



January 18, 2021

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

- **ASPIRE Together Sessions @ 5 p.m.**
 - **January 20 – Starting Your Event Grind**
- **Winter Leadership Conference**
 - **January 22, 2021 – Registration Deadline**
 - **January 30, 2021 – Conference & Competition Day – online testing opens, competitive event prompts released, video presentations due, production events due**
 - **February 12, 2021 – Online testing closes**
 - **Late February 2021 – Each Region holds their own online awards session, not to take place before February 13, 2021**
- February 1
 - Virtual Business (Management & Finance) Challenge Begins (ends February 26 @ 5 p.m. ET)
 - Spring LifeSmarts Competition Begins
 - Spring Stock Market Game Begins
- February 12 – Lead4Change Challenge Deadline
 - February 14-20 – FBLA Week
- February 26
 - Virtual Business (Management & Finance) Challenge Ends
 - Spring LifeSmarts Competition Ends
- April 21-24, 2021 - SBLC

Greetings, Advisers!

REGION 2021 WINTER LEADERSHIP CONFERENCE GUIDE

Attached is our updated virtual Winter Leadership Guide! Please refer to this updated document, which gives detailed information for WLC. Please review this information and let us know if you have any questions! Your Regional Adviser will be in touch with you about your region's specific details.



WA FBLA STAFF UPDATE

Recently, one of our teammates received some exciting news – Our Operations Director Sarah Magney has accepted a new position as a classified employee in the local school where her children attend. This is a wonderful opportunity for her and her family, and although she will no longer be working as a member of the Washington FBLA management team, we are very excited for this next step in her journey and that we will always have her as part of our Washington FBLA family as a passionate alumnus of the organization.

The transition is underway, and we are happy to introduce a new member of our team who will be joining us in the Operations Director role.

Ryan Witzig has been a part of our TEAMTRI association team since Spring 2019 and she is excited to be joining the Washington FBLA management team. Her background is rich as she has experienced a variety of roles in the CTSO space, including marketing educator in the classroom, local chapter CTSO adviser, CTSO State Adviser, CTSO board member and former member of the National Staff of one of our sister CTSOs as Director of Learning and Assessment. She has her BS in Occupational Technical Studies with an emphasis in Marketing Education and a Master in Public Administration with an emphasis in Non-Profit Management. Ryan has a heart for our educators, values student engagement, and has a drive to help strengthen and grow FBLA!

In addition to Ryan Witzig, we have additional TEAMTRI teammates who have a wealth of experience in FBLA and CTSOs who are also working in conjunction with Ryan to ensure Washington FBLA has the resources and support it needs moving forward.

Your management team is already hitting the ground running to ensure we have another successful year for our organization, even amidst today's environment filled with new challenges, as well as new opportunities. If you have any questions or need further clarity, please feel free to reach out to us. We look forward to you connecting with our team soon!

DIGITAL VIDEO PRODUCTION TOPIC CHANGE

The topics for competitive events are developed approximately one year before they are released to members in order to start preparing for competition. As such, the Digital Video Production topic was developed prior to the pandemic, and no one anticipated that it would affect our society and schools for as long as it has. Because this year's topic was created under the assumption that school buildings would be accessible, the National Awards Program (NAP) Committee has decided to revise the Digital Video Production topic to contain a second option so that those who do not have access to their schools are able to participate.

The Digital Video Production topic for the 2021 NLC has now been modified so that it has a workable option for all FBLA members:

OPTION 1: *Create a video promoting your school to the community. The video should include co-curricular, extra-curricular organizations, and points of pride. All video content must be original.*

OPTION 2: *Create a video promoting your community. The video could include attractions unique to your area, what organizations are doing to fight the covid-19 crisis, and points of pride. All video content must be original.*



ON THE ROAD TO NATIONALS

Visit the National site to learn more about this special campaign designed by Nationals to help your chapters retain and recruit members. <https://fbla-nlc.org/roadtonationals/>

STATE OFFICER CORNER

Member Handbook. As we are gearing up for competition season, the WA FBLA State Officers would love to share with you a general handbook to all things FBLA which will not only be a fantastic resource for both new members and returning members, but a great outline to show potential new members it is never too late/early to start recruiting for this season and next! We hope you are able to use this as a valuable resource, which is attached to this email. Please feel free to reach out to anyone on our team with any questions, and we'd love to get in contact with all of you!

Resources Ambassador. Want to use your skills to create resources for WA FBLA members? Apply to become a Resources Ambassador! Students will have the opportunity to work with State Officers to design guides and newsletters to help members statewide. Applications are due Thursday, January 28. The application link is <http://leadable.info/WAFBLAResourcesAmbassador>.

We wish you a happy day celebrating the life of Martin Luther King, Jr.!