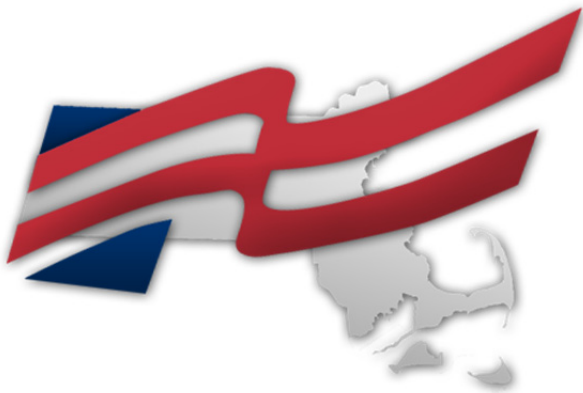


MASSACHUSETTS FBLA

2014-2015

WELCOME PACKET



WILL DIGRAVIO, *PRESIDENT*
NIKOLAS LAZAR, *VICE-PRESIDENT*
JAMES RAO, *SECRETARY*

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November 11, 2014

Dear Future Business Leaders,

Hello and welcome to another exciting year with Massachusetts FBLA! Your state officer team and I have been hard at work, making sure that this year is going to be the greatest one yet. We have set several goals for the organization this year, and we look forward to achieving them all with your help. One of our top priorities is building a stronger relationship with you, our local leaders and chapters, by streamlining communication, making sure you are updated on the latest events and opportunities, and creating resources that make our organization run more efficiently.

In an effort to help you start off the year strong with MA FBLA, the state officers and I have put together a welcome packet that we hope can be a useful tool for you this year. Included in this packet is a variety of documents, posters, and information that we hope you will utilize to grow your chapter and learn more about our organization.

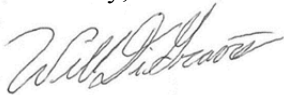
Please also be advised that membership registration is now available. We strongly encourage registering members as early as possible, so that local chapters can immediately begin to receive the benefits that FBLA provides. Membership dues are twelve dollars, and registration can be found at mafbla.org/register.

In addition, please be on the lookout for updates on current events, conferences, and competitions in the coming months. We have exciting new opportunities and incentives that will be offered to MA FBLA members this year and will be announced via our Facebook and Twitter pages as well as our website.

We thank you for all of your dedication and commitment to FBLA and are eager to see what great things our local chapters are going to accomplish. Massachusetts FBLA is your organization, and we welcome any suggestions, questions or feedback. Your state officer team and I look forward to meeting all of you this year, and are ready to “step up to the challenge” this year with Massachusetts FBLA.

On Behalf of the State Officer Team,

Sincerely,



Will DiGravio

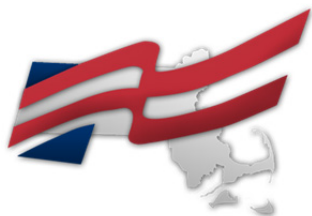
State President, Massachusetts FBLA



MAFutureBusinessLeaders



@FBLAMA



Massachusetts FBLA

2014-2015 Program of Work

Goal #1:	Membership: Growth in Massachusetts FBLA-PBL			
Objective	Tactic	Officers	Due Date	Status
<p>To increase membership by 65%.</p> <p>To retain membership.</p> <p>To add two new local chapters.</p> <p>B: 45% I: 65% G: 150%</p>	<p>Create a welcome packet for incoming chapter presidents and for chapter advisers at the start of each year. Packet would include, but is not limited to:</p> <ul style="list-style-type: none"> -Welcome Letter - MA FBLA Poster - History & Traditions - MA FBLA Information (Conferences. Programs, etc.) 	Will DiGravio	<p>Draft Done by September, 13 2014</p> <p>Final Draft Sent Out Week of September 14, 2014</p>	
	Create a customized MA FBLA recruitment poster that differs from the National FBLA poster. This poster aims to highlight student achievement within FBLA and will be smaller, so as to be posted around the school.	Will DiGravio Nikolas Lazar	Rough Draft: September 7, 2014	
	Institute the "Invite Your Neighbor" Challenge, where schools invite a neighboring school to form a chapter (the new chapter must have at least 10 members). If a school successfully gets another chapter to form, the school receives	Will DiGravio Nikolas Lazar James Rao	Info Sent Out To Chapters By Week of October 12, 2014	
	Increase presence on social media so that it is a primary medium for communication and for exposure. Create accounts that are useful and used often so that they become a valuable resource for FBLA members and advisors.	Will DiGravio Nikolas Lazar James Rao	Ongoing	

Goal #2:	Increased communication and participation			
Objective	Tactic	Officers	Due Date	Status
Increase communication among FBLA leaders + members	<p>Create and develop a president's council for state officers to engage with chapter leaders.</p> <ul style="list-style-type: none"> - Monthly Google Hangouts with council members - November 'retreat' with chapter leaders and advisors - Improve communication between state officers and local chapter presidents - These meetings will help to create a stronger bond between local FBLA members and the state board, thus creating a stronger and tighter organization. - Council meetings will also serve as a way to spread information about conferences, programs, and events. And to collect feedback from local chapter leaders and to act as a place for local leaders to network and share ideas. 	<p>Nikolas Lazar</p> <p>Will DiGravio</p> <p>James Rao</p>	<p>First Meeting Held on October 2, 2014</p> <p>7:00 P.M.</p>	
	<ul style="list-style-type: none"> - Increase presence on social media w. updates from state/regional/national officers - Designate a twitter/ask.fm etc. account solely as a "Ask FBLA" esque account - Have one name under all social media accounts (Ex - Act under MA FBLA on twitter and facebook, rather than different names for each) 	Nikolas Lazar	Ongoing	
	Design and create MA FBLA specific posters and handouts	<p>Nikolas Lazar</p> <p>Will DiGravio</p>	Early-Mid September	
Increase participation in FBLA activities	<p>Encourage chapters to increase participation via chapter awards.</p> <ul style="list-style-type: none"> - 'Invite Your Neighbor' as noted above - Early dues competition <p>Google Doc</p> <ul style="list-style-type: none"> - The chapter with the highest percentage of paid dues by the first FBLA deadline will win pizza party or discounted SLC (TBD) - Promotion of BAA as a competition - Promote March of Dimes Walk 	<p>Nikolas Lazar</p> <p>Will DiGravio</p> <p>James Rao</p>	Varies based on award, all due before SLC	
	Encourage participation in the NFLC in	Nikolas Lazar	NFLC -	

	<p>Washington DC and NLC in Chicago</p> <ul style="list-style-type: none"> - Promote early and often, especially with new chapters - Create a 'guide' to the NFLC and NLC <ul style="list-style-type: none"> - Include info not included in the national guide (Ribbons, voting, how competitive events work etc.) 	<p>Will DiGravio</p> <p>James Rao</p>	<p>Sep/Oct</p> <p>NLC - All year</p>	
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Goal #3:	Fundraising and Increased Partnerships			
Objective	Tactic	Officers	Due Date	Status
March of Dimes Fundraising	<ul style="list-style-type: none"> - Promote the March of Dimes Boston Walk early (In the fall) -initiate first contact with local March of Dimes office and establish partnership <ul style="list-style-type: none"> - Form a MA FBLA team etc. - Spread fliers, fundraising ideas etc. among chapter presidents 	<p>James Rao</p> <p>Nikolas Lazar</p> <p>Will DiGravio</p>	<p>Ongoing</p> <hr/> <p>Walk by April</p>	
Increase corporate sponsorship of SLC by a minimum of 2 sponsorships (partner and financial)	<ul style="list-style-type: none"> - Obtain sponsors for the SLC, including competitive event sponsors and a presenting sponsor via tiered sponsorship system - Offer presenting + booth possibilities - Also improve quality of SLC 	<p>James Rao</p> <p>Nikolas Lazar</p> <p>Will DiGravio</p>	Ongoing	

Coordinate sponsorship business workshops at local chapters and sponsored competitions at state level	<ul style="list-style-type: none"> - state sponsors conduct workshops with local chapters to increase business awareness and financial literacy - More learning opportunities for members - business competitions for local chapters to compete in (stock investing, advertising) 	James Rao Nikolas Lazar Will DiGravio	Ongoing	
Accumulate a positive cash flow throughout the year	<ul style="list-style-type: none"> -early due fees (competitions as encouragement) -Early financial sponsorship and partnership agreements -state fundraisers over the year 	James Rao	Ongoing	

FBLA Events 2014-2015

STATE PROGRAMS: The State Office is pleased to announce a variety of programs for local chapters to partake in.

Invite Your Neighbor: This challenge encourages chapters to help local schools create or activate FBLA chapters. Additional details will be announced at an upcoming President's Council meeting.

March of Dimes Walk: The March of Dimes is FBLA's National Charitable Partner, and the Massachusetts State Office will be leading a MA FBLA team in the organization's Boston March of Babies on May 9, 2015. More info will be released as it becomes available.

President's Council: The State Office is pleased to announce the creation of the president's council. The council will meet monthly over Google Hangouts, with the state officers and the local chapter presidents. This council gives state officers and chapter leaders a direct form of communication to improve the FBLA experience.

NATIONAL PROGRAMS:

Summary of Membership Programs:

The National Office is offering a variety of membership programs designed to commemorate chapters that recruit and retain members. A summary of the programs is listed below.

Membership Awards: This award gives recognition to chapters that have maintained or boosted their membership count from the previous year.

Seven Up: Seven Up is achieved when chapters add 7 members to last year's total.

Super Sweeps: Chapters complete 10 activities surrounding recruitment and retention, from August 1st to October 20th. Advisers can register for Super Sweeps [here](#).

Non-Stop November: Chapters complete 5 activities surrounding membership and chapter growth throughout the month of November. Registration will be available on the FBLA website late-October.

Action Awareness: Chapters complete 5 activities focused on FBLA awareness from January 15th-March 1st. Registration will open in January.

Outstanding Chapter Award: This is the premier award for FBLA chapters. To achieve this award, chapters must complete 15 activities surrounding Membership, Education and Community Service. An application and more info for the award is available [here](#).

Award	Recognition
Membership Awards	Certificate
Seven Up	NLC Ribbon + Recognition
Super Sweeps	NFLC + NLC Ribbon, Certificate
Non-Stop November	NLC Ribbon, Certificate
Action Awareness	NLC Ribbon, Certificate
Chapter Challenge (Complete Super Sweeps, Non-Stop November and Action Awareness)	NLC Pin
Outstanding Chapter Award	NLC Ribbon + Recognition, Letter from National Office

Summary of Business Programs:

Business Achievement Awards: This award is split into 4 tiers; Future, Business, Leader and America. It recognizes the individual achievements of FBLA members. More info can be found [here](#).

Community Service Awards: This award is split into 3 tiers; Community, Service and Achievement. This award celebrates individuals that have gone above and beyond in their commitment to community service. More info can be found [here](#).

Stock Market Game: Students work in teams up to 5 to invest and develop a hypothetical 100,000 dollars, and compete against other FBLA chapters throughout the country. The deadline for the Fall session is September 30 and the deadline for the Spring Session is January 30. More info can be found [here](#).

Virtual Business Finance Challenge: Members take part in a simulation and test their skills at managing their personal finances. More info can be found [here](#).

Other Programs: FBLA sponsors a wide variety of business related programs and classroom lessons. A full list of the programs can be accessed [here](#).

Massachusetts FBLA Officer Information Form

School: _____

Adviser: _____ Adviser Email: _____

Officer Name: _____

Title: _____

Grade: _____ Number of Years In FBLA: _____

Email: _____

Officer Name: _____

Title: _____

Grade: _____ Number of Years In FBLA: _____

Email: _____

Officer Name: _____

Title: _____

Grade: _____ Number of Years In FBLA: _____

Email: _____

Officer Name: _____

Title: _____

Grade: _____ Number of Years In FBLA: _____

Email: _____

**If you have more than four officers, please attach an additional form. Email completed forms to State Chairperson, Blake Reynolds, at blake@mafbld.org*

Massachusetts FBLA President's Council

The Massachusetts FBLA Officer Team is excited to bring back a popular FBLA Program: The President's Council.

Who: All Local Chapter Presidents

What: The Massachusetts FBLA President's Council, is a group that all local Chapter Presidents are invited to join. Chaired by the current Massachusetts FBLA President, the President's Council advises the State President, provides feedback on events and programs, and serves as a networking opportunity for local chapter presidents. If a local Chapter President is either unable or unwilling to attend, then the Chapter Vice-President is welcome to take his/her place.

Why: The Council acts as a direct line of communication between the State and Local Chapter Officers. These council meetings will be informative so that local chapter leaders are up to date on not only what is happening with Massachusetts FBLA, but with National FBLA as well. The Council will provide the State Officer Team with advice and feedback on how to better serve the organization, and will be given time to share new ideas.

Where: Virtually, via Google Hangout

When: The first President's Council Meeting will be held on Thursday October 2nd, 2014 at 7:00 P.M. Meetings will then be held on a monthly basis, with later dates to be agreed on by the Council.

How: Please have all Chapter Presidents fill out the "Officer Information Form" found in the welcome packet. All Presidents will be invited via email.

Email president@mafbla.org with any questions or concerns.

FIND MA FBLA ONLINE!



@FBLAMA

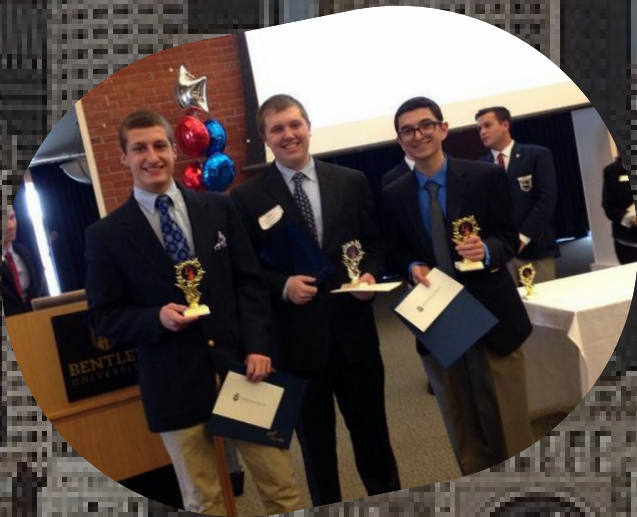


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Massachusetts Future Business Leaders Of America



Learn. Lead. Win.



Join Today!

Next Meeting:

Room: