



February 4, 2020

Contents of this Email:

- I. [Welcome to FBLA Week!](#)
- II. [SBLC Registration Guide](#)
- III. [Real World Branding Apple Event Call](#)
- IV. [SBLC Hack-a-Thon](#)
- V. [2020 FBLA Spring Stock Market Game](#)
- VI. [National Uniform Challenge](#)
- VII. [State Officer Corner](#)
  - a. [Share FBLA-PBL Week with Elected Officials](#)
  - b. [Mentorship Initiative Launched](#)
  - c. [National Anthem Singer\(s\)](#)
  - d. [Scholarship Sundays](#)

---

Important dates to remember (State Events/Deadlines shown in **BOLD**):

- January 1 – Action Awareness Begins
  - **February 1 – REGISTRATION FOR ROLE PLAY TESTING OPENS**
  - **February 6 – Northeast Region Winter Leadership Conference**
  - **February 7 – Southeast Region Winter Leadership Conference**
  - **February 7 – Capital Region Winter Leadership Conference**
  - February 2 – Spring Stock Market Game Begins
  - February 2-8 – FBLA Week
  - **February 14 – REGISTRATION DEADLINE FOR ROLE PLAY TESTING**
  - **February 17-28 – Role Play Testing**
  - February 28 – LifeSmarts Spring Competition Ends
  - February 28 – Virtual Business Finance Spring Challenge Competitive Event Ends/Virtual Business Management Spring Challenge Competitive Event Ends
  - March 1 – Action Awareness Ends
  - March 1 - BAA/CSA Submission Deadline
  - March 2 – Role Play Testing Finalists Posted
  - **March 6 – SBLC Registration Deadline @ 5 p.m.**
-

Greetings, Advisers!

## **WELCOME TO FBLA WEEK!**

FBLA-PBL Week is an excellent time to inform your school, school district and the community about the purpose of school-to-work activities and programs through exhibit booths, visits to legislators, tours of businesses and education departments, and word of mouth. Many chapters plan special activities for each day of the week. These include everything from FBLA-PBL Professional Attire Day to Spirit Day.

In order to help your chapter, the national officers developed [four resources](#) to support your week-long celebration:

- [A Day by Day FBLA-PBL Week Schedule of Events](#) – Use this schedule of events to plan activities for the week and to enhance your chapters recognition of CTE Month.
- [Tools to Maximize FBLA-PBL Week](#) – Activities and samples that your chapter can use to promote during FBLA-PBL Week and throughout the year.
- **Resources for Advisers to Support FBLA-PBL Week** – Special lesson plans for [Middle School](#) and [High School](#) have been prepared and reviewed by your peers to assist in supporting chapter programming in and out of the classroom.

Please share your photos and posts throughout the week on the national social media pages and be sure to use #FBLAPBLWEEK.

## **SBLC REGISTRATION GUIDE**

With all of the regional conferences wrapping up this week, it's time to begin focusing on SBLC! Our [WA FBLA SBLC Registration Guide](#) is full of all of the SBLC information you will ever want to know. Be sure to bookmark this link and/or print a copy for your reference! If you don't find your answers in this guide, please let us know! We're looking forward to an amazing SBLC in Spokane this year!

## **REAL WORLD BRANDING APPLE EVENT CALL**

Are you planning to participate in the Real World Branding - Apple Event? Bill Lynnette from WSU and Tim McLaughlin from AgriMacs will be hosting a Q&A session for the event on **February 13** from **7-8:30 p.m.** Be prepared to listen to them talk about the new apple variety and the apple industry in general. Make sure to bring your questions about what they want to see in a marketing campaign for this product. You can access this video conference by using <https://redbooth.com/vc/8435d23ca980753a> and to join by phone, dial +1 415 762 9988.

The meeting ID is 393625950 and no participant ID is required. This is a great opportunity to talk to industry professionals, so make sure you don't miss it!

### **SBLC HACK-A-THON**

Join in on this exciting new activity on Friday of SBLC! Participants will be given an issue, create small mixed-chapter teams, and present a prototype solution to business professionals! To check out more information click on [this link](#).

### **2020 FBLA SPRING STOCK MARKET GAME**

Nationals has worked diligently to make [Stock Market Game](#) registration user friendly. Please follow the instructions below to purchase and register teams for the 2020 FBLA-PBL Spring Stock Market Game.

The Spring 2020 SMG dates are **2/2/20–4/24/20**. The registration deadline is **3/2/20**.

1. Please click this [link](#).
2. Login into your account.
3. Click the blue button that says: "Purchase for \*school name\*"
4. Click Review & Checkout under the Spring "Stock Market Game" button.
5. Under Quantity use the arrow to select how many teams you are purchasing the game for.
  1. Each team can have 1-5 participants.
  2. The cost is \$10.95 per team.
  3. We only accept credit card payments for the Stock Market Game.
6. After you change the quantity, click "update cart."
7. Scroll to the bottom and click the checkout button.
8. Once you have purchased teams for the Stock Market Game please visit <http://fbla-pbl.smgww.org> and complete a team request form to receive your team IDs and passwords.

If you have any problems after following the instructions above, please contact FBLA-PBL Sponsors and Partners Coordinator, Ashlee Woodson at [awoodson@fbla.org](mailto:awoodson@fbla.org).

### **NATIONAL UNIFORM CHALLENGE**

**Give Day** is in 3 days! In the spirit of giving, advisers and students are invited to consider **donating** to the [National Uniform Challenge](#) and encourage family and friends to do the same.

Nationals has raised \$2,000 thus far, and they have set a the goal of raising \$45,000 to provide FBLA-PBL members in need with a uniform. This will not only allow students to show their FBLA-PBL spirit, but it will also instill confidence and prepare them for the business world.

## **STATE OFFICER CORNER**

*Share FBLA-PBL Week with Elected Officials.* In honor of FBLA-PBL week, your state officer team has a special request. Please use [this toolkit](#) and reach out to invite your legislator to come to a chapter activity! Not only is this a great way to build chapter connections with your elected officials, it's also a way for us to inform them about the purpose of powerful CTE/CTSO experiences and school-to-work programs. The toolkit contains all the information you'll need, including background information on how our state government works to email templates your chapter can use when reaching out.

*Mentorship Initiative Launched!* The State Officer Team is excited to kick it off this new opportunity! Forms for members to request mentorship as well as apply to become a mentor are available on the [State Officer Projects page](#) on the State website. We are asking advisers to nominate your top two senior members who have past experience in placing at state or nationals to apply to become a mentor. If you have any questions, please email [capitalvp@wafbla.org](mailto:capitalvp@wafbla.org). More information will be sent in a separate email.

*National Anthem Singer(s).* In case you didn't catch it, Demi Lovato sang the National Anthem during the Super Bowl this weekend. Well, it's time that we select our own singer for our own Super Bowl, our State Business Leadership Conference! Please share this message with all your members and encourage them to apply for singing the National Anthem during our Opening Session. The [form](#) will close on Tuesday, March 10.

*Scholarship Sundays.* Please encourage your students to check out the "Scholarship Sunday" posts on WAFBLA's Instagram Page: [@wafbla](#).

Here's to an exciting week of events and once again, thank you for your commitment to the mission of FBLA-PBL! We appreciate you!