

# ***FUTURE BUSINESS LEADERS OF AMERICA***



## ***ABOUT COMPETITIVE EVENTS***

Often, as members recruit new people to FBLA, they get asked what types of things FBLA does. Many chapters do community service and attend the Fall Leadership Conferences, but it may be hard to explain what happens at SLC in the Spring. The first part of this newsletter is meant to be a guide to current and possible members on different types of competitive events that FBLA offers in April. Each officer has written a small experience that they have had with a previous event they participated in at SLC and give you advice from what they learned.

### ***PRESIDENT - QUINN MURPHY***

Last year, Matt Dunn and I went to Nationals for E-Business. It's like Web Design, but with a sales focus. Our topic was to design a website that students can buy apparel and other items related to your school and the activities that take place in them. We started off by researching some other web stores to see what made their designs successful. It was a great way to start. We put about 40 collective hours into designing, developing, and debugging, but it definitely paid off with all the experience we gained. I enjoy these types of events because they start you off with something broad and you get a lot of creative freedom when it comes to designing.



## ***VICE PRESIDENT - DYLAN MEEK***



Last year, I competed in Database Design and Applications. It deals with Microsoft Access and making databases. It is a solo event consisting of two parts: a hands-on, one hour project where you must complete up to six or more smaller projects dealing with different features of Microsoft Access. At SLC, you then take a multiple choice test dealing with terms, and trivia about databases. I ended up placing 5th. My advice for competitive events is to study extra for your event, practice it multiple times, and if you think there are things that are most likely not on the test, study them anyway, because chances are they will throw them into it to confuse you.

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## ***SECRETARY - CRYSTAL KRAPFL***

Last year, I competed in Business Ethics. This is a group event, and I competed with three others. My group and I researched different business ethic scenarios we found on the Internet. When you compete, you first must state the problem in the scenario, then the possible solutions, and what you feel the best solution is. At the end, you are required to answer questions that the judges ask you. My group placed 2nd at SLC, and were given the opportunity to compete on the National level in Orlando, Florida. My advice when competing in a presentation event is to choose members of your group that will work well together and participate evenly, and to use your planning time efficiently.



## ***TREASURER - JORDAN DRAKE***



Last year I competed in Accounting II. I decided to take this test because I was taking accounting that year in school, and it interested me. My reasoning was that I figured because I was in a class concerning the same subject as my event, I would know more and do better on the event. I took quite a few practice test to help me prepare me for the test. As it turns out, taking the class in school really helped me, because it made sure I knew all of the different vocab words and scenarios I needed to know. The test surprised me because I was expecting it to require a lot more math than it did, since it was mainly all vocabulary. My advice is if you are taking a class in the general category as an event, do the event, because that will prepare you more than anything else.

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## ***REPORTER - AMANDA CASSON***

Last year, I competed in Management Decision Making. This is a group event. We had to start preparing for this event by looking at different situations that you could come upon in the business world. Many of the situations we looked at were ethical issues that could happened in your company and now, you as a business leader, have to make an appropriate decision to solve it. This event is similar to Business Ethics which I competed in my freshman year. We had to take a test to qualify into the next round of presentations and we did very well on the test. The presentation round is what we were nervous for. Practicing for it was hard, but we still felt prepared and when we were given our scenario by the end of the time given we had a great presentation. We went in front of the judges with confidence and did very well overall. It was a great learning experience for all of us.



## ***PARLIAMENTARIAN - ZACK OLINGER***

Last year, I competed in Business Financial Plan at the State Leadership Conference, where I won first place and got the opportunity to attend Nationals in Orlando, Florida. It was an individual event, but I had to do a report and a presentation at SLC. It was an amazing experience. I learned about budgeting, marketing, and planning of a new or refurbished business. I would encourage everyone to do this event if you have the chance. This event helped me realize my love for marketing, and that that is what I want to study in college. This is an all around business oriented event. You learn so many skills that will help you with events in the future.



## ***WEBMASTER - MATT DUNN***

Last year, I did Sales Presentation. I was uneasy about this event because all of the events I had done in the past were primarily focused on a project that was turned in and judged before the SLC. I enjoyed this because then I could spend time in advance working on my project, and feel confident when I submitted it. In Sales Presentation, the judging is done during a nine minute period with the judges. Although I didn't have to turn in anything in advance, I worked months before SLC to develop my product and sales strategy. Although face to face sales scared, I placed well and more importantly gained confidence in my ability to make one on one sales. My advice is my experience taught me stretch outside my comfort zone, and also, it takes quite a bit of thought needs to go into your product to successfully field the judges' questions.



# ADDITIONAL INFORMATION



This year's SLC will be held March 29-31st, 2012. Just like last year, the Iowa FBLA State Leadership Conference will be held in the Coralville Marriott Hotel and Conference Center. This was a great success last year with approximately 900 members in attendance, and Iowa FBLA hopes

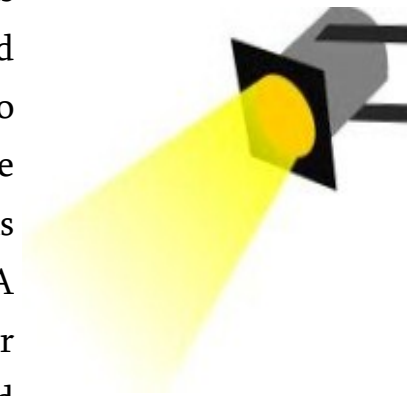
to continue to make it successful. Our goal is to have at least 1,000 members in attendance. Before you know it, the date will be here, so sign up for competitive events, and start studying, and practicing!

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FBLA is encouraging each member to complete at least one level of the Business Achievement Awards, or BAA. To achieve these, members must accomplish easy tasks such as make a resume, a flyer, and find information about FBLA. To learn more about the BAA's talk to your local advisor, or visit the National FBLA website. As an incentive, if you have completed any level in the past, or any level this year, your name will be put into a drawing for a tablet PC. You will receive tickets for the highest level you have completed. The Future level gives you one ticket, Business level-three, Leader level-six, and America level-ten! Additionally, the America award recipients will be recognized at their respective regional meeting. All submissions are due to Nationals by March 1st so get started!

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FBLA has done a few new things this year, but one big thing has been the Chapter Spotlight feature on the Facebook Fan Page and the Iowa FBLA website. This is an easy way for local chapters to share information and ideas with other chapters from across the state to help make all chapter of Iowa FBLA as successful as possible. To have your chapter featured, go to the Iowa FBLA website, navigate to the Resources page, scroll down to Other Downloads, and click Chapter Spotlight Form. Fill it out and send to Dana Lampe at [iowafblastateadvisor@gmail.com](mailto:iowafblastateadvisor@gmail.com)



# ADDITIONAL INFORMATION CONT.



Linn-Mar FBLA has been teaming up with an organization called SCORE. Score is a nonprofit organization that helps entrepreneurs start small businesses as well as educate the public about business.

The Eastern Iowa SCORE Chapter has partnered with Iowa FBLA to provide our members with information concerning multiple topics such as creating a business plan, using effective marketing concepts, financial plans, and more. They come to Linn-Mar once a month to give a presentation and then they present a case study to the students to work on using the knowledge they gained from the presentation, just like the case study events at SLC. For more information on SCORE, go to [score.org](http://score.org), and for more information on what the Eastern Iowa Chapter is doing with Iowa FBLA, go to [helpthefbla.wordpress.com](http://helpthefbla.wordpress.com).

## WHAT OTHER LOCAL CHAPTERS ARE UP TO..

Alburnett FBLA held their annual Teacher Pie in the Face as a kickoff event for the upcoming Alburnett Dance-A-Thon event supporting the March of Dimes. Every student who brought in \$100 for the March of Dimes got the opportunity to throw a pie in a teacher's face. They had 29 students! By the end of the event, the teachers had no idea what they got themselves into. Although every teacher got pied, Mr. Khulers, Alburnett FBLA's adviser, got pied 3 out of the 29 times! All in all it was a good time for the students and some of the teachers. They hope to continue this event next year with a goal of over 29 students bring in \$100 or more for the March of Dimes.



Bellevue FBLA held a book drive to raise books for Reach Out and Read Iowa. An organization that gathers books for underprivileged kids who do not own books of their own to read. It was made a competition between high school classes to collect the most books. The class with the most books at the end of the collection time period got to leave for lunch five minutes early for a week. It was a success and Bellevue FBLA raised over 600 books for underprivileged kids.