

Illinois
Future Business Leaders
of America
Adviser's Survival Guide



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Introduction

This handbook is developed as a tool to offer ideas, hints and guides to the new adviser. This handbook can also serve as a reminder for the more experienced adviser. This handbook does NOT replace the national *Chapter Management Handbook*. This handbook will merely serve as a guide. As you organize your year in FBLA, keep the following in mind:

1. Acquaint yourself with the names, telephone numbers, and e-mail addresses for the state chairman, state adviser, and fiscal director. (see appendix A) These individuals are a great resource for an adviser.
2. Familiarize yourself with conference dates and conference regulations. The current schedule of events can be found in appendix B. Additional information will be posted on the state FBLA website at <http://www.fbla.gen.il.us/> and on the state registration website.
3. Visit the web site of the national organization at www.fbla-pbl.org to find useful information about the national organization. You will also find the FBLA Marketplace at this site. It is the official source for FBLA products.
4. Each August, updates for the *Chapter Management Handbook* are mailed to each FBLA adviser containing vital information for the FBLA adviser. Especially important is the guidelines for the new competitive events and recognition program. You can also download information for the *Chapter Management Handbook* at the national website.
5. Post the dates for deadlines for FBLA activities and reports so they are highly visible at all times. Local advisers receive deadline information from both the state and national office. These deadlines will also be posted on the state web site.
6. Plans for the monthly chapter meetings need to be made well in advance of the anticipated date of each meeting. Give members a copy of the calendar of events and program of work.
7. Prepare activities to participate in State Events. A list of the state projects and awards and additional information regarding the state events can be found on pages 10 - 12.
8. Complete a program of work for your chapter. The *Chapter Management Handbook* has guidelines for creating a program of work in the Local section on page Local-5. You can also find a this year's program of work created by the state officers in appendix C.
9. Purchase a notebook for the information that you will need to keep your chapter running smoothly. You may also want to purchase a wall calendar. This is a tried and true method of keeping you and your chapter on track and focused. Also, the calendar gives you monthly reminders of important dates coming in the following month.
10. The most successful FBLA adviser is one who can be a resource of information, is dedicated and is there to support the members in their endeavors.

Chapter Organization

Program of Work

- The program of work is a written plan of action. It consists of all the activities planned by the chapter's officer. It is a type of business plan that includes well-defined goals and objectives with the necessary steps to achieve those goals.
- Attending the Summer Leadership Workshop can help your members learn how to make a program of work for the upcoming year. See the FBLA Conferences information on page 9 for more information about the Summer Leadership Workshop.
- Your Chapter Management Handbook provides a suggested form and worksheets to help in developing a local program of work. Appendix C is a copy of the State Officers Program of Work for the current school year.

Officers

- The number of officers that a local chapter elects is a decision of the local chapter. Many chapters have the traditional President, Vice President, Secretary and Treasurer. Others Chapters include a Reporter, Historian, and Parliamentarian.
- Additional officer roles might include a class representative. You should have one from each grade level. This could work more efficiently if you are not able to have many chapter meetings. The officer team may meet and then the class representatives could report back to each of their classes.
- If a chapter has a web page, you might consider electing a webmaster.
- Many chapters elect their officers at the end of the school year for the following year. Others elect officers at the beginning of the school year or do a combination of the two. In a combination, the chapter may elect their President, Vice President at the end of the year and elect the remaining officers at the beginning of the school year. This method allows the underclassmen an opportunity to run for an office.

Recruitment/Membership Information

All active chapters will receive renewal information with their *Chapter Management Handbook* updates pages in late August or early September. All members must be registered online at www.fbla-pbl.org. **NOTE: membership dues are not considered paid until the check is received by the National Office.**

Some important membership dates to remember:

October 20—Deadline for initial membership reporting to receive copies of the FBLA magazine, *Tomorrow's Business Leader* (TBL), and qualify for Outstanding Chapter Award of Merit.

December 15—Entry deadline for winter issue of TBL.

January 31—Deadline for participation in State Leadership Conference and national/state competitive recognition events.

March 15—Entry deadline for spring issue of TBL.

Illinois FBLA is a direct dues state---both national and state dues are submitted to the National office in one check. Membership in FBLA is unified. A member must join at the local, state, and national levels to be a FBLA member.

DUES:

\$5.00 State Dues

\$6.00 National Dues

To register members online, follow these steps.

1. Log on to the national Web Site at www.fbla-pbl.org.
2. Click on "Membership" in the left side menu.
3. Click on "Register Now".
4. Enter your chapter number. Do not enter hyphens or zeros.
5. Enter the password "service".
6. Click on Enter.
7. Your school information will appear. Read through the instruction. Scroll down to the end of the instructions and click "Continue to Step 1".
8. Follow the directions for each step through Step 7, where the results may be previewed.
9. From the preview screen, you should print a copy of your membership roster. Keep one copy for your records and submit one copy with your membership check.

Local Chapter Recruitment Ideas

1. **Advertising.** Take advantage of free advertising. Write a newspaper article for your school newspaper or local newspaper; create bulletin boards, and post flyers and/or posters to publicize local chapter activities.
2. **Candy Bar Invite.** Hand out candy bars such as Payday, 1000 Grand with an invitation saying, “Come join FBLA-PBL and see how to increase your pay day! Hand out invitations to all prospective members inviting them to the first meeting.
3. **Flyers/Posters.** Place signs on lockers with stickers or candy on them. Use a catchy phrase such as “Be a STAR in FBLA” and put star stickers or starburst candies on the flyer.
4. **Drawings.** Have a drawing for a prize for all members who have paid their dues.
5. **Comings and Goings.** Give examples of what has occurred in past years. Show prospective members pictures of where you have gone and what you have accomplished. Inform the prospective members of your goals for this year and how they can help to you achieve those goals.
6. **Food.** Have an information meeting held after school. Promise members food such as a “Build Your Own Sundae Party”.
7. **Speaker.** Invite members from another chapter to your meeting to express what FBLA can do for a member.
8. **Thank You.** After a member has attended meeting, send them a thank you note with a piece of candy thanking the individual for attending and encouraging the individual to attend the next meeting.
9. **Group Activity.** Host a fair event such as dodgeball or kickball activity and encourage members to bring a non-member guest. The event offers a less formal opportunity to learn about FBLA and its members.



Local Meeting Ideas

1. Presentation from local business
2. FBLA-PBL trivia game/quiz bowl competition
3. Ice breaker
4. Competitive event study time
5. Team building
6. Leadership activities
7. Speakers
 - a. State/national officers
 - b. Local businesspeople
 - c. Motivational speakers
 - d. Local celebrities
8. Plan parties for special occasions
9. Business videos
 - a. Etiquette
 - b. Business dress
 - c. Public speaking
 - d. Job interview
 - e. Careers
10. Make a chapter scrapbook
11. FBLA-PBL All-Stars wall
12. Member of the month



Chapter Meeting Sample Agenda

1. Call to Order/Roll Call
2. Reports
 - Secretary
 - Treasurer
3. Review of Events
 - a. Nationals
 - b. Summer Leadership Workshop
 - c. Professional sports team event
4. Dues and Eligibility
5. Competitive Events
6. Virtual Business Challenge
7. Program of Work
8. Ice Breaker Activity
9. Upcoming Events
10. Unfinished Business
11. New Business
12. Next Club Meeting

Fundraising

One of the major concerns for most local chapters is trying to raise money for attending conferences, events, activities, etc. You should plan on participating in one or more fund raising projects to accomplish this task.












You may want to establish a fundraising committee to help in planning the scope of your chapter's fundraising.









Before you begin a fundraising program:

1. Meet with your administration to discuss procedures, deadlines for the fundraising event, go over any financial requirements, complete any necessary forms, and secure approval for the project.
2. Prepare a list of student fundraising participants.
3. Make arrangements to turn in all money collected to a chairperson of the fundraiser on a daily or predetermined date. Retain any receipts for your records.
4. Set the date. Pick dates that do not conflict with community events or other school fundraisers. Be sure to clear the date with the proper administrator(s).
5. Publicize your fundraiser. Give the students and community plenty of notice about your fundraiser. Advertise in the school newspaper or daily announcements. It is always important that everyone knows why you are having the fundraiser. Be specific! Let the consumer know that it is to raise money to send students FBLA State Leadership Conference or National Leadership Conference.
6. Make sure to include some sort of incentive program for your members. This will help encourage members to participate.

There are several national fundraising companies. In addition to raising funds for your local chapter, these companies will also give a portion of their profits to the national organization. You can find these national fundraising companies in your Chapter Management Handbook.

An Effective Adviser

-  Listens at the meetings
-  Allows the FBLA officers to take responsibility
-  Cooperates
-  Instills order
-  Provides good information
-  Loves this type of work
-  Enjoys the members
-  Listens to ideas
-  Respects the rights of students
-  Knowledgeable about upcoming events
-  Motivates the members to be involved

-  Permits student to try new things
-  Supports the chapter's decisions
-  Assists the members
-  Searches for anything that will help the chapter
-  Tries to understand all points of view
-  Believes in FBLA
-  Cares about the members
-  Strives to maintain a high level of organization

Fundraising Ideas

Here are some fund raising ideas:

NOTE: Some of the ideas listed may be more appropriate to raise money for a service project

1. **Rummage Sale:** Have your chapter members or the school staff bring in items from home that they would like to donate to the rummage sale. Have the sale in the school cafeteria or gym.
2. **Bake Sale:** Have your chapter members bring in baked goods. The items should be packaged either as a half dozen or dozen. Your chapter can set up a booth to sell the donated goods at sporting events or a local festival.
3. **Dinner:** Have your chapter hold a dinner to raise money. Book a place to have dinner, set a date for the event, find volunteers (cooks, waiters, busers, etc.), and buy the ingredients for the dinner. Advertise your dinner around town and sell tickets ahead of time and/or at the event itself. This is an excellent event that, with good planning, can earn a lot of money.
4. **Concession Stand:** Have your chapter set up a food booth for spectators at different sporting events, plays, community festivals, etc. This activity is will also provide your chapter with an opportunity to interact with the community.
5. **Fast Food Coupons.** Fast food restaurants offer several opportunities for fund raising. Several companies include McDonalds, Pizza Hut, Hardees, Burger King, and Wendy's.
6. **Spook-O-Grams.** Chapters sell Halloween Spook-O-Grams with candy attached for 50 cents each. Members deliver these spook-o-grams to students in classes. Let the recipient pay an additional amount such as a quarter to find out who the sender is!
7. **Night on the Town Package.** Pull together a complete package of donated items—dinner for two, limo service, corsage, and two theater tickets. Then sell chances for this prize for \$10 each. (You will need to see if raffles are allowed in your area or if you need a raffle license)
8. **Dunk Tank.** Your FBLA chapter can build a dunking booth that you can take to community festivals or major school activities. Members of your chapter, other students, teachers, or administrators can volunteer to be dunked. You can charge people \$1 for three chances to hit the target and dunk the volunteer. Members can bring in their old stuffed animals to use as prizes or ask area businesses to donate small prizes.
9. **Car Wash.** Have your chapter sponsor a car wash. Include presold tickets by each chapter member. This will insure that you start the car wash with money in the bank. If possible coordinate a “matching funds” car wash with a local business, such as WalMart. This will double your funds.
10. **Talent Show.** Sponsor a community-wide talent show. Charge an entry fee of \$5. Give trophies and cash prizes to the winners. Charge an admission fee of \$2. Contact a local celebrity such as a radio D.J., school administrator, or teacher to serve as the M.C. of the event.

FBLA Conferences

ILLINOIS FBLA-PBL SUMMER LEADERSHIP WORKSHOP

The Illinois FBLA-PBL Summer Leadership Workshop is held in July in Springfield. It begins at noon one day and ends by noon two days later. Patty Hendrickson, a dynamic motivational speaker who is a past National FBLA president from Mt. Zion, is an exciting highlight of the workshop. The Summer Leadership Workshop provides this leadership training and one morning is spent working on your local chapter's program of work.

The following are some of the quotes that have been on Summer Leadership Workshop evaluation forms:

"I had so much fun, I didn't want to leave!" -- "This conference was a blast! We all had a ton of fun and made a lot of new friends." -- "As an adviser, it is awesome to watch the students grow as leaders in just three days. Wow! It was well worth the time."--"The greatest opportunity to prepare our chapter officers to take action in the school year." --"I gained a lot of confidence, and I really bonded with not only my own chapter but with others."

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During the winter, December, January or early February, each area holds a leadership conference. This is a great chance for members to participate in a leadership conference on a smaller scale. Many of the area conferences provide members a chance to participate in leadership events and attend workshops. Attending your area conference, allows advisers and members to meet other participants in your area. Your area conference experience will provide a member with feedback to improve on an event for the State Leadership Conference.

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FBLA members have the opportunity to compete in leadership events to qualify to compete at the National Leadership Conference. There are also workshops and exhibits for members to visit. This is a two-day conference held in the spring usually late March or early April. Illinois FBLA works diligently to try to have every event sponsored to allow students a chance to earn scholarship money for finishing first. The conference registration is usually due around the end of February or the first of March. You need to check the conference registration materials on the state website for the exact dates.

At the September 2008 Illinois FBLA Board of Directors meeting, the board decided that in order to represent Illinois in an event at a National FBLA Leadership Conference, a member must have the following minimum score in the competitive event at the Illinois FBLA State Leadership Conference:

- Written Tests---Must score greater than 50%
- Reports/Projects---Must score greater than 50%

- Performance---Must score greater than 50%

At the Illinois FBLA State Leadership Conference, the top ten competitors will continue to be recognized with no minimum score required.

National Fall Leadership Conference (NFLC)

Students and advisers participate in motivational general sessions, professional development and career planning workshops. For many FBLA-PBL members, the NFLCs are a convenient and affordable way to experience much of the education and excitement of an NLC.

National Leadership Conference (NLC)

FBLA members convene to compete in leadership events, share their successes, and learn new ideas about shaping their career future through workshops and exhibits. This four-day conference is considered the pinnacle of the FBLA-PBL experience, especially for those running for national office. FBLA-PBL has forged partnerships with industry leaders to underwrite competitive events and scholarships for students achieving national ranking.



Illinois FBLA State Projects/Awards

Below is a brief description of the state projects. These projects cover a wide spectrum and offer FBLA members the opportunity to give back to the community and promote FBLA. Participation in these projects will allow your chapter to receive recognition at the State Leadership Conferences.

Connection Generations Project of “In Praise of Age”—This event is an Illinois FBLA event designed to encourage Illinois FBLA Chapters to initiate or continue a “Connecting Generations” project for In Praise of Age. If your chapter did a project with senior citizens fill out the form on the state registration website and send it to the State Adviser. A Certificate of Recognition will be presented to each chapter that follows the guidelines.

Legislative Advisory Council Recognition Award--This event is not a national competitive event. It is an Illinois FBLA event designed to encourage Illinois FBLA chapters to get to know their senators and representatives so that these politicians will learn more about FBLA. Each local chapter that has had an activity in which their State Senator or State Representative participated is eligible for this event. Each eligible chapter should submit two copies of a one-page typewritten overview of the activity and a picture of the State Senator or State Representative at that activity and send it to the State Adviser along with the required form on the state registration website. A Certificate of Recognition will be presented to each chapter that follows the guidelines.

Local Recruitment of Chapters-- This event is designed to honor those local chapters that charter or reactivate at least two chapters of FBLA and/or PBL. Additional chapters provide more students the opportunity to become better prepared for careers in business and make possible the expansion of national services and activities. Along with supplying information for each chapter chartered or reactivated, you must submit a verifying statement from the school(s) chartered or reactivated. This event is not a national competitive event. A Certificate of Recognition will be presented to each chapter that follows the guidelines.

Promote FBLA--One of the Illinois FBLA State Projects is to increase FBLA-PBL visibility by having chapters promote FBLA-PBL Week. If your chapter does something special for FBLA-PBL Week, fill out the form on the state registration website and send it to the State Adviser. A Certificate of Recognition will be presented to each chapter that follows the guidelines. See Page 14 for FBLA-PBL Week activities ideas.

Spring Up the Middle Level--One of the Illinois FBLA State Projects is to increase FBLA-PBL visibility by having chapters promote FBLA-PBL for the Middle Level. If your chapter did something special to “Spring Up the Middle Level”, fill out the form on the State Registration website and send it to the State Adviser. A Certificate of Recognition will be presented to each chapter that follows the guidelines.

Support American Enterprise Day--One of the Illinois FBLA State Projects is to have chapters sponsor an activity to raise community awareness of the American Enterprise System for American Enterprise Day. If your chapter did an American Enterprise project, fill out the form on the State Registration website and send it to the State Adviser. A Certificate of Recognition will be presented to each chapter that follows the guidelines.

Webb Award-- Mary E. Webb started FBLA in Illinois. In recognition of this special lady, the Mary E. Webb Award is given each year to an outstanding Illinois FBLA adviser. To be eligible, an adviser must have served as a local adviser for five or more years; must have had an area, state, regional, or national officer; and must have attended one or more area, state, regional, and/or national conference. To nominate an adviser, complete the application form on the state registration website and prepare a one-page resume for the adviser being nominated be sure to include FBLA participation at the local, area, state, regional, and national levels.

“SCRITS” NETWORKING WITH BUSINESS PROJECT—This event is sponsored by the Illinois FBLA Business Advisory Council. The SCRITS competition, initially developed by Don Jirak who is a member of the Illinois FBLA Advisory Council, will award first, second, and third place monetary awards. The late Evelyn Scritsmier, a former FBLA Adviser at Mather High School in Chicago, donated the funds for the awards. “SCRITS” was also a former Mary E. Webb Award winner. This project provides an easy opportunity for members to interact with the business community and establish future contacts.

BENEFITS TO PARTICIPANTS

- Members will gain knowledge of various occupations and industries in their own and neighboring communities by conducting informational interviews with business professionals.
- Members will learn the procedures and courtesies associated with informational interviewing and networking which are effective tools when seeking career opportunities or marketing a product or service.
- Members will have an opportunity to inform business people in the community about the purpose and activities of FBLA. In some cases this may lead to the support of activities sponsored by the local chapter.
- Members will have the opportunity to submit a report and enter the competition for monetary awards. Monetary awards will be given to first, second and third place recipients to use as they choose.

PROCEDURES

Members, individually or working as a team of two, will identify a business person they would like to contact to set up an informational interview. The objective is to learn about the person’s occupation (What are their duties and responsibilities? What qualifications are required to do the job? What are the opportunities for growth?) or to learn about their company or industry (What does the company make or sell? What challenges does the company face? What are the opportunities for growth?).

The member will send a letter to the business person, briefly explaining the goals and objectives of FBLA and the purpose of this project. The member should explain that he or she will be calling shortly to set up a meeting. It should be made clear that the member is not looking for employment, nor selling a product or service.

The member will then follow-up the letter with a telephone call asking for a 20 minute meeting to discuss the person’s professional duties and responsibilities or to learn about the person’s company or industry. The contact should be assured that the member does not expect the meeting to exceed 20 minutes.

The member will meet with the contact, interviewing him or her by asking questions prepared in advance and designed to obtain the desired information. The member may want to take notes.

At the end of 20 minutes, the meeting will be terminated unless the contact gives approval to continue.

The member may ask the person being interviewed if they can suggest another person who will be able to provide additional information giving insight into the topics discussed in this meeting. This procedure is the basis for establishing a networking system. The member can ask the person being interviewed if their name may be used in setting up a meeting with the new contact.

The contact may become interested in FBLA. The member should be prepared to talk about the purpose and activities of FBLA and may even want to provide some handout information.

Immediately following the interview, a thank you letter will be sent to the person interviewed.

Based on the information gathered during the interview, the member will complete an interview summary report addressing the specific topics applicable to the interview.

The interview reports will be submitted to a committee of the Advisory Council who will review the content with respect to the objectives of the project. (Were procedures carefully followed? Was pertinent information obtained and recorded during the interview? Does the interview report reflect a high professional standard?)

Award determinations will be based on the established guidelines, including factors such as the number of interviews conducted and the quality of the information obtained and recorded.

GUIDELINES FOR THE “SCRITS” NETWORKING WITH BUSINESS PROJECT

1. Limited to three project entries per chapter.
2. The member or team of two will submit a written report describing each of the following:
 - Who you interviewed, company position, describe his/her responsibilities.
 - Describe what you learned during the interview.
 - What benefits do you believe you derived from the interview?
 - Describe any additional contacts, interviews, or follow-up as a result of the interview.
3. The written project report submitted should be limited to three typed pages describing one or more interviews.
4. A copy of the member’s initial Letter of Introduction and Thank You Letter must be submitted with the report.

Report Writing—Tips

Report Events

1. American Enterprise
2. Business Plan
3. Business Financial Plan
4. Community Service
5. Local Chapter Annual Business Report
6. Partnership with Business Project

Writing the Reports

1. Follow the directions carefully listed in the Chapter Management Handbook under the Competitive Events section.
2. Reports must include an accurate table of contents, a front cover with all required information and a back cover. The front cover and back cover can be cardstock. A title page, divider pages, and appendices are optional.
3. Reports must not exceed the number of pages that are given (30), including the title page, table of contents, divider pages, and appendices. Front and back covers are not counted in the page limit. Business Financial Plan may not exceed 15 pages.
4. Each side of the paper providing information is counted as a page.
5. Reports must be standard 8 ½ X 11” paper.
6. Pages must NOT be laminated or in sheet protectors.
7. Reports may be single or doubled spaced.
8. Reports MUST follow the same sequence shown on the rating sheet.
9. Valuable documentation should not be included with the report. Copies should be sent rather than important original documents.
10. Reports must have a cover weight such as a cover stock, index stock or card stock.
11. Reports must be bound. Three-ring hardback notebooks are not acceptable.
12. Scrapbooks and loose or bulky exhibits are not acceptable.

Suggestions

1. Start on the report early in the year.
2. Make a unique or special event or events to include in your report.
3. Make sure to get good pictures so that you have proof of the project activities.
4. Send several articles about the project to the newspaper for publicity.
5. PROOFREAD the report carefully.
6. Use correct grammar, punctuation, spelling, and acceptable business styles in your report.
7. Make your cover unusual and pleasing to the eye.
8. Use color in your report if possible.
9. Make sure that you do not have lines around your pictures or articles.
10. Bind your report in the proper manner and with the correct type of binder.

Illinois FBLA-PBL Week

FBLA-PBL Week falls during the second week of February and is a terrific way to get your chapter in the news and promote the organization in your school and community. Here are some ideas to help you prepare for the annual celebration.

- **Professional Attire Day**
- **T-shirt Day**
- **Faculty Appreciation Day**
- **Career Awareness Day**
- **Hold a reception for school administrators, advisers, members, Professional Division members and Local business partners**
- **Meet as a group for dinner**
- **Host a bowling tournament**
- **Sell March of Dimes bears (a great Valentine's gift)**
- **Deliver certificates for local businesses**
- **Scavenger hunt**
- **Participate in a teambuilding activity**
- **FBLA trivia contest**
- **Mayor Declaration**

FBLA-PBL sets aside the second week of February each year as National FBLA-PBL Week. Chapters are encouraged to use this time to publicize their activities and successes and gear up for their spring activities. In addition, FBLA-PBL recognizes the Wednesday of this week as Adviser Appreciation Day, Thursday as Professional Dress Day, and Saturday as National Community Service Day.

As FBLA-PBL Week coincides each year with National Career & Technical Education Week, this is an excellent time to inform the public about the purpose of school-to-work activities and programs in general. The momentum of a national event provides the perfect occasion to spotlight the value of membership and career education.

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