



Massachusetts FBLA

Winter | 2013

State Newsletter

Current FBLA Topics From Around the State and Country

CONFERENCE SEASON

In This Issue

Topic	Page #
State Leadership Conference	1-2
Belmont FBLA and Town Service Day	3
Belmont FBLA and Town Service Day	4
ABRHS FBLA and the Bentley Immersion Challenge	4-5
March of Dimes—March for Babies	6
Planning the Rest of Your FBLA Year	6
National News	7

Don't Forget!

- State officers are available in person to chapters for:
 - Installation ceremonies
 - Member recruitment
 - Presentations
 - General guidance
 - and more!
- State Board meetings are always open to all FBLA members!

For more information:



Search
"Massachusetts FBLA"



www.mafbla.org



@FBLAMA

2014 State Leadership Conference



Massachusetts FBLA State Leadership Conference

Monday, April 14th

8:30am-2:15pm

Registration and breakfast starts at 8:00

Bentley University, Waltham

Featuring Keynote Speaker

NATALIE TRAN

FBLA Eastern Region VP

Workshop Presentations By



Stephen Martyak

"30 Under 30" of Boston's
Hottest Up and Comers

Barbara DiSaia

Admissions Rep
Johnson & Wales

National Sponsors:



JOHNSON & WALES
UNIVERSITY

Continued on next page



State Leadership Conference *continued...*



Monday, March 17

- Registration and competitive event fees
- Registration forms
- Competitive event sign-up sheet

Submitted by adviser
to State Chair

Week of March 24-28

- Competitive event testing at your school (proctored by adviser)

Monday, April 7

- Pre-judged competitive events
- State officer applications and agreements

Submitted by adviser
to State Chair



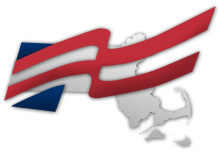
BENTLEY
UNIVERSITY



JOHNSON & WALES
UNIVERSITY

2014 SLC Competitive Events

Event Name	Status	Eligibility	Type	Objective Test	Pre-Judged
Entrepreneurship	Existing	None	2 or 3	X	
Introduction to Business	Existing	9, 10	Individual	X	
Management Decision Making	Existing	None	2 or 3	X	
Sports & Entertainment Management	Existing	None	2 or 3	X	
Accounting II	Existing	None	Individual	X	
Business Math	Existing	9, 10	Individual	X	
Economics	Existing	None	Individual	X	
Personal Finance	Existing	None	Individual	X	
Business Law	Existing	None	Individual	X	
Marketing	Existing	None	2 or 3	X	
Desktop Publishing	New	None	1 or 2	X	X
Local Chapter Annual Business Report	New	None	Chapter		X
Community Service Project	New	None	Chapter		X
Future Business Leader	New	None	Individual	X	
Public Speaking I + II *	New	None	Individual		



Red Sox Sports Management Competition

Overview

The Boston Red Sox and FBLA program are proud to present the Fenway Sports Management Competition. The FBLA chapters from MA, CT, and NH will all compete in this team contest to create a new one-page advertisement for the Red Sox Group Sales department. Teams will be no larger than 10 members (no limit on # of teams per chapter) and represent different schools that have FBLA programs in MA, CT, and NH. Teams will be judged on criteria ranging from the appearance and success of the advertisements, as teams will use their ad to sell tickets. The winning team will receive complimentary tickets and be recognized on field during a pre-game ceremony. The winning ad will also be the template of one of the Group Sales's advertisements used by the Red Sox.



Eligibility

Each local NH/CT/MA FBLA Chapter may submit one entry per team. Each team will consist of up to 10 members of the school's chapter. Each team must work on their own poster. Each chapter must be in good standing (active and dues paid).

Regulation

The event is designed to promote the new Group Sales Department with the Boston Red Sox. FBLA students, through a display of enthusiasm and creativity, will create a one-page advertisement to promote the department and sales for the 4/19/14 Boston Red Sox vs. Baltimore Orioles game.

Procedure

Advisers must update the Boston Red Sox on a weekly basis for tickets sold by their school between 2/21 and 3/21. There are a fixed number of tickets available for the event, so there is an incentive to the schools that sell tickets first. The updates must be sent to Travis Pollio via email at tpollio@redsox.com or phone at 617-226-6790.

For More Information

Go to the state website at: www.mafbla.org





Belmont FBLA & Town Service Day

By Scott Stewart: Belmont FBLA Local Chapter Co-President

The Belmont FBLA chapter participated in a town-wide service day event to rebuild a local school's playground. The Belmont chapter members rose early on a Saturday morning and spent the day hauling and spreading mulch to help transform the space into a welcoming environment for children.

In addition to serving the community, the Belmont chapter has also held a couple of professional career development training sessions. In one of the career development sessions, President Scott Stewart and Bryan Scordino held a resume workshop, where members brought and updated their resume based on what they learned. In the second career development session, the topic was on business etiquette. In this session, Scott and Bryan presented the chapter members a PowerPoint presentation on business etiquette. Following the presentation, the group held a role playing exercise, practicing possible business scenarios and critiquing members' performance.

ABRHS FBLA and the Bentley Immersion Challenge

By Lynn Xu: ABRHS FBLA Local Chapter Vice President

This year, Acton-Boxborough's FBLA participated in the Bentley Corporate Immersion Challenge (BCIC). It was a partnership among AB's FBLA, Bentley University, and Sperry Top-Sider Shoe Company. The challenge was a competition among six teams, each consisting of five students. Over a course of three months, Bentley professors taught four college level business fundamental courses to the student participants who then applied the knowledge to conceptualize, develop, and pitch product ideas to five of the Sperry Top-Sider marketing professionals at Bentley University on January 31st, 2014.

Each team was required to create a product, estimate the size of the market for that product, identify the competitors, calculate the funding request, present a year one marketing plan, calculate the year one sales, give a five year financial projection, and present the company value in year five. At the end of each team's

pitch, Sperry's marketing professionals expressed their impressions and asked any questions regarding the product or aspects of the presentation. Sperry's team then rewarded superlatives to each group for specific aspects of their presentations such as best finance, best link to a non-profit organization, etc. Each team member of the one winning team with the overall best product idea and presentation received a complementary pair of Sperry Top-Sider shoes.

AB's FBLA, Bentley University, and Sperry Top-Sider Shoe Company each gained something new from this partnership. Acton-Boxborough's students learned the ins and outs of product design and development. They also got the chance to experience a few different business lectures. Bentley University hopes to expand this partnership to all of Massachusetts next year. Sperry gained knowledge of what their target market wants in a new shoe.



Congratulations to the Winners of the Bentley Immersion Challenge!

By Mr. Blake Lochrie: ABRHS FBLA Local Chapter Adviser

On Friday, January 31, 2014, 30 students from Acton-Boxborough Regional High School FBLA went to Bentley University to complete a program they had been working on all this school year. Dean Roy Wiggins of Bentley University had approached the club faculty adviser, English teacher Mr. Blake Lochrie, in April of 2013 with the idea of hosting a university program for high school students who might see themselves interested in a business career. In the spring and summer months a plan was put in place for Bentley professors to deliver a series of lectures on corporate product research and marketing which would be delivered to the students starting at the beginning of this school year. Bentley brought in the boat-shoe company, Sperry Top-Sider, as a partner in the program. Starting in September, monthly classes on subjects involved with product research, development, roll-out, financial justification, and production were delivered to AB students by Bentley professors and marketing executives from Sperry. The students were responsible for developing a new shoe which they believed would be a commercial success for Sperry. Besides attending classes with the professors and executives, the students visited malls to research customer behavior, developed surveys to gather product opinions, and worked tirelessly to develop a potential new product for the shoe company.

The students attending the event were: Rachael Ahern, Kayla Alcaide, Molly Bartlett, Jonathan Bourne, Emma Costello, Sean Crimmins, Andrew DeLeo, Sean Duggan, Maxwell Emond, Craig Engert, Santosh Inukoti, Julia Lomakina, John Meijer, Adrienne Mielke, Allison Mielke, Jamie Monteleone, Kathryn Morrison, Shiva Mudide, Dino Papalia, Marisa Patel, Ian Patterson, Katelyn Pennell, Robert Phillimore, Brian Picca, Addison Reed, Morgan Smith, Ajay Suresh, Christopher Wiggins, Lynn Xu, and Rose Zhao.

The 30 students made their formal presentations to the Bentley professors and the Sperry executives. Each team of five students was allowed ten minutes to present their product idea as well as the financial arguments why their product would be a success. Each team made a very professional presentation with some creative ideas. The executives from Sperry then retired to choose a "winner." After much consideration the team of Rachael Ahern, Kayla Alcaide, Marisa Patel, Katelyn Pennell, and Rose Zhao was announced as the victors.

The execs from Sperry and the professors from Bentley made a very strong statement that these were very powerful presentations and that every one went well beyond what was expected. When asked if they felt that the presentations were "good for high school students" or if they were simply, "good presentations," everyone stated that these would have been seen as high quality work if delivered by upper class university students. Each and every student has earned the right to be justifiably proud of their efforts and accomplishments.

*Members of Belmont FBLA participated
in Town Service Day by rebuilding a local
school's playground*





March of Dimes and March for Babies

Have you been fundraising for the national service project, the March of Dimes - March for Babies?

It's not too late! Utilize our national [fundraising partners](#), hold a bake sale, bottle drive, set up cans in local businesses. There are so many ways you can raise money!

Find out [more](#) and remember to [sign up](#) for your local March for Babies. It would be great to see a strong turnout from Massachusetts FBLA.



Planning the Rest of Your FBLA Year

MARCH

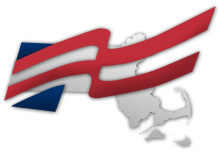
1. **Prepare for Spring Leadership Conference and Competitive Events**
 - visit mafbla.org for details
 - Sample competitive events are online at www.fbla.org
 - Register and pay registration/competitive event fees
 - Pay state/national dues if have not done so already
2. **Plan a faculty/student event**
 - Basketball/softball game
 - Trivia Night

April

1. **Attend the SLC – find out more information at mafbla.org**
 - Take online competitive events
 - Register for the NLC – visit fbla.org for more information
 - MA State FBLA Leadership Conference
- * **Monday, April 14th**

May

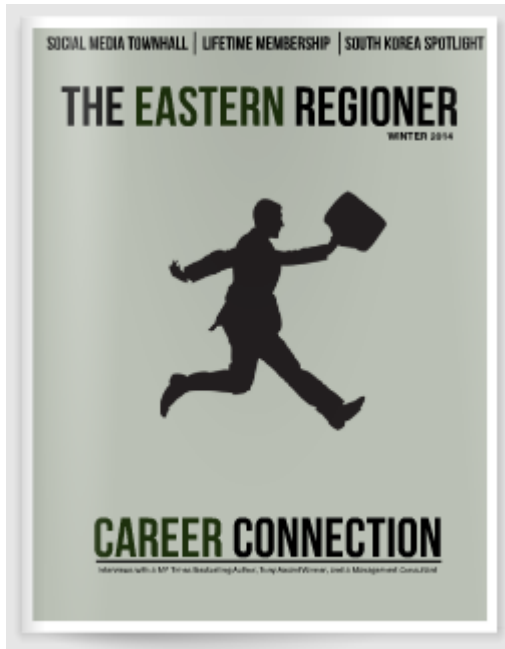
1. **Participate in the March of Dimes – March for Babies**
2. **Elect a new chapter officers**
 - Hold new officer/outgoing officer installation ceremony – State Officers are available to conduct
 - Award scholarships to graduating seniors (part of why a chapter fundraises throughout the year) and general awards to members



National News

Eastern Regioner

The Winter 2014 edition of *The Eastern Regioner* is now available [here](#).



2014-2015 National FBLA Theme and Poster Design Contest Announced

The 2014-2015 National FBLA theme is "Step Up to the Challenge!"



Click [here](#) to enter the 2014-2015 poster design contest and for a chance to win a \$250 Amazon gift card!



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