



Future Business Leaders of America

CHAPTER RESOURCE GUIDE

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COMPREHENSIVE TIMELINE

OCTOBER

- **10/9:** The Washingtonian (First Issue)
- **10/11:** Welcome to FBLA Workshop
- **10/15:** "Choosing Your Competitive Events" Resource
- **10/25:** Middle School Workshop
- Fall Leadership Conferences

DECEMBER

- **12/1:** Competitive Event Resource Databank
- **12/1:** Competitive Events Resources Workshop
- **12/4:** Game Night
- **12/5:** Flamingo Bingo Starts
- **12/11:** Fundraising Toolkit
- **12/13:** Starting Off Strong Chapter Officer Workshop

NOVEMBER

- **11/1:** Scholarship Toolkit
- **11/1:** Navigating Website/Social Media Workshop
- **11/21:** The Washingtonian (Second Issue)
- **11/30:** FBLA Mountain Ends
- Fall Leadership Conferences

JANUARY

- **1/2:** Navigating Middle School Resources Workshop
- **1/4:** Game Night
- **1/8:** The Washingtonian (Third Issue)
- **1/18:** Middle School Competitive Event Resource Guide
- **1/30:** ProConnect Registration
- Winter Leadership Conferences

COMPREHENSIVE TIMELINE

FEBRUARY

- 2/1: Game Night
- 2/7: Chapter Officer Workshop
- 2/25: ProConnect Launch
- Winter Leadership Conferences

APRIL

- 4/1: The Washingtonian (Fourth Issue)
- 4/24-4/27: State Business Leadership Conference

MARCH

- 3/1: Flamingo Bingo Ends
- 3/7: Game Night

MAY

- New Washington FBLA Year Begins!

Keep an Eye Out For:

- Member and Chapter of the Month Applications
 - Due every month on the 27th
- LeaderLINK Interviews: Released every other week
- Meet in the Middle Interviews: Released monthly
- Competitive Corner Videos: Released monthly



RECRUITING MEMBERS

Membership is at the root of every strong chapter and is the pillar of FBLA. Without our members, FBLA wouldn't be the organization it is today.

The FBLA membership is constantly changing, with seniors graduating and freshmen coming in. With the ever-changing circumstances, we must focus on membership recruitment and retention to ensure a successful and continuously improving chapter.

This subsection will detail how to recruit members and with some examples on how to do so. After reading and reviewing this packet, we hope you'll be able to implement these strategies and promotional techniques in your chapter to ensure a successful membership recruitment experience and, in turn, a successful membership year.

RECRUITING MEMBERS

Why Should Members Join?

To recruit members, we must make FBLA stand out from the crowd. With the many other clubs and organizations students can join, you must help them answer the question:

Why should they choose FBLA?

To do so, you must share what makes FBLA unique. Review these guiding questions to discover some topics you might share with potential members:



RECRUITING MEMBERS

Strategies For Recruitment

Successfully recruiting new members requires strategy and technique. When speaking to a prospective member, you won't have hours to drone on about random things. Instead, you may have only one or two minutes to give your best pitch.

In these few minutes, you must leave your audience with a memorable pitch of FBLA; make sure they remember it. Better yet, ensure you have their contact information to continue contacting them after your chat.

Look at the next page for a broken-down three-step guide to membership recruitment with examples included!



RECRUITING MEMBERS

The first step is to introduce yourself and FBLA. It is important to connect FBLA with things normal high schoolers might be interested in. An example of this can be seen below:

“Hi! My name is ___ and I’m a member/officer of FBLA, an organization with opportunities to compete, meet other people, travel, and learn new skills.”

INTRODUCTION

PERSONAL EXPERIENCE

A dash of your experience is always helpful when convincing others to join an organization. Show others what you saw in FBLA that is unique and important! Here’s an example:

“I’ve been a member of FBLA for three years, and I’ve had the opportunity to meet many amazing people. With FBLA, there are so many opportunities to travel. This past year, our chapter was able to travel to Atlanta for Nationals! FBLA is a fantastic opportunity to gain recognition. It has helped me build many skills, as it has for many others.”

Leave your audience with a closing note. Here’s an example:

“Does this sound like something you’d be interested in being a part of? We’re having our first meeting at date/time. If you’re interested, I would love for you to sign up on this sheet! I’ll add you to our email list.”

With this simple, yet effective guide to recruitment, you are well on your way to speaking with new people and gaining some new members!

FINAL THOUGHTS

RECRUITING MEMBERS

Recruitment Events

It's generally impossible to speak to every single person at your school. Therefore, we must develop a strategy to draw people into the club without contacting them directly. Lucky for us, thousands of FBLA members across the world have tried and tested many recruitment events.

Here are a few major ones:

Food

Nobody ever turns down free food. For hungry students, pizza, donuts, or candy are the perfect way to attract them to your meetings. Once these students attend your meeting, you can pitch FBLA and draw them in.

Keynote Speakers

Inviting an engaging keynote speaker to your chapter meeting is a fantastic way to engage your audience! Be sure to advertise any keynote events you have, and encourage students from your school to come!

Community Service

Many students are engaged in community service events. For example, if your chapter hosts an FBLA community service event such as a trash clean-up, you can beautify the environment and engage potential students. These acts help show that FBLA is more than just a competitive organization.

RECRUITING MEMBERS

Social Media

Social media is arguably one of the most important factors in recruitment. In our day and age, almost every single person uses social media in one way or another. Therefore, it is critical that we fully utilize our resources to our advantage.

Here are some ways to do so:

1. Set up a school FBLA Account/Page
2. Designate a Public Relations Officer or Social Media Manager to run/manage the account
3. Post constant updates for your FBLA chapter
4. Use your platform to send meeting reminders, recognition messages, etc.
5. Ask your friends to share your posts, and share the social media handle with students in your school!



Copy these templates!





CONFERENCE OVERVIEW

Every year, FBLA includes multiple in-person conferences to allow you the opportunity to compete and gain recognition!

These conferences are planned by FBLA leaders on the state and national levels, and include workshops, keynote speakers, and opportunities to meet other members outside of your chapter. Read along to explore the main competitive conferences of the year!

CONFERENCE OVERVIEW

Winter Leadership Conference

The Winter Leadership Conference (WLC) is the first competitive conference of the year! Here is some important information about the WLC:

- Typically takes place January–February (specific date dependent on region)
- One day event
- Compete in up to four events
- Compete within your region (8 regions in WA)
- Top 6 advance to state!
- Great opportunity to meet the people in your region



CONFERENCE OVERVIEW

State Business Leadership Conference

For everyone who qualifies at WLC, the State Business Leadership Conference (SBLC) is the next step.

Here is some information on SBLC:

- Second competitive conference of the year
- April 24 - 27, 2024
- Located in Spokane, Washington
- Compete in up to four events
- Compete with members across the entire state!
- Top four placers in each event advance to Nationals
- Great opportunity to meet others around the state
- Engaging keynote speakers and workshop presenters are available all throughout the conference



CONFERENCE OVERVIEW

National Leadership Conference

The final event in your FBLA year is the National Leadership Conference. Here is some information about what this conference entails!

- June 29 – July 2, 2024
- Located in Orlando, Florida
- Compete in 1 individual/team event and/or 1 chapter event
- Compete with students around the world!
- Top 10 are recognized on stage and receive a plaque
- Fantastic opportunity to expand your network
- Engaging keynote speakers, workshop presenters, exhibitor booths, and other learning opportunities
- Lots of time to explore Orlando and hang out with your friends



CONFERENCE OVERVIEW

Rules & Guidelines

FBLA conferences are where you can truly immerse yourself in the multi-faceted aspects of this organization! In order to keep you safe, conferences have guidelines that can be broken into two main categories: Dress Code, and Code of Conduct.

By having a clear understanding of the rules, you can focus on other aspects of the conference and enjoy networking, learning, and growing!

CODE OF CONDUCT:

Doing any of the following things will result in severe consequences, such as expulsion from the conference:

- Alcohol, Drugs, and Tobacco Use
- Willful Companionship
- Abusive/Lewd Behavior
- Breaking Curfew
- Private Transportation
- Entering a Hotel Room Other Than Your Own
- Personal Misconduct
- Conference Misconduct
- Hotel Misconduct
- General Rule Violations

CONFERENCE OVERVIEW: RULES & GUIDELINES

DRESS CODE

All competitors, advisers, chaperones, and conference attendees are expected to wear business attire to competitive events, general sessions, workshops, and conference activities. Competitors may also be disqualified if they are not dressed in proper business attire. Acceptable business attire may be a collared dress shirt, dress slacks, necktie, blouse, or a business dress. Unacceptable business attire includes denim, flannel clothing, chambray, athletic clothing, shorts, skin tight clothing, swimwear, athletic shoes, open-toed shoes, and hats. Dress shoes are always required. An image with examples of appropriate business attire is included below.



DRESS CODE

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.



ACCEPTABLE ITEMS

BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.

UNACCEPTABLE ITEMS

The following items are prohibited in all conference areas, including competitive events.



- ⊘ Denim or flannel clothing
- ⊘ Shorts
- ⊘ Athletic clothing
- ⊘ Leggings or graphically designed hosiery/tights
- ⊘ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ⊘ Swimwear
- ⊘ Flip flops or casual sandals
- ⊘ Athletic shoes
- ⊘ Industrial work shoes
- ⊘ Hiking boots
- ⊘ Hats
- ⊘ Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.



NATIONAL PROGRAMS

Nationally, FBLA currently offers two individual achievement award programs for the Middle and High School levels.

These programs aim to allow students to enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition through active participation.

NATIONAL PROGRAMS

Business Achievement Award

The Business Achievement Awards (BAAs) are awards high school FBLA members can earn by completing certain tasks that are designed to help strengthen their leadership skills and enhance their ability to become a stronger leader. There are four levels: Contributor Award, Leader Award, Advocate Award, and Capstone Award. If you are interested in participating in the BAAs, contact your adviser! They will be able to help you get logged in and set up.

| | |
|------------------------------|--|
| CONTRIBUTOR AWARD | The contributor award introduces students to FBLA as an organization, and the foundation this organization is built on. Completing this level will help you gain a better understanding of FBLA and the opportunities this organization offers. |
| LEADER AWARD | The leader award is all focused on helping students become new community leaders. In this level, you will learn about the fundamentals of leadership, and explore your own personal leadership style to better understand how to better serve your community and those around you. |
| ADVOCATE AWARD | The advocate award allows you to select a business skill or content area to learn and further develop. Once this award is completed, members can either continue onto the Capstone award or learn more business skills and earn an additional advocate award. |
| CAPSTONE AWARD | The capstone award provides an opportunity for students to implement all that they've learned into solving real world problems! To earn this award, members must design, complete, and reflect on a project that they will create to tackle a relevant problem in their communities. |

NATIONAL PROGRAMS

LEAD Award

The LEAD (Leadership, Education, Achievement, and Development) Awards are individual achievement awards for Middle School FBLA members who have taken active steps to enhance their leadership skills, expand their business knowledge, and immerse themselves in their communities in order to cultivate meaningful change. The LEAD Awards can be divided into Explore and Aspire categories!

EXPLORE

The LEAD Explore Award gives members the opportunity to dive into the foundations of FBLA, how to take advantage of opportunities provided to them through this organization, and build their leadership skills.

ASPIRE

The LEAD Aspire Award allows members to choose a specific business area or skill that interests them and then break it down. By doing so, members are able to strengthen their business knowledge while being recognized!



FREQUENTLY ASKED QUESTIONS

Your questions, answered!

These are the most common FBLA related questions we receive each year.

If you have any other questions please feel free to contact your State Officer Team or the State Management Team.

FREQUENTLY ASKED QUESTIONS

General FBLA Information

What other opportunities are in FBLA besides competition?

FBLA provides a plethora of opportunities for members aside from competition. Members have the chance to hold leadership positions at the chapter and state level, apply for scholarships, participate in FBLA programs, earn recognition, travel for conferences, and network with members from across the country!

What are the leadership opportunities in FBLA?

Members can hold leadership positions at the regional, state, and national levels. Members can seek to be on their local chapter's officer board. For more information about your chapter's officer board or about how to obtain a chapter leadership position, we advise you to contact your local chapter adviser.

State Officers are elected by their peers at the State Business Leadership Conference. The State Officer team develops a program of work aligned to the strategic goals of Washington FBLA and interacts with the membership to enhance programs throughout the year. More information can be found on the Washington FBLA website. Please contact your local chapter adviser if you're interested!

On the National Level, members can hold a National Officer Position or serve on a National Council. Every year, each National Officer chooses a group of dedicated members to serve on their National Council. National Councils help National Officers to implement their Program of Work and support them throughout the year.

FREQUENTLY ASKED QUESTIONS

Membership

How do I start a new FBLA Chapter?

The first step to starting a new FBLA Chapter is to submit a New Chapter Activation and Information Request Form on the National FBLA website.

To submit this form, please fill out this form:

[New Chapter Activation and Information Request Form](#)



How much are membership dues?

Membership dues range for each chapter. To find your chapters specific number, please contact your local chapter adviser. This cost you pay for your chapter membership includes your chapter, Regional, State, and National Membership dues.

Regional Dues = \$4.00

State Dues = \$10.00

National Due = \$10.00

Total = \$24.00

FREQUENTLY ASKED QUESTIONS

Competition

What do you need to place to qualify for the next conference?

FLC: Non-competitive

WLC: Place Top 6 to qualify for SBLC

SBLC: Place Top 4 to qualify for NLC

NLC: Place Top 10 to earn glass

What should I bring to a conference? (Part One)

There are 4 conferences each year: Fall Leadership Conference (FLC), Winter Leadership Conference (WLC), State Business Leadership Conference (SBLC), and the National Leadership Conference (NLC).

FLC: FLC is a non-competitive conference that lasts for one day, therefore you don't need to bring any competition materials or overnight items. Just show up to FLC already dressed in your appropriate business attire!

WLC: Bring all competition materials you need for your competitive events. This may include a laptop, tablet, poster, speaker, charger, extra pencils, etc. You may also bring items to keep you occupied for when you're not competing, such as books or card games. Make sure to pack snacks in case you get hungry. We suggest also bringing a backpack to make all these items easily portable.

SBLC & NLC: SBLC and NLC are both overnight conferences that may require you to fly across the state/country. For both conferences, members are required to wear appropriate business attire when competing, attending general sessions, workshops, and conference events.

FREQUENTLY ASKED QUESTIONS

What should I bring to a conference? (Part Two)

Consider bringing more than one business outfit for the different conference days - You should also bring some casual clothes for when you're going to dinner with your chapter or exploring the city with your friends. And lastly, don't forget to bring all of your competition materials that you brought to WLC! You should also consider bringing backup/extra materials (ex: copies of your speech or portable chargers). Below is a longer list of the items that we recommend you pack!

Clothing: Business Outfits x 4-5, Casual Outfits, Dress Shoes, Casual Shoes, Socks

Toiletries: Toothbrush & Toothpaste, Shampoo, Conditioner, Soap (these are provided by the hotel but it is recommended to pack your own as well), Hair brush, Feminine Products, Deodorant, Face Wash, Body Wash, Moisturizer, Razor, Sunscreen, Glasses/Contact Lenses + Solution

Other Items: Competition Materials, Snacks, Devices + Chargers, Wallet, Phone, Water bottle(s), Headphones/earbuds, Books or card games.

What can I do when I'm not competing?

There are many things you can do at conferences when not competing! At SBLC and NLC, you can go to workshops, conference events, network with other members, go out to eat, and explore the city with your chapter.

CONTACT PAGE

State Officer Emails

| Name | Position | Email |
|---------------------|-----------------------|----------------------------|
| Joanne Lin | President | president@wafbla.org |
| Samara Wijesekera | Executive VP | executivevp@wafbla.org |
| Preeti Maroju | Secretary | secretary@wafbla.org |
| Katie Duong | Public Relations | publicrelations@wafbla.org |
| Kennady Slater | Middle School VP | middleschoolvp@wafbla.org |
| Michelle Li | Parliamentarian | parliamentarian@wafbla.org |
| Finn Mosher | Industry Relations VP | industryvp@wafbla.org |
| Aubrey Hegner | Capital VP | capitalvp@wafbla.org |
| Micah Sandberg | North Central VP | northcentralvp@wafbla.org |
| Alex Swenson | Northeast VP | northeastvp@wafbla.org |
| Hunter Sparrow | Northwest VP | northwestvp@wafbla.org |
| Irene Lee | Puget Sound VP | pugetsoundvp@wafbla.org |
| Kai Lincoln | Southeast VP | southeastvp@wafbla.org |
| Jeffrey Anton | Southwest VP | southwestvp@wafbla.org |
| Advaith Vijayakumar | West Central VP | westcentralvp@wafbla.org |

CONTACT PAGE

Region Instagram Accounts

| Region | Instagram Username |
|---------------|----------------------|
| Capital | @capital.wafbla |
| North Central | @northcentral.wafbla |
| Northeast | @northeast.wafbla |
| Northwest | @northwest.wafbla |
| Puget Sound | @pugetsound.wafbla |
| Southeast | @southeast.wafbla |
| Southwest | @southwest.wafbla |
| West Central | @westcentral.wafbla |

WASHINGTON FBLA

Instagram: @wafbla
Facebook: Washington State FBLA
Twitter: @wafbla

NATIONAL FBLA

Instagram: @fbla_national
Facebook: FBLA National Center
Twitter: FBLA_National