Have a Ready Answer for These Questions

- What is FBLA?
- Why was FBLA organized?
- What relationship does FBLA have with business education?
- Why did you become involved with FBLA?
- What do you feel is your greatest objective to accomplish as a state officer?
- What does FBLA have to offer students?
- How is FBLA related to business and the free enterprise system?
- How many chapters are there in the State of Nebraska?
- What is the current membership in the State of Nebraska?
- What are the duties of each of the state officers?
- What are the competitive events that are part of the State Leadership Conference?
- What is Phi Beta Lambda?
- Who is the State Chairperson?
- Who is the State Adviser?
- What are the dues for FBLA—state and national?
- What do you receive for paying your dues?
- What is the official state newsletter?
- Who is on the State Board of Directors?
- Who is the President and Chief Executive Officer of FBLA-PBL, Inc.?
- Who can be a member of FBLA?
- How do I start a chapter?
- What is career education?
- What is the Professional Division?

Policies

Responsibilities of State Officers

As a state officer you have a tremendous responsibility to Nebraska FBLA—to your members and advisers. You also have a responsibility to your family and your education. Your office does not take priority over your education. You must maintain a C+ or above in all classes.

Responsibilities to Nebraska FBLA

- The specific duties of state officers are explained in the next section of the Nebraska FBLA State Officer Handbook.
- Your foremost responsibility as a state officer is to represent FBLA members throughout Nebraska.
 - First impressions are most important.
 - Often you will be the only FBLA member that a government, business, or education leader has the opportunity to meet.
- Nebraska FBLA will be judged by the impression you make. As a result, you must always be aware of the image you project.
- You are responsible for developing enthusiasm whenever you speak officially for FBLA. The growth of FBLA during your term of office will depend on the quality of the performance of your duties.

Responsibilities to FBLA Members

- You will provide guidance, leadership, and inspiration to all FBLA members.
- Members look to you to set the example for enthusiasm and involvement.
- You will inspire leadership in direct proportion to the degree that you, as an individual, give leadership.
- By reaching for higher goals in yourself, you will instill in others the desire for self-improvement and the attainment of high goals.

Responsibilities to Self and Family

- You have the responsibility to meet the needs of your family.
- You must carry out your officer duties in the best way you can.
- You should take pride in what you have done and give your best effort.

Responsibilities to Other Offices

- Along with your state officer duties, you may also be an officer of your local chapter.
- You must always remember that you may only “wear one hat at a time.”
- When you are corresponding as a state officer regarding matters relevant to Nebraska FBLA, you use the title of your office for Nebraska FBLA and not the title of a chapter officer.

Assisting Local Chapters

- State officers assist local chapters in the growth and development of FBLA as requested by the chapter adviser.
- The local chapter will be responsible for all expenses incurred by the state officer unless other arrangements have been made in advance.
- All requests for the services of a state officer, other than from his/her own local chapter, must be communicated to the state adviser by completion of the State Officer Travel Authorization form.
- State officers may be invited to visit various local chapters.
- State officers have no degree of authority when visiting local chapters.

Attending Non-FBLA Activities

State officers may be asked to represent FBLA at meetings and activities other than those of FBLA. Such assignments could include appearing before business, educational, and governmental groups.

- The state adviser must approve all assignments for non-FBLA activities (outside those within the state officer’s own community) by completion of the State Officer Travel Authorization form.
- Reimbursement of expenses incurred for such assignments should be paid by the group hosting the activity.

FBLA State Conferences

- State officers plan and conduct the opening session at the Fall Leadership Conference (FLC).
- State officers give two workshops at the FLC.
- State officers are required to attend the State Leadership Conference (SLC).

- State officers are expected to take part in the competitive events held during the State Leadership Conference.
- State officers have required SLC activities.
- State officers may not campaign for a candidate or give endorsement to any candidate for state office.

FBLA Role Model

State officers are role models for the state association. You represent Nebraska FBLA, and you will attract students to join the association.

- Maintain a businesslike appearance at all times.
 - When appearing as a state officer before any group, regardless of size, your FBLA blazer and officer uniform must be worn.
 - The local chapter adviser does not have the authority to determine the state officer's attire.
 - Hair must always be neat and well groomed.
 - Shoes should be shined.
- Create a positive impression for the organization. The impression people form of you is their impression of the entire organization.
- Be aware that wherever you go, people are watching you. What you do and how you do it must leave a favorable impression.
 - Remember: Your conduct should never be questioned.
 - Do not smoke, drink, or use drugs.
 - Be cautious of attending parties where pictures can be taken without your knowledge. One posting of a questionable picture can cause irreparable damage.
- Be careful of what you say and how you say it.
 - The words "please" and "thank you" are to be used often. You will find they pay many dividends.
 - Address adults with their title and last name, i.e., Ms. Sanchez, Mr. Canfield.
- Never commit yourself orally or in writing, unless you are certain your schedule is clear.
- If you have an appointment, plan to arrive before the appointed time.
 - If you arrive at the appointed time, you are late.

- Remember the names of the people you meet.
 - Keep a written record of people you meet for future reference, particularly if you want to send them a thank-you note.
 - Spell their names correctly.
 - Check your email daily and respond to all requests immediately.
 - Send copies of correspondence to the state adviser with your monthly report.
 - Know as much as you can about all the areas of Nebraska Career Education, particularly the other career and technical student organizations (CTSOs).
- Visiting Chapters
 - Find out as much as possible about the group before your visit.
 - Recognize the outstanding activities conducted by the chapter.
 - Avoid sarcasm and criticism.
 - Meet the individuals in charge and compliment them on their work.
 - Be helpful to the members and officers whenever possible.
- Speeches
 - Bring greetings from Nebraska FBLA and the State Leadership Team.
 - Express appreciation for being invited to participate in the activity.
 - Let the audience know you are aware of some of the outstanding activities the group is doing.
 - Express appreciation for the efforts of the VIP's in promoting and assisting the group in its activities.
 - Use an activity that is appropriate for the situation and the audience.
 - Be brief—do not talk too long. A ten-minute talk with an activity that is well planned and presented effectively will serve the purpose.
 - Make certain any stories used do not offend anyone.
 - Be familiar with all competitive events.
 - Share what you are doing in FBLA.
 - Leave a positive message.
- Know all you can about Nebraska FBLA, national FBLA, and business education. You will have many opportunities to put this knowledge to work.



*Use an activity appropriate
for the audience.*



Policies and Procedures

State officers are part of a team—the Nebraska FBLA State Leadership Team.

- Team members work under the policy of the Nebraska FBLA Board of Directors.
- Team members are directly responsible to the state adviser.
 - The state adviser coordinates the FBLA state officer activities outside of his/her community.
 - If it is impossible for a state officer to fulfill an assignment, the state adviser should be notified. Another state officer may be assigned to the activity.
 - The state adviser will use his/her discretion in calling on a state officer to represent the organization at other appropriate activities.
 - **The state officers' education always takes precedence.** It is important to prioritize activities so the workload does not become overwhelming.

Medical Release Form

- A Medical Release Form is completed and signed for the state officer's term of office.
- The form is prepared for May 1 of the current year through April 30 of the next year and signed by a parent/guardian.

Travel Policies and Procedures

- Each state officer must wear the FBLA blazer and officer uniform, including the name badge, when traveling on behalf of Nebraska FBLA.

State Vehicle Waiver Form

- State officers will complete a State Vehicle Waiver form at the beginning of the term of office. The form is signed by the state officer and his/her parent/guardian.
- The waiver form allows the state officers to ride in a State vehicle with the state adviser.

State Officer Travel Authorization Form

- All travel by a Nebraska state officer should have prior approval from the state adviser as well as the chapter adviser, school administrator, and parents through completion of the State Officer Travel Authorization form.

- A travel form should be submitted two weeks in advance of the activity when possible.
- All appropriate interested persons should be notified in advance of your arrival and departure times.
- Nebraska FBLA assumes no responsibility or liability for travel by any state officer. Each state officer follows the travel procedures required by school policy.

Additional Travel Items

- When invited to speak at a chapter meeting or on any official trip, know what will be expected of you during your visit.
 - You may be asked to bring greetings on behalf of the State Leadership Team, to lead a workshop, or to address a group.
 - When attending a conference, you are there as a business student representative as well as an official representative of FBLA-PBL.
 - You should attend all conference functions and devote your time and efforts to help make the conference a success.
- When traveling, the state officer is a goodwill ambassador for the organization.
 - Be prepared to answer questions not only at your destination but also while traveling.
 - Always travel in business attire.
- The proper thank-you letters should be written to the host one week after the visit with a copy emailed to the state adviser with the next monthly report.
- When Nebraska FBLA pays the expenses of a state officer for travel, reimbursement for travel will be made directly to the state officer via an expense reimbursement sheet.
 - Submit all receipts, keep track of your budget, and combine travel with another state officer if at all possible.
 - In all cases, only the necessary expense involved in travel for the state chapter will be allowed by FBLA.
- For all travel, lodging, food, etc., a receipt for each expenditure should be obtained for reimbursement purposes.
 - Receipts should be attached to the Expense Reimbursement form and should be sent to the state adviser.
 - Receipts will be required for every expense except mileage.
- Leave an up-to-date itinerary with your parents.

- Travel arrangements for the Nebraska Fall Leadership Conference and the State Leadership Conference will be made by the state adviser.
 - Travel arrangements for the National Leadership Conference and National Fall Leadership Conference will be made by the local chapter adviser.
 - All conference registrations need to be made by the chapter adviser.

Tippling

- It is customary to tip staff that has provided you with good service.
 - Tip 15 to 20 percent for meals.
 - Tip 10 percent for a taxi.
 - Tip \$1-\$2 per bag for luggage service.
 - Tip \$1 per night per person for hotel room housekeeping.

Stationery and Postage

- Each state officer will be supplied with official Nebraska FBLA letterhead.
 - Email the state adviser if additional supplies are needed.
 - Most schools will allow you to utilize school mail for sending FBLA state officer items.
- The officer's return address should be included on both the letter and envelope.

Request for Reimbursement

- Each state officer will be allowed a \$300 budget that is intended to help defray expenses encountered during the term of office.
- The Request for Reimbursement form must be completed and sent to the state adviser with the appropriate receipts.
- Each officer should be reimbursed for mileage when attending a chapter meeting by the host chapter.
 - A recommended rate is 52.5 cents a mile.
 - However, the local chapter sets the rate based on its school policy.

Written Communication

One of the qualities of business leadership is the ability to write letters, emails, news articles, and other communications in a clear and concise manner. Official correspondence is a reflection of the state and national organization.

- Ask your local adviser to proofread correspondence.
- Prepare correspondence using a computer with proper letter style printed on Nebraska FBLA letterhead.
- Send official correspondence only when it concerns activities that have been approved by the state adviser and local adviser.
- Use Nebraska FBLA letterhead and personally sign all letters sent in your name.
- Send a copy of all correspondence to the state adviser.
 - A copy should be kept in your state officer electronic file folder.
- Use a records management system that keeps your FBLA information in one location.

Local Chapter Adviser

- The second tier of the State Leadership Team is the local chapter adviser.
 - A state officer works closely with his/her chapter adviser in all activities and assignments.
 - The chapter adviser coordinates the FBLA state officer activities for his/her community activities.
- All state officers should consult their local advisers on all matters pertaining to their state officer activities.
- The local chapter officer should proofread all formal written correspondence and other important documents.
- State officers should seek the help and support of their local chapter members as well as the chapter adviser.
- Utilizing a period during the school year when the state officer is assigned to the chapter adviser as an assistant is beneficial.

NEBRASKA FBLA

STATE OFFICER MONTHLY ACTIVITIES REPORT

(Submit with Monthly Performance Report through email with cc to chapter adviser)

Name Sandy Rivers Office President

Covering the period from February 1, 2016 to February 28, 2016

Discuss the following points:

1. Correspondence (*Attach copies of correspondence.*)
Wrote thank-you letters to Kearney FBLA and Nebraska Chamber of Commerce and Industry (copies attached).
2. Presentations/Speeches
2/14 Presented a workshop on how to be a leader at the Path to Success Conference.
2/20 Brought greetings at the Waverly area meeting.
3. Articles for Publication
2/1 Wrote Pledge corner and the SLC article
4. Other Public Relations
5. State Conferences
6. NFLC
7. NLC
8. Recommendations/Remarks
The year is flying by very rapidly, and I can't believe my term of office is getting close to the end. It has been a lot of fun meeting FBLA members and finding out about their interests and concerns for FBLA. Not only do I find out about FBLA, but I get to meet people I wouldn't normally have the opportunity to meet. I am enjoying every minute that I serve as a state officer, and I wouldn't give it up for anything.
9. Chapter Visits
2/20 Waverly
10. Miscellaneous

EXAMPLE

NEBRASKA FBLA

STATE OFFICER MONTHLY PERFORMANCE REPORT

(Submit with Activities Report through email with cc to chapter adviser)

Name Sandy Rivers

Office President

Date September 30

Goal	Steps Planned to Achieve Goal	Target Date	Monthly Performance Report (Due the 1 st of Each Month August – April)
Implement a media leader recognition award	Include information in August Pledge and through listserv Nominations due by November 1 Send letters and certificates in February	7/22 11/1 3/1	Sent email to listserv and included information in August Pledge. Linked nomination form to website.
Recruit two SLC event sponsors	Identify businesses to contact Contact business and give presentation Receive sponsorship	8/31 11/15 1/15	Identified three businesses to contact
Encourage three FBLA members to run for state office	Promote at FLC workshop Send emails to junior chapter officers Three members run for state office	9/25 11/30 1/20	Gave a workshop on running for office at FLC and collected names of chapter officers who were juniors
<ul style="list-style-type: none"> Revise plans as necessary. 			

Duties of State Officers

Duties of All Officers

The duties of all members of the Nebraska FBLA State Officer Team include but are not limited to:

Management

- Assist in the development of the Nebraska FBLA logo
- Develop and carry out the Nebraska FBLA annual program of work
- Set annual goals for Nebraska FBLA
- Complete monthly state officer reports as assigned—August 1 through April 1
- Submit evaluations when appropriate
- Communicate with Nebraska FBLA chapters and officers
- Take pictures of state officer activities

Communication

- Communicate with other state officers and state adviser frequently and professionally
- Communicate electronically with FBLA local chapter officers
 - Send regular tweets to the Twitter feed
 - Post messages to the Facebook account
 - Utilize other media as it evolves
- Send a minimum of two messages per officer to the FBLA listserv
 - To send a message, use the following address: nefbla@lists.k12.ne.us
 - Send the first message in September or October
- Subscribe to the FBLA listserv (State officer email account should be subscribed, if not follow these steps)
 - Open browser to <http://lists.k12.ne.us> and click on Nefbla
 - Under “Subscribing to,” enter your email address, name, password and then click “Subscribe”
 - Follow the instructions in the confirmation email to confirm your membership
- December 1: Write letters to your national senators and congressman sharing your success in FBLA and encouraging them to continue their support of career and technical education
- Prepare a 2-minute greeting for a student audience
- Prepare an outline for a 15-minute presentation (speech) on a topic appropriate for a student audience

- Write an officer corner for each issue of the Nebraska FBLA newsletter, *Pledge*
- Write *Pledge* articles as assigned

Conferences

- Attend the following:
 - State Officer Leadership Academy
 - National Leadership Conference
 - Fall Leadership Conference
 - National Fall Leadership Conference
 - State Leadership Conference
- Assist in planning and conducting the Fall Leadership Conference
 - Develop and lead the opening session
 - Create and write the script for the opening session
 - Develop and lead chapter officer workshop
 - Develop and conduct with team members leadership workshops
- Assist in planning and conducting the State Leadership Conference
 - Compete in a minimum of three events
 - Lead the general sessions, Formal Caucus, and Delegate Assembly
 - Introduce seminar speakers

Meetings and Activities

- Attend all state officer training workshops/seminars as scheduled by the team and state adviser
- Attend chapter and area meetings as requested by local chapters
- Attend special activities as requested by the state adviser
- Serve as the Nebraska FBLA official representatives at various business education, FBLA, and business functions

Duties of the State President

The duties of the Nebraska FBLA State President include but are not limited to:

- Preside at all meetings of Nebraska FBLA
- Preside at all general sessions at the State Leadership Conference
- Conduct meetings of the state officer team not presided over by the state adviser
- Preside over and conduct delegate meetings
- Serve as the official representative of the state officer team
- Coordinate state officer communication, such as sending reminders and motivational notes
- Serve on the FBLA Board of Directors

- Develop and present workshops at the FLC
- Work with a team from the state officers to present a workshop at the FLC
- Give the state report at the NLC regional meeting
- Emcee the Nebraska FBLA section at the Commissioner's Recognition in November
- Prepare a farewell address for the State Leadership Conference
- Attend all meetings for presidents at the NLC and NFLC
- Give Foundation presentation to one business
- Write letters and thank-you notes as assigned
- Send social media messages
- Perform other duties as assigned

Duties of the State Vice President

The duties of the Nebraska FBLA State Vice President include but are not limited to:

- Perform the duties of the president in the absence of the president
- Oversee the Nebraska FBLA program of work
 - Share progress on the program of work through the FBLA listserv and social media
 - Communicate with the officer team to determine their progress on activities
- Coordinate use of the Nebraska FBLA social media sites with the state officers
 - Send weekly information and updates
- Serve as state voting delegate at the National Leadership Conference
- Develop and present workshops at the FLC
- Work with a team from the state officers to present a workshop at the FLC
- Coordinate and chair the state officer presentations on Screening Day
- Share FBLA state officer activities on the listserv
- Write letters and thank-you notes as assigned
- Perform other duties as assigned

Photography

- Take pictures of state officer activities—both group and individual
- Provide access to pictures for sharing

State Officer Photo Records

- Develop a presentation or DVD from the pictures collected for showing at the state officer holiday gathering and State Officer Candidate Screening Day
 - Make copies of presentation for team members

Duties of the State Secretary

The duties of the Nebraska FBLA State Secretary include but are not limited to:

- Keep accurate minutes of all meetings of the State Officer Team
 - State Officer Leadership Academy (SOLA)
 - Summer meetings
 - National Leadership Conference
 - Fall Leadership Conference
 - National Fall Leadership Conference
 - Winter meeting
- Keep accurate minutes of conference delegation meetings
 - National Leadership Conference – 1 meeting
 - National Fall Leadership Conference – 2 meetings
- Develop and present workshops at the FLC
- Work with a team from the state officers to present a workshop at the FLC
- Write letters and thank-you notes as assigned
- Send social media messages
- Perform other duties as assigned

State Secretary's Minutes

First Paragraph	<p>The first paragraph of the minutes should contain the following:</p> <ul style="list-style-type: none">• The kind of meeting: regular, special• The name of the organization or group• The date and time of the meeting and the location• The fact that the regular chairman and secretary were present. However, for state officer minutes, indicate the officers and the state adviser that were present.• Indicate if the minutes of the previous meeting were read and approved (or corrected)
Body of the Minutes	<p>The body should contain a separate paragraph for each subject giving all important motions, including the name of the mover.</p> <ul style="list-style-type: none">• State only the action taken, not the discussion.• List all decisions made for the state officer team and all assignments given.
Closing	<p>The last paragraph should state the time of adjournment.</p>

Additional Rules

- The member seconding a motion is not named in the minutes.
- When a count has been ordered or the vote is by ballot, the number of votes on each side should be entered.
- The name and subject of a guest speaker can be given, but no summary of his/her remarks is provided.
- Record only the motions or decisions made during the meeting. Do not include the discussion.

Duties of the State Treasurer

The duties of the Nebraska FBLA State Treasurer include but are not limited to:

- Send dues reminders to the FBLA listserve and social media
 - October 1: Reminder of October 20 initial deadline
 - October 15: Final reminder of October 20 deadline
 - Email reminders to specific chapters about January 15 final dues deadline
 - December 15: Send message to listserve and social media sites reminding chapters to submit dues
 - January 5: Send reminder to specific chapters not submitting dues
 - January 10: Send final dues reminder to all chapters
- Share fundraising activities with chapters using multiple methods
- Coordinate and promote projects developed by the national association
- Send regular information to new and prospective chapters
- Develop and present the treasurer's workshop at the FLC
- Work with a team from the state officers to present a workshop at the FLC
- Write letters and thank-you notes as assigned
- Send social media messages
- Perform other duties as assigned

Duties of the State Reporter

The duties of the Nebraska FBLA State Reporter include but are not limited to:

- Develop and present the reporter's workshop at the FLC
- Work with a team from the state officers to present a workshop at the FLC
- Write letters and thank-you notes as assigned
- Send social media messages
- Perform other duties as assigned

Pledge

- Three issues: August, December, and March
- Prepare Pledge information to share at the NLC, follow up with email message to listserv
- Prepare Pledge information for inclusion in the FLC reporter workshop
- Reporter Pledge deadline: Due to state office **six days** following the Pledge deadline.
 - Example: Pledge deadline is July 16, copy to state adviser by July 22
 - November 1, copy to state office by November 7
 - February 1, copy to state office by February 7
- Organize information alphabetically by chapter about outstanding FBLA members, edit text, key and email a Word attachment file to the state adviser
- Organize information alphabetically by chapter about chapter ideas, edit text, key and email a Word file to the state adviser
- Alphabetize by chapter name the Success Stories, edit text, and email a Word file to the state adviser
- Write thank you's to guest authors of articles and to the graphic artist

News Releases

- Fall Leadership Conference and National Fall Leadership Conference news release for state officers
 - Send the news release to the officers' local papers, copy to state adviser
 - Send a group picture of the State Officer Team with the news release
 - Include a copy of the news release in your monthly report

Outstanding Reporter Award

- Applications are due to you postmarked March 1
- Publicize award
- Select the outstanding reporter
- Submit winner's name and a short description of the winner's achievements for the SLC scripts to the state office by March 7

Duties of the State Parliamentarian

The duties of the Nebraska FBLA State Parliamentarian include but are not limited to:

- Advise the president on the correct conduct of business according to the Nebraska FBLA Bylaws and the current edition of Robert's Rules of Order, Newly Revised.
- Develop and present the parliamentarian's workshop at the FLC
- Work with a team from the state officers to present a workshop at the FLC

- Assist with roll call at National Fall Leadership Conference and State Leadership Conference Delegate Assembly
- Share state officer election procedures at State Leadership Conference
- Promote parliamentary procedure to Nebraska FBLA chapters
- Serve as a state voting delegate at the National Leadership Conference
- Write letters and thank-you notes as assigned
- Send social media messages
- Perform other duties as assigned
- Explain voting procedures at the National Leadership Conference meeting

Photo Tips – All Officers

- Close-up shots work best in digital media formats
- Image should have a definite focal point
 - 4 or less people
- Horizontal format works best
- Action photos make good images
- Photos on the FBLA website banner are squares. Elements on the edges of the picture will be cropped.

Required Nebraska FBLA State Officer Activities

May	Attend first state officer meeting – 1 day
May	Attend State Officer Leadership Academy – 4 days
June-July	Attend National Leadership Conference – 6 or 7 days
July	President attends FBLA Board of Directors Retreat – 3 days
July-August	Attend state officer meeting – 1 or 2 days
September	Attend Fall Leadership Conference – 3 days
November	Attend National Fall Leadership Conference – 3 or 4 days
November	University of Nebraska-Lincoln PBL Path to Success Conference: Some officers attend to give a workshop
December	Attend state officer meeting and family gathering – 1 day
January	Attend Center for Student Leadership Legislative Day – 1 day
February	Attend State Officer Candidate Screening Day – 1 day
April	Attend State Leadership Conference – 4 days

Other Opportunities for Nebraska FBLA State Officers

January CTSO or FBLA-PBL Week Proclamation Signing with Governor

September-
March Radio/TV media opportunities

Goals

SMART Goals

One who fails to plan plans to fail.

A common denominator among successful people is an ability to plan ahead and set goals. No one is immune from setting goals; everyone sets goals every day. When you wake up in the morning and make a mental checklist of everything you need to get done for the day, that is a form of goal setting. Perhaps more than any other time in your life, you will need to set goals this year to make your year as a state officer a great one!

Specific	Does the goal clearly state what exactly it is you want to accomplish? SMART goals are easily understood.
Measurable	Is there a way of measuring the achievement of the goal? Do you want to raise money or raise \$500? There needs to be something to measure in order to realize achievement.
Attainable	Can you accomplish the goal with the resources and time available? Try to approach big goals with small steps.
Reaching	Does the goal stretch you and push you beyond your comfort zone? Goals are meant to help you grow. If the goals are too easy, you won't grow.
Timed	Is there a target date for completion? If there is no deadline, the goal may never be accomplished.

Set Your Goals by Answering the Five W's and an H

- WHY?** Clarify the needs and purposes that are the basis of your goals.
- WHAT?** Generate many possibilities, then narrow the alternatives to those you intend to pursue.
- WHEN?** Identify when your planning sessions, work session, and the actual events will take place (including dates and times).
- WHERE?** Determine the location(s).
- WHO?** Delegate responsibilities to all members to accomplish a group goal and plan whose help you will need for personal goals.
- HOW?** Decide how you will implement the alternatives.

Format for Writing an Objective

Action Verb	Result	Date	Cost Not to Exceed
Conduct	a careers in business seminar for a minimum of 20 students	01/14/--	\$100

- An objective correctly stated is at least half the answer to reaching it.
- An objective is established for the purpose of forecasting realistically what the student and chapter can accomplish.
- An objective should be the result of the student's effort.
- An objective should be based on the needs of the individual members, the chapter, the program of work, the school, and the community.
- An adviser should make sure that all of the FBLA goals are covered.
- Objectives should be periodically reconsidered and redefined, not only to take into account changing conditions but also to remember the aims of the chapter.
- Students should understand how their areas of responsibility fit into the overall chapter organization and efforts.
- An objective should be prepared for each major responsibility area.

Creativity

Creativity results from having an open mind.

The human mind must consider all options if creative thoughts are to occur. Every thought must be considered if fresh ideas are to result.

Creative thoughts, ideas or products are always new.

Very little of what we do is original. Many creative ideas are simply modifications or fresh perspectives of past ideas. The paper clip was an original idea that met a need. A later “creative” person corrugated the paper clip to make it more useful.

You have to be smart to be creative.

No, you don't. Creative thinking is not directly related to intelligence, rather it seems to be a way of thinking—a process—having little or no relationship to one's intellectual capability.

Persistence is the common characteristic that creative thinkers share.

A creative thinker does not give up. He/she is persistent in the face of all obstacles. Creative thinkers are strongly motivated people who possess a strong desire and a keen imagination.

Some people are creative, others are not.

All people possess the potential for creativity. Those who are creative simply have developed their creative capabilities. Anyone who cares can be creative if he/she truly wants to be.

Brainstorming

These are the rules followed in a brainstorming session:

- No criticism or evaluation
- Build on the ideas of others
- Think of the wildest ideas possible
- Go for quantity, not quality
- Write down all ideas

Brainstorming Activity

Task 1

Every chapter has difficulty from time to time due to human relation problems such as lack of communication, backstabbing, or apathy. Your team responsibility is to brainstorm a list of all human relation problems that might affect the success of a chapter. Remember to follow the rules of brainstorming carefully. Write down all ideas. Your time is limited so go for quantity not quality.

Task 2

It is now time to individually prioritize the top five human relation problems. Each team member should take a few minutes to prioritize five problems. The number one problem is assigned a “1”; number two is “2,” and so on. After each person has completed this process, each team will determine their top five human relation problems. This method is called the nominal process of decision making.

Task 3

The next part of this activity requires your team to illustrate your top five human relation problems using only pictures and no words. You may not use any other supplies than those you receive from your workshop leader. Be creative—these posters will be on display for the entire workshop.

Task 4

Each team will be asked to share with the entire group their top five problems. Discuss each one fully and be prepared to present a short statement about each problem.

Your time is limited for this project. Work carefully, quickly and creatively.

Oral Communication

Categories

Your success as a state officer depends on communication. If you cannot convey your great ideas and enthusiasm, you will be relatively ineffective this year. Oral communication covers numerous areas, including the following:

- Ice Breakers
- Mixers
- Public speaking
- Stage presence
- Workshops
- Conversation
- Introductions
- Chapter visits

Ice Breakers

Ice breakers warm up the attendees so they relax and feel comfortable. As a result, they are willing to contribute to the meeting or activity. Ice breakers can be used to energize meetings and provide a change of pace. Starting a meeting or a workshop with an engaging activity sets the tone for success!

Qualities

- Set a positive and fun tone
- Get participants moving
- Energizing

Mixer (Get Acquainted) Activities

In your role as a state officer, it is crucial for you to meet people as quickly as possible. Members look up to you and respect you. At times, members are hesitant to come up and talk to you; therefore, you have to make the first move. Go ahead—be assertive!

Mixers or get-acquainted activities provide opportunities for members to get to know one another. Notice the use of the word, activities, instead of games. Games imply that the activity is not necessary or that learning is not taking place.

Qualities

- Fun
- Get participants out of their comfort zone in a safe environment
- Meet new people
- Do not embarrass
- Build a sense of team or group bonding
- Create groups for upcoming activities
- Help people break away from their friend circle

Public Speaking

Every speech should have a purpose that you should determine from the needs and interests of the audience. A speech may aim to:

- Entertain
- Inform
- Stimulate inspirational or emotional reactions
- Convince
- Actuate or secure some form of action

Speakers are better when they analyze the audience, occasion, and physical facilities, and then plan what is to be said. The following items should be considered when speaking:

Audience

What are the physical and mental characteristics?

- How many people will be present?
- What is the mix: male/female, young/adult, members/non-members?
- What are their interests, attitudes, and beliefs?
- What do they know about the subject? What is their attitude toward it?

You

Will your physical appearance leave a positive first impression?

- Hair
- Clothing
- Actions

Occasion

What is the purpose of the meeting?

- Regular meeting
- Special meeting planned primarily to hear the speaker

What procedures will be followed?

- What local practices or traditions should be kept in mind?
- What amount and kind of audience participation is desired?
- Is the meeting formal or informal?
- What is the total program? How is the talk related to it?

Physical Requirements and Conditions

- Meeting place
 - Where is it? What kind of room will be used?
 - Are facilities for audience participation available? Tables, movable chairs, etc.?
 - What facilities are available for control of light and ventilation?
- Equipment
 - Items available at the meeting room
 - Whiteboard, markers
 - Flip chart, easel
 - Projector
 - Equipment speaker must provide
 - Laptop or tablet
 - Materials for audience participation (pencils, paper, handout)
 - Evaluation forms

Giving the Speech

Get Ready! Being prepared is the secret of a good speech. Thorough preparation will not only make your speech better, it will also make it more fun and easier to give. Use these points:

1. Determine the purpose and length of your talk—exactly what you want your listeners to enjoy, understand, feel, believe, react to, or do.
2. Make sure that the subject chosen is one in which both you and the listeners are interested and is a topic where you can make a real contribution. Your comments should relate and appeal to your audience.

3. List your ideas—the thoughts you want to get across—in logical sequence. Organize the ideas and express them clearly, interestingly, and forcefully. No matter how important the subject is to you, audiences rarely respond to more than two or three ideas at a time.
4. Prepare an outline of the sequence of these ideas. Include facts, illustrations, stories, and examples that will strike home with your listeners. Your talk will have better continuity, be clearer, less redundant, and free of error.
5. When practical, use visual aids or a presentation with charts, slides, and pictures to illustrate your points. Most people are visual learners. They retain more if they see what they hear.
6. When the first rough draft is finished, criticize it severely, and ask for input from your friends or family. However good it is, it can be much better and sometimes much shorter.
7. Practice aloud until you can give your talk with confidence. Talk the script, don't read it. In other words, chat with your audience. Make believe you are conversing with a group of friends. Be yourself!

When you are presenting, remember these things:

1. Make your opening statement spontaneous, friendly, and thought-provoking.
2. Introduce your presentation by covering its purpose and aim, arousing audience interest, and supplying the audience with any background needed.
3. Be natural—give the listeners your best, most human personality.
4. Get comfortable—but don't freeze in one position.
5. Move around—it's not natural to stand in one place—but be sure your movements have a purpose (avoid pacing).
6. Use your hands if you wish. It's natural and normal.
7. Use your face—talk with it—for example, smile occasionally—if you want the listeners to like you, speak and act as if being there is a real pleasure.
8. Look at your listeners to establish personal contact.

9. Talk loud enough so that everyone can hear without straining and vary your inflection and speed. Let your voice register feeling and enthusiasm as in normal conversation.
10. Keep your notes, if used, in a convenient place for ready reference or use a written script if you prefer.
11. Stand at one side of, never in front of visual aids, and always face the audience.
12. Show visual aids only when you are referring to them.
13. Refrain from apologizing—especially for such things as nervousness, lack of subject knowledge, preparation, or time—what the listeners don't know won't hurt them.
14. Conclude the presentation by giving a brief, accurate summary that restates the purpose of the presentation, summarizes the material presented, demonstrates that the objective has been or can be obtained, and appeal for action.
15. If your speech is followed by a question-and-answer session, listen closely to what others have to say. Listen for suggestions and criticism that may change your ideas for the better. The other person's viewpoint may present a whole new insight into how the plan, operation, program, or activity under discussion can be improved.

Remember this formula in terms of audience reaction to the length of your talk:

Stand Up . . . so they can see you!

Speak Up . . . so they can hear you!

Shut Up . . . so they will like you!

Stage, Podium, and Microphone Etiquette

Successful speakers know the importance of following stage, podium, and microphone etiquette.

Stage Presence

- Command the stage.
- Walk with a purpose using crisp, sharp movements. (It's not the time for a leisurely stroll.)
- Walk with your head up (don't look at the floor).
- Always smile.
- Practice successful imaging. (See yourself being successful on stage.)

Podium Etiquette

- Stand straight at the podium with both feet flat on the floor.
- Avoid leaning on the podium or placing your hands on the podium.
- Never leave the podium unattended.
- Remain at the podium until the next speaker replaces you.
- Shake hands with the person replacing you at the podium.
- Check the page number of the script book before going on stage.
- Use your hand to locate your place in the script book.

Eye Contact

- Speak the first five words to the audience: Don't look down at the script book.
- Focus on various points in the audience if the session is not being videotaped. Do not roam the room but provide focus by speaking to a person/point in the room.
- Look directly into the camera when the session is being recorded; do not scan the audience with your eyes rather let the camera do the work.
- People's names: First and last names should be spoken to the audience, not to the script.

Microphone Use

- Do not tap the mike or blow into it prior to speaking.
- Adjust the microphone if needed. Keep it chin level.
- Speak directly into the microphone standing about 12 inches away. (If you are too close to the microphone, it will pick up your breathing sounds and hissing noises such as S-s-s or Sh-Sh-Sh or "pop-pop-pop" at every "p" and other hard letter you pronounce.)
- If feedback occurs, do not back away from the microphone.
- Leave the microphone turned on; never turn it off.

- Avoid clapping into the microphone (use silent clap when leading applause).
- Avoid shuffling papers or handling the microphone when you are speaking. Small sounds are amplified and distract your audience. If you are reading your speech, use a loose-leaf notebook; if you plan to use notes, set them up on 3 x 5 cards.
- Do not move away from the microphone or turn your head away while talking. Your voice is lost because the microphone cannot follow you. If you want to look around the audience, make the microphone your pivot point and talk across the face of it using your eyes to span the audience.
- Do not make unpleasant noises. If you have to cough or clear your throat, turn away from the microphone.
- Speak one octave below normal when using a microphone.

Awards Presentations

- Command the stage. You are in charge of the stage and need to let your guests know what to do.
- Let the recipient of the award know what is happening.
- Turn the award toward the audience.
- Don't bend over or lean to present the award; bring the recipient to you.
- Shake with the right hand, present with the left hand.
- Shake hands beneath the certificate being presented.
- Move the recipient with your right hand toward the steps to exit the stage.
- Smile pleasantly at all times.
- Think on your feet.
- Work as a team—know what you and your teammates need to do next.

Workshops

State officers give workshops at the Fall Leadership Conference (FLC) and are invited to give a workshop at the National Fall Leadership Conference. At the FLC, each officer presents a workshop on his/her respective office. In addition, the state officers work in teams to present a leadership workshop at the FLC.

Own the Topic

- Select a familiar topic
- Select a topic about which you are passionate

Be BIG

- Own the room
- Use your space
- Take charge of the activities

Be enthusiastic

- Greet members when entering the room
- Welcome members with your smile
- Energize members with your enthusiasm and energy
- Talk with members by walking up and down the aisles before the start of the workshop

Include activities where everyone participates

- Include thinking activities
- Brainstorm
- Conduct physical activities
- Provide group activities
- Offer quiet activities

Utilize an activity only if it has a purpose

- Must fit the message
- Should reinforce the idea
- Use to introduce a concept

Use visuals

Ask workshop participants to assist you

- Scribe
- Handout or collect items
- Participate in a demonstration

Tell a story

- Tell your story
- Tell a story that conveys the message

Use music

- Soft music – quiets the group, stimulates thinking
- Upbeat music – energizes

Conversation

Conversation means the pooling of information, the sharing of interests, the bringing together of ideas. It is the communication of many ideas among people. Conversation is a two-way thing, involving give and take, action and reaction. Prepare carefully for the formal conversational situation. If you are attending a business conference, become as well informed about the group or activity as possible.

Finding Suitable Topics

One common misconception about conversation is that only an unusual event is worth talking about. Exciting and amusing events do occur in this world; of course, and people enjoy hearing and telling about them. However, small talk about ordinary happenings and problems of everyday living make great conversation.

Do Not Talk About

- Your private life before strangers
- Shaming family, friends, or teachers by describing their faults
- Politics or religion

Seven Steps to Good Conversation

1. Be interested in everyone
 - Let your gaze move from eye to eye
 - Maintain good eye contact
2. Be friendly
3. Be cheerful, good-humored
4. Be animated, and yet relaxed.
 - You're alive—so let your face show it!
 - Don't show signs of rigor mortis
5. Be flexible
 - Be tactful—"Think before you speak"
6. Be courteous

Introductions

First, it is important to know how to introduce people who have not met each other. The skillful introduction presents two or more persons to each other in such a way as to put them on a friendly, comfortable basis. You will be responsible to introduce people who want to meet each other—newcomers to FBLA or special guests of FBLA.

When being introduced to others:

- Look the new acquaintance in the eye when extending your hand.
- Smile!
- Grip the new acquaintance's hand firmly—no bone crushing but no dead fish, either.
- Ask the name again if you misunderstood it. No one enjoys anything more than his or her own name being spoken.
- Use the new acquaintance's name as soon as possible to help remember it.
- Acknowledge an introduction with, "How do you do, Miss Brown," for example.
- Boys and men always rise to their feet when being introduced to anyone—even another boy.
- Men and boys wait for the woman or girl to extend her hand.
- When in a group, do not extend your hand to an acquaintance in front of others.
- After an introduction, a brief conversation usually follows. When you are ready to leave, you should express your pleasure for having made the new acquaintance with, "I hope to see you again," or "I have enjoyed meeting you," to which the proper response is, "Thank you." First impressions are extremely important to everyone.

When introducing others:

- Name the older, the most distinguished or the woman first—then the other person.
- Introduce people in an easy manner.
- Have names clearly in mind before introducing the two parties.
- Pronounce both names distinctly and slowly.
- Common introductory phrases: "Mr. Smith, may I present Mr. Brown."
- After giving the introduction, give cue for conversation such as: "Mr. Brown, this is Joe Smith who went fishing with me last summer."
- If introducing one person to a small group, you may say, "I want all of you to meet my friend, Dick Brown. Dick, this is Ruth, Sue, Al, and Johnnie." Avoid pointing to individuals as they are named.

Adult of Either Sex to a Young Person	"Mrs. Carson, this is Troy Reynolds, our State President."
Young Woman to Man	"Kim Lee, this is Mr. Harshbarger, PBL State Adviser."
Woman to Girl or Man	"Mrs. Brodine, this is Denise Williams, our State Treasurer." "Mrs. Brodine, this is my father, Mr. Wilkinson."
Married Woman to Unmarried Woman Near the Same Age	"Mrs. Wakely, this is Miss York."
Older Woman to Young Married Woman	"Miss Smith, this is Mrs. Brown."
Mother to Fellow FBLA Member	"Mother, this is Tracy Conroy, State FBLA Vice President."
Father to a Child	"Dad, this is Tina Turner, State FBLA Reporter."
Woman of Any Age to Your Father	"Ms. Porter, this is my dad, Mr. Stone." "Lisa Porter, this is my dad, Mr. Stone."
A Guest to Your Host	"Dr. Harouff, this is Susan Smith."

A doctor, a dentist, or a minister with a doctor of divinity degree should be introduced as "Doctor"; a bishop as "Bishop"; a priest as "Father"; other clergymen as "Reverend or Pastor"; a judge as "Judge"; and a mayor as "His/Her Honor, Mayor Jones".

At large gatherings (conferences, workshops) introductions are especially important. It may frequently be necessary to introduce yourself to advisers, important guests, or other FBLA members. In this situation you might introduce yourself by saying:

"Hi, I don't believe I've met you, I'm Sandy Sullivan, State FBLA President, from Lakeview High School in Columbus, Nebraska." The other person could respond with: "How do you do, I'm Mr. Smith."

How do you do?

The person to whom another is presented must be the first to acknowledge the introduction. “How do you do?” is always correct. “Hello” or “Hi” is permissible if you are meeting someone within your own age group. It is important to repeat the person’s name: “How do you do, Ms. Friesen?” “Hi, Kim.” If you can say it sincerely, you might add, “I’m glad to know you.”

Always offer to shake hands with the other person when introduced. As a State Officer, you should always offer your hand. Your handshake should be brief but never limp. Although violent shaking and exaggerated motions are out of order, you should try to put a feeling of strength, firmness, and warmth into your handshake.

Women should rise for introductions to older women, distinguished persons, and guests of honor. Men and hostesses should rise for all introductions.

After you have chatted with a person to whom you have been introduced, do not leave abruptly. Move away with a cordial statement, such as “I’ve enjoyed meeting you” or “I hope to see you again.” If the other person makes such a remark first, you may respond with either “Thank you,” “Thank you—I’m glad to have met you,” or “Thank you, I hope to see you again.”

Introduction Exercises

- Introduce the State Treasurer to your mother.
- Introduce Mrs. Newton to Tom Reeves.
- Introduce your mother to the State President.
- Introduce your mother to Mr. Chen.
- Introduce yourself to a visiting National Officer, John Ford, President.
- Introduce Dr. Christensen to your mother.

Advantages Gained from Effective Listening

- Information
- Ideas
- Understanding people
- Cooperation

Why We Listen Inefficiently

- Competition for attention
- Failure to concentrate
- Emotions
- Don't work at listening

Ten Keys to Effective Listening

- Listen for ideas, not facts
- Judge content, not delivery
- Listen optimistically
- Don't jump to conclusions
- Adjust your notetaking to the speaker
- Concentrate

Thoughts Break the Sound Barrier

- Work at listening
- Keep your mind open . . .
- Hold emotions in check
- Exercise your mind

1300 Apple Way
Aurora, NE 68818
December 11, 20--

Congressman Tom Osborne
Third District
507 Cannon House Office Building
Washington, DC 20515

Dear Congressman Osborne

In middle school, my main goal in life was to remain invisible to everyone but my close friends with whom I was comfortable. I had no expectations for high school. But in ninth grade, I joined the softball team where some upperclassmen encouraged me to attend my first Future Business Leaders of America (FBLA) meeting. Through this type of encouragement, my perception evolved.

Today, I serve as the State President of Nebraska FBLA. My experiences in this organization have changed my life! I never dreamed I would have the courage to speak in front of 2,000 people. I never envisioned myself attending a weeklong officer training session or traveling across the nation to join thousand of other students at national conferences. However, these are only a few of the opportunities FBLA provided me. FBLA has allowed me to come in contact with remarkable people and to fine-tune valuable leadership skills for my career.

Thank you for your support of career and technical student organizations. I believe I serve as testimony to the importance of the opportunities that FBLA provides. I have grown in so many ways from the continuous opportunities to challenge myself. In addition, I have been exposed to many amazing students who have also grown from their FBLA and business education involvement. Again, thank you for your support!

Sincerely

Ryan Dominguez
Nebraska FBLA State President

Written Communication

The 7 C's of Written Communication

Courteous

Be genuine; say “please” and “thank you.”

Considerate

Write the kind of message you would like to receive.

Clear

Say what you mean; one reading should be sufficient for understanding the message.

Concise

State your message briefly and succinctly.

Concrete

Use specific nouns and action verbs.

Complete

Include all necessary information in a logical order.

Correct

Give accurate facts; use correct grammar and spelling.

Tips for Business Letters

Margin Settings

- Use a 1-inch left and right margin.
- Use a 1-inch bottom margin.

Letter Placement

- Place the return address or dateline at least a double space beneath the letterhead.
- Return four times from the return address to the dateline.

Spacing

- Single-space the body of the letter.
- Double space between paragraphs.
- The salutation and complimentary close are placed a double space from the body of the letter.
- Reduce spaces between complimentary close and signature block to fit the letter on one page.

Letter Style

- Use block letter style.
- Begin all letter parts at the left margin.
-

ZIP Code

- Use one space from state abbreviation to ZIP Code.
- Use ZIP Code on inside address.

Copy Notation

- Make a c notation on your letter to your state adviser.
- Keep one copy for your files.
- Send one copy to your state adviser with your next monthly report.

Special Considerations

- Use a subject line if it assists the reader.
- Use Ms. for a woman if you don't know her marital status.
- Use Ladies and Gentlemen as the salutation when writing to a company and no specific person is addressed.

Envelopes

The guidelines used by the Postal Service for addressing business envelopes are:

- For a No. 6 (small business) envelope, the address should be approximately 2 inches from the top of the envelope and 2½ inches from the left edge.
- For a No. 10 (large business) envelope, the address should be approximately 2 inches from the top of the envelope and 4 inches from the left edge.
- Capitalize everything in the address, eliminate all punctuation, and use the standard two-letter state abbreviations instead of spelling out the state name. (See example)

FBLA STATE CHAIRMAN
NEBRASKA DEPARTMENT OF EDUCATION
PO BOX 95072
LINCOLN NE 68509-4987

- In the last line of the address that contains the city, state abbreviation, and the zip code, the number of spaces should not exceed 22. Any city name containing more than 13 spaces should be abbreviated according to the “Abbreviation Section” of the National Zip Code Directory, which you can get from the U.S. Postal Service.
- Space only once between the city and state abbreviation and between the state abbreviation and the zip code.
- When an envelope is addressed to the attention of someone, the “Attention” line should be included in the block format as the second line of the address.
- The return address should be typed in all capitals two lines from the top edge of the envelope and three spaces over from the upper left edge.

Folding and Inserting Letters

- Check for enclosures before folding letters.
- If you are using a small business envelope, follow these rules:
 - Bring bottom of letter up 1/2" from the top.
 - Fold right-hand third toward left.
 - Fold left-hand third toward right.
 - Last crease goes in envelope first.

- If you are using a large (No. 10) business envelope, follow these rules:
 - Fold up bottom third of the letter.
 - Fold top third over bottom third.
 - Turn letter so last fold is at left.
 - Last crease goes in envelope first.

Thank You's

Formal Thank-You Letter

- You represent Nebraska FBLA; a thank you printed on letterhead is a must.
- Envelopes must also be printed from your computer or use a label—never handwritten.
- Send the thank you promptly—within one week!
- Proofreading is a MUST. Ask your adviser to proofread your work.
- Use a thank you letter when you thank:
 - A chapter for inviting you to an activity
 - A business professional for supporting your organization
 - A member of your advisory committee for speaking
 - A local reporter for sending in an article for your state newsletter

Handwritten Thank-You Note

- Use a personal, handwritten thank you when you are writing to:
 - Your friend
 - Your teacher
 - Your adviser
 - A member of your state officer team
- Remember: Your handwriting must be legible!

Easy Ways to Say Thanks

- Thank you very much . . .
- Many thanks for your assistance . . .
- Please accept my sincere appreciation for . . .
- You are appreciated . . .
- Your considerate actions . . .
- I cannot tell you how much your meeting inspired me.
- It was good (thoughtful) (nice) of you . . .


- Thank you for your kindness to me.
- Believe me, I am truly grateful for . . .
- We were deeply touched by . . .
- It is generous of you to take so much interest in my work (to give me so much of your time) (to show me so much consideration).
- Thank you for contributing so much to the pleasure of my stay in . . .
- Thank you for doing me a real favor.
- Your generous spirit of cooperation . . .
- Your offer of assistance . . .
- You may be sure that I appreciate . . .
- Your note of congratulations is deeply appreciated.
- I appreciate your kind words.
- We gratefully acknowledge your message of good wishes.
- Thanks for the good word. I received good wishes from my friends, and it is my pleasure to list yours among them.

Use a Positive Attitude


- Write as naturally as you talk
- Be friendly and sincere
- Avoid negative statements
- Use specific words and examples, avoiding generalities such as great, wonderful, super, etc.

Develop the “You” Attitude

- Keep the reader’s point-of-view in mind at all times. The tone of the letter should be on the reader—not on the writer.
- Avoid the overuse of “I” in your letters.

 I thought the keynote speaker did very well.

 The keynote speaker provided an inspirational message.

 I believe I did a great job at your chapter meeting.

 Your chapter hosted an excellent meeting.

☹️ I would like to thank you for inviting me to speak at your meeting.

😊 Thank you for inviting me to speak at your meeting.

Netiquette

Electronic communication is an essential means of business and personal communication. Because of the convenience and speed, informality tends to dominate electronic messages. It encourages us to dash off haphazard notes, which is fine for friends and family. However, when used for a professional position, such as communicating to FBLA members, advisers, administrators, and other professionals, a state officer must write in a professional manner.

Tips for Good Electronic Communication

- State officer email accounts should not be used for personal messages.
- When replying to emails, make certain the subject line is still relevant to the reply.
- If you are not able to answer the email immediately, do the following:
 - Reply with a short confirmation of the email indicating that a reply will be coming within a certain time period.
 - Reply as soon as possible.
- Answer email daily.
- Never send a message you would not want your mother to read or you would not want your state adviser to see.
- Do not send confidential or sensitive information through email.
- Avoid critiques of activities or individuals. Your message may be forwarded to a person you did not intend to receive it.
- Think about what you want to say and how you want to say it.
 - Give your message a second look by reading it again.
 - Rereading saves time and provides damage control.
 - Sleep on a message before sending it.
- Include a meaningful subject line.
- Use a greeting and a closing.
- Write in complete sentences.
- Put the key point of the message in the first sentence.
- Put the action you are requesting in the second sentence.
- Use correct grammar and spelling.

- Brief is good; blunt is not.
 - Be succinct by keeping messages to a single topic.
 - Use “please” and “thank you.”
- Include all necessary pieces of information.
 - Facts should be correct.
 - Include important items such as dates, time, and location.
 - Don’t say, “See you next Tuesday.” Instead, write “See you at 4 p.m. Tuesday, June 20, at the Ramada Inn Omaha Hotel, 72nd and Grover Streets.”
- Respond to a message with a complete reply.
 - A “yes” or “fine” or “OK” makes the reader guess what you are answering.
 - Restate the request along with your response of “yes.”
- Use a signature line at the end of your communication.
- Respect all copyright, defamation, and discrimination laws.
- Proofread your message once for accurate information, twice for keying errors.

Cyberspace Guidelines

- Do unto others as you would have others do to you.
- Remember the human element.
 - When you communicate electronically, all you see is the computer screen.
 - The impersonality of computer networks changes the meeting.
 - Remember there are real people connecting to you.
- Would I say it to the person’s face?
- Would you be delighted to have your state adviser read your postings and the postings of your friends?
- Standards of behavior are the same as in “real” life.
 - The chances of getting caught are slim; therefore, I can say what I want.
 - I’m trying a new way of expressing myself; I wouldn’t do it in real life.
 - The only ethics out there are what I can get away with.
- Respect the time of others.
- It’s easy to forget that other people have concerns other than yours.
 - Don’t expect instant responses to your questions—allow time for a response.
 - Don’t assume readers will agree with you or care about your passionate arguments.
- Think twice before hitting the send key.

- In message groups, you won't be judged by the color of your skin, eyes, hair, weight, age, or clothing.
 - You will be judged by the quality of your writing.
 - Businesses may check your account when you are job hunting.
- Hitting the delete key does not make the message go away.
 - Your communications are stored on a server and can be retrieved.
- Remember that anything you post to a newsgroup, forum, blog, and website or write as an email message becomes a public document.
 - You never know who's reading it, who may copy it, or who may share it.
 - It may come back to haunt you.

901 South Elm Street
Minden, NE 68959
June 1, 20—

Mr. Joe Smith, President
Good Money Company
298 East Cash Avenue
Lincoln, NE 68509

Dear Mr. Smith

Thank you for your recent letter requesting information about FBLA and the possible involvement of your company in our current programs and projects. We are always happy to hear from prominent businesspersons, such as yourself, and are eager for your involvement in FBLA.

The enclosed brochures will give you an overview of the purpose and goals of FBLA-PBL at both the national and state levels.

A copy of your letter is being sent to our Nebraska State FBLA-PBL Adviser. I am sure that Mrs. Newton will be in touch with you regarding Good Money's possible involvement with our association.

We appreciate your interest and hope that we may work together in the future.

Sincerely

Patricia Koch
Nebraska State FBLA President

Enclosures

C State Adviser

408 East 12th Street
Crete, NE 68333
June 1, 20--

Ms. Jane Doe
Kearney FBLA Chapter
Box 444
Kearney, NE 68847

Dear Ms. Doe

Thank you for your invitation to speak at the Kearney FBLA Employer Appreciation Banquet on April 23, 20--. I am sorry to have to decline your invitation to attend as I have already made a commitment for that evening. You may want to consider inviting Joe Brown, FBLA State Treasurer, to be your speaker.

Your program promises to be very interesting, and everyone should enjoy their participation in the activity. Showing our appreciation for the business community is of high importance in FBLA.

I wish you continued success in your FBLA program. Thank you again for inviting me.

Sincerely

Tom Watt
Nebraska State FBLA Vice President

C State Adviser

Box 107
Geneva, NE 68361
February 21, 20--

Mr. Sid Sidney
Alliance FBLA Chapter
Alliance High School
Alliance, NE 68889

Dear Mr. Sidney

Thank you for the opportunity to bring greetings at the Alliance area meeting on February 14, 20--. Your meeting provided members with the opportunity to network with students from surrounding schools, all while learning more about career opportunities.

Your chapter is an outstanding example of the benefits that come to FBLA members through their active involvement in a chapter's program of work. The 60 members in your FBLA chapter is a tribute to the hard work of your recruitment campaign.

Congratulations on all that you have accomplished this year! I look forward to seeing you at the State Leadership Conference in Omaha.

Sincerely

Sue McDonald
Nebraska State FBLA Secretary

C State Adviser

1300 Apple Way
Aurora, NE 68818
December 1, 20—

Congressman Adrian Smith
Third District
503 Cannon House Office Building
Washington, DC 20515

Dear Congressman Smith

In middle school, my main goal in life was to remain invisible to everyone but my close friends. I had no expectations for high school. But in ninth grade, I joined the softball team where some upperclassmen encouraged me to attend my first Future Business Leaders of America (FBLA) meeting. Through this type of encouragement, my perception evolved.

Today, I serve as the State President of Nebraska FBLA. My experiences in this organization have changed my life! I never dreamed I would have the courage to speak in front of 2,000 people. I never envisioned myself attending a weeklong officer training session or traveling across the nation to join thousands of other students at national conferences. However, these are only a few of the opportunities FBLA provided me. FBLA has allowed me to meet with remarkable people and to fine-tune valuable leadership skills for my career.

Thank you for your support of career and technical student organizations. I believe I serve as testimony to the importance of the opportunities that FBLA provides. I have grown in so many ways from the continuous opportunities to challenge myself. In addition, I have been exposed to many amazing students who have also grown from their FBLA and business education involvement. Again, thank you for your support!

Sincerely

Ryan Dominguez
Nebraska FBLA State President

C State Adviser

Email Message Example

To: Allison Jamison
Subject: September 9 Meeting
CC: State Adviser

Dear Allison

Thank you for the invitation to speak at your monthly chapter meeting on Tuesday, September 9, at 6:30 p.m. in the Seward Community Center. As you requested in your invitation, I will be delighted to discuss FBLA leadership opportunities for about 15 minutes.

I plan to arrive at 6:10 p.m. and would enjoy the opportunity to meet the chapter officers before the meeting begins.

I look forward to meeting you, the other local officers, and members of your chapter.

Donna Manchester
Nebraska FBLA State Secretary

STATE CONFERENCES

Nebraska FBLA hosts two state conferences: the Fall Leadership Conference (FLC) and the State Leadership Conference (SLC).

- Fall Leadership Conference: leadership development conference for chapter officers and members.
 - The FLC is planned and conducted by the state officers.
- State Leadership Conference: leadership development and competitive event conference for all members.
 - The general sessions at the SLC are conducted by the state officers.

Know Yourself

- Know your strengths, weaknesses, likes, dislikes, thoughts, and feelings.
- Then make the best decisions regarding your procedures for organizing your involvement in leadership conferences.

Plan Ahead

- Start immediately following the State Officer Leadership Academy to plan for your appearance at conferences and activities.
- Now is not the time to try an outrageous haircut or hair color.
- The business image is part of the image you portrayed when you were elected. It is an expectation that you continue that image.

Be Aware That Others Know You

- Remember that at any time or place, someone will know you. They will know you as the Nebraska FBLA State Officer, and you will not know them.
- Be polite and courteous at all times. Never speak negatively about another part of the state, a school, town or another state. You never know who will be offended by the statement.

Ask Questions

- Be sure to ask: the best way to get to the conference or meeting site, the expected date of arrival, the housing arrangements, meal arrangements, travel arrangements, expected time of arrival.
- No question is a dumb question unless it is not asked!

Tell All

- If you will be traveling to the SLC unattended as an FLBA officer, be sure your parents have an understanding of your travel arrangements, your housing arrangements, etc.

Know Your Stuff

- Know your FBLA-PBL information inside and out.
- Do not wait until the night before the conference or the meeting to prepare your speech, learn the FBLA Creed, or bone up on state projects. Review all *Pledge* and *TBL* issues so you can answer questions and enter into conversations comfortably and effectively.

At a Leadership Conference or Meeting You Should Be Prepared To...

Smile

- Twenty-four hours a day, every day of the conference, tired or not tired, up or down, early or late, inside or outside, you must always be ready with a **smile!**

Give Introductions

- Introduce speakers and present them with a gift.

Be on Display

- Your every action is observed by someone at one time or another.
- The state officer must be very cognizant of his or her actions at all times.
- You have everyone's attention while you are at the podium; however, you are also being watched while you eat, walk, talk, sit, and socialize.

Be Organized

- You do not have time to get organized at the conference so you must be organized before you arrive at the conference.
- Any paper you have with you should be part of a labeled folder.
- Your itinerary will guide you through the "to do's" of the conference.

Mingle . . . Mingle . . . Mingle

- Meet as many members, advisers, alumni, professionals, and special guests as you possibly can during the activity.
- You represent Nebraska FBLA at all times you are at the conference; your involvement is the key to local, state, and national communication networks for our membership.
- It is up to you to initiate conversation—you are on a pedestal, even if you don't think you are.
- With all of your mingling, be sure to remember to keep business standards at all times—too much mingling can get everyone in trouble!

Present Awards

- At the SLC, you will present a variety of awards. You will be trained to present yourself on stage in a positive and professional manner.
- Learn how to graciously give and accept awards that are presented during the conference.

Follow Curfews

- FBLA conference curfews must be followed by all officers, just as other individuals must do at the conference.
- You set the example for a vast majority of members at the conference.

Project a Professional Image

- Wear your business attire at all times; you will always make a positive impression if you are over dressed rather than dressed equally or under dressed.
- You represent FBLA on the airplane, bus, train, or van just as much as you do at the conference.
- Your image is very important and in business that image requires business dress.
- Remember: FBLA dress uniform blue and gold does not mean blue jeans with gold stitching on the pockets.

Participate in an Interview

- You could be called upon to interview with a radio or television station doing any coverage of the leadership conference.
- Have materials ready for an interview with the media: radio, television, or print. In preparing for such an interview, be sure to review state materials prior to the conference—state newsletters, state website, *Nebraska FBLA Handbook*.

Be Positive

- Don't complain about the long trip, the van ride, the air service, the small hotel; positive individuals talk about ideas, not about other people and their environment. Always remember that you should act accordingly.
- Utilize positive body language with chin up, shoulders back, good eye contact and always a smile. Shake hands with members and advisers; initiate that handshake even if your peers are uncomfortable with it—it is your image you are building and the image of the association.
- You serve as the role model for officers and members to follow; set it high! Keep the “we” attitude during the conference versus the “I” attitude.

Expect the Unexpected

- Be prepared to help move tables and chairs, run errands, fill in for a missing officer, pass out name badges, organize meeting areas, hold the leg of a projector stand, serve as a member of a panel for someone that did not show, laugh, and make closer friends than you thought possible in such a short time.
- Take initiative—if something needs to be done, do it.
- Flexibility and adaptability and involvement are the keys to winning the leadership conference game.

Follow-Up

- Immediately after the conference or activity write your follow-up letters.
- These follow-up letters are very important for your own public relations as a state officer. If you need correct names and addresses of various people you met at the conference, contact the state office.

And . . .

. . . Always remember that you are the image of the FBLA-PBL, and you are the most important ambassadors FBLA-PBL can have!