



January 4, 2021

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

- **ASPIRE Together Sessions @ 5 p.m.**
 - **January 6 – Down to the Like: How to Maintain an Engaging Social Media**
 - **Winter Leadership Conference**
 - **January 6, 2021 – Registration Opens in Blue Panda**
 - **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**
 - January 15 – March of Dimes Grant Application Deadline
 - 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
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Good afternoon, Advisers!

Welcome back to a new year!

SCHOLARSHIP OPPORTUNITIES

Carl E. Jonsson Scholarship – FBLA members of advisers who are members of the WA Professional Division are eligible for this \$1,000 scholarship. This scholarship is sponsored by the WA Professional Division.

Kosy Scholarship – FBLA members of advisers who are members of Washington State Business Education Association are eligible to apply for this scholarship. This scholarship is sponsored by Washington State Business Education Association (WSBEA).

Be sure to check out these opportunities . . . applications are attached! Both scholarships are due by March 1.

ASPIRE TOGETHER SESSION—WEDNESDAY, January 6, @ 5 P.M.

Do you want to increase your social media presence? Do you have a club, organization, or brand you want to get out there? Join us **January 6 at 5 p.m.** for our FBLA Aspire Session, 'Down to the Like: How to Maintain an Engaging Social Media.'

This workshop will be hosted by WA FBLA state officers, Tina Zhang and Michael Schwamborn, and will give insider tips to tackling Instagram. From the Instagram algorithm to style guides to choosing a feed layout, this workshop is packed with information!

Advisers, please encourage your members to attend and please share this [Zoom link](#) with them.

REGION 2021 WINTER LEADERSHIP CONFERENCES

Mark your calendar and make plans to attend your 2021 Region Winter Leadership Conference! Each region will offer a virtual Winter Leadership Conference with no in-person component. Please note the following timeline and look for further information to arrive from each of your Regional Advisers (some dates may change based on region).

Timeline:

- January 6, 2021 – Registration Opens in Blue Panda
- January 22, 2021 – Registration Deadline
- January 30, 2021 – 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

Cost:

- \$20 per attendee



Membership Dues Reminder!

To register your students for your Winter Leadership Conference, your students must be PAID members. A good way to check on whether Nationals has received your district's payment is to log into the national site to see if your students are listed as paid. Nationals will take credit card payments. If you have questions, please contact us or email membership@fbla.org.

State Officer Candidates

If you have any members interested in running for a state office for the 2021-2022 year, please ask them to DM their region VP. This year at our virtual WLCs the region VPs will announce those members who will be running for state office. Your students will need to DM their region VP with their name, chapter, and state office position of interest.

State Officer Corner

ProConnect: The ProConnect member sign-up deadline has been extended to **Friday, January 8**. Our renowned and industry-leading mentors are eager to work with as many students as they can on mentoring them for competitive events and teaching them professional leadership skills. Please share this with your members, so they can take advantage of this amazing program! Sign up link: <https://leadable.info/WAFBLAProConnectStudent>

Connections Challenge! Hello advisers! The Connections State Officer Committee is so excited to bring to you this year a brand new state-wide program called the Connections Challenge! This monthly challenge program revolves around members completing fun tasks that are about creating connections in FBLA, their communities, businesses, and even other states! Each month, top winners will be chosen, and during SBLC the winners from each month will be invited to an all-exclusive Connections Event! Please share this program with your members and have them keep an eye on our social media!

If you have any questions about either of these two programs, email president@wafbla.org!

We wish you all a very happy, healthy, and joy filled 2021! Thank you for all you do for WA FBLA!