



The NCPBL

# Executive Edge

Fall  
2011

Volume 42 Issue 01

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North Carolina  
**ΦΒΛ**  
Phi Beta Lambda

2011 Fall  
Leadership  
Development  
Conference

Seminars  
Speakers  
Networking  
Fun

### Seminar Topics

Career Development  
Business Etiquette  
State Officer Training  
Job Interview Skills  
Public Speaking  
Entrepreneurship  
Much, much more!

November  
11-12  
2011

Holiday Inn - Airport  
Greensboro, NC  
[www.ncpbl.org](http://www.ncpbl.org)

FIELD





## The State of NCPBL

*By: Sam Miller*

*NCPBL State President*

*The "Gateway to Greatness" goes through North Carolina and NCPBL will make the 2011-2012 PBL year one to remember. I want to challenge you to be the very best that you can be and I assure you that you will achieve greatness.*

**A**s I reflect upon all of the achievements and success that we achieved during the 2010-2011 PBL year, it motivates me to make the 2011-2012 PBL year an even more memorable one. You showed the entire nation in Orlando why NCPBL is one of the best state chapters within the organization. As a state we ranked among the best and as individuals you broke unbelievable barriers that tell a story of just how special you really are. As your state president, I congratulate each and every one of you for your outstanding performances.

This year the state officer team has established a set of goals for the year that will focus on the members and will provide you with the tools and resources that are needed to achieve your goals. We need you as leaders and members of your chapters, to let us know what you need from the state officer team

We have challenged ourselves to dedicate 100% of our efforts to the 2011-2012 PBL year and leave nothing left on the table. We have accepted this challenge; will you accept this same challenge? The benefits and rewards will show as we travel to Greensboro for FLDC, Charlotte for SLC and San Antonio, Texas for the 2011-2012 National Leadership Conference.

Please continue to send any news that is going on in your chapters to the state historian to post on the NCPBL website. Make an effort to connect with other local chapters to build relationships and obtain recognition for your joint efforts to complete community service projects and activities.

We look forward to hearing about all of the exciting events that you have going on with your chapter. On behalf of the state officer team, we wish you continued success as you recruit new members and plan fundraisers.

Remember to reach out to your state officers for support and to answers any questions that you or your chapter might have. We are here to assist you and to provide you with the guidance that you will need to be successful.

## Goal of All C's This Year

By: Mr. Dan Hazlett

NCPBL State Advisor

You won't hear many instructors tell you your goal should be all C's, but I'm not talking about Microeconomics, Cost Accounting, or Business Communications.

Hopefully, the goal of all NCPBL chapters will be a year to Celebrate, Commemorate, Challenge, Collaborate, Complement, Compliment, Cultivate, Ca-vort, and Chit-Chat!

Celebrate great programs and projects! The foundation of our organization is what's done on the local level – the programs that help members learn new things about business and the projects that provide a service and help members develop their leadership skills.

Commemorate successful leaders! Select a Business Person of the Year and participate in Adviser Appreciation Day in February. It's important to honor those outstanding folks who provide examples to be followed.

Challenge involvement! Make your chapter visible on your campus, in your community, and at the state and national PBL activities. Officers can take the lead in building PBL awareness at all these levels by planning things that will draw attention to the chapter. From coverage in local media and campus publications to recognition at SLC and NLC, make your name heard!

Collaborate with one another and nearby FBLA chapters. The emphasis upon team work in the workplace has brought an increase in team competitions. Being a member of one of the groups can be a first-rate answer to that inevitable inter-view question on your ability to do team work. Also, look for a chapter activity on which you can invite a close FBLA chapter to help. It's called the "Connecting Chapters" Project in PBL materials.

Complement and Compliment! We all know it's impossible for one person to do everything or be good at everything; therefore, the goal is to combine our strengths to develop a strong team, whether in PBL or on the job. Each person should contribute his positive characteristics to the group. We also decide whether we're going to look for the good or the weaknesses in others. Complement PBL, and don't forget to compliment others.

Cultivate your skills. PBL is usually considered an extension of the classroom, an addition to members' formal education. However, members usually say PBL is an education in itself and are surprised at all they learn. The means to that end is the "cultivating" or taking advantage of the opportunities.

Complete the TLLA! Getting those blue ribbons should be the goal of every chapter, and hopefully this year will see a record num-



*Continued next page*



## DID YOU KNOW?

- FBLA-PBL is the largest business career student organization in the world.
- FBLA has 216,000 members, while the Phi Beta Lambda reaches over 11,000 college students. The newest group, FBLA-Middle Level, is showing remarkable growth with nearly 18,000 student members. Finally, the Professional Division has reached over 3,000 members. Over 11,000 advisers round out the group.
- Exclusive membership and career recognition programs are designed for each division to provide additional personal and chapter development opportunities.

- from [FBLA-PBL.ORG](http://FBLA-PBL.ORG)  
web site.

ber of chapters on stage. TLLA activities cover every aspect of PBL and can be the basis of a chapter's program of work.

Cavort and Chit-chat! PBL is not all work. At the local, state, and national levels there are social things to do. "Geographical research" (aka, touring!), conference dances, gab sessions in the lobby, etc., add pleasure to the serious demands of conferences. Sometimes it's good for a chapter activity to exist just for the "fun" the members will have.

As state adviser, my wish is that at the end of the year you will have made A's in all your classes and we will have gotten all these C's in PBL!



## Central Region Greetings

*by: Jessica Burnette  
Central Region Vice President*

**H**ello NCPBL! My name is Jessica Burnette, and I am your Central Region Vice President for the 2011-2012 PBL year. I am very grateful to serve as a State Officer this year, and I want to thank you for believing in me and electing

me to serve as your Central Region Vice President. I also want to congratulate all the delegates for their extraordinary individual and team awards that were won at NLC in Orlando, FL. I hope that the experience was an unforgettable and noteworthy moment for everyone.

I would like to thank Vance-Granville Community College for inviting me to be a part of their Officers' Installation Ceremony, as well as Randolph Community College for hosting the Fall Kick-Off in the Central Region. We had representatives from the chapters at Central Carolina Community College, Durham Technical Community College, Guilford Technical Community College, Montgomery Community College, Piedmont Community College, Randolph Community College, Stanly Community College, Vance-Granville Community College and Wake Technical Community College in attendance.

As your Central Region Vice President, I want to encourage you all to become active not only in your chapters, but the state level as well, to help increase membership, raise money for the March of Dimes, and achieve our CMAP and TLLA goals. CMAP is very important to me. I know it may seem like a lot of work and I know you have homework to do, but it is very beneficial in the long run. My first year, I completed the Director level. That was a good start for me, but in my second year I wanted to do more so I took on both the Executive and Presidential levels. It was time consuming, and at one point I didn't think I

would ever get done. I pushed through and I completed both levels before the end of the fall semester! If you need any help while working on CMAP I would be glad to offer any assistance.

Feel free to email me at [crvp11@ncpbl.org](mailto:crvp11@ncpbl.org) with any questions. I look forward to a very successful year with NCPBL and I hope to see you at the Fall Leadership Development Conference in November!

Thank You,  
Jessica

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## Eastern Region Greetings

by: Erik Ramsey

Eastern Region Vice President

**H**ello everyone! I am proud to be the elected 2011-2012 Eastern Region Vice President for NCPBL! I am a senior at Wayne Community College dual majoring in Networking and Information Systems Security with a hope to finish Bachelors degrees in both at ECU.



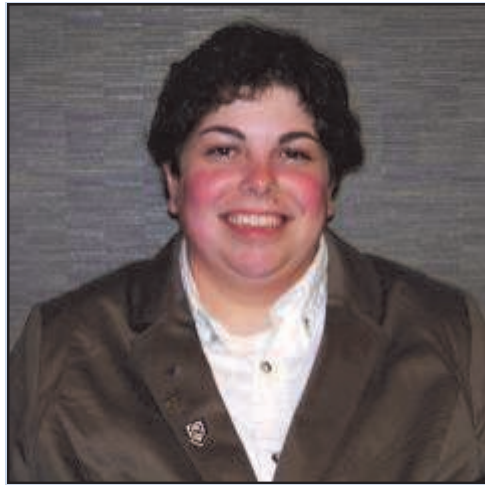
I have been a PBL member since 2009 and have loved every minute of it. It is an amazing experience to be a part of this premier organization and to work with motivated, creative, and professional members that compose NCPBL. PBL has helped me to build my leadership abilities, communication skills, improved my resume, and become a more professional student. I thank you all for this wonderful opportunity to further that knowledge and I am proud to say that our 2011-2012 NCPBL officer team is excited to show how PBL is our "Gateway to Greatness"!

To find your gateway, I encourage all members to become active with their chapters on the local and state level to help increase membership, active new chapters, and achieve CMAP and TTLA programs. This year our officer team has come up with a new award for CMAP that recognizes the chapter with the most members to achieve levels of CMAP. I also would like to inspire you to try new ideas to promote PBL, put on community service projects, fund raise for your chapter, and work with other state chapters!

The State Officer Team is setting high goals and we want all of NCPBL to reach them with us! I am looking forward to working with all of the Eastern regions members and advisers this year! Please feel free to contact me anytime with any questions you may have. [Ervp11@ncpbl.org](mailto:Ervp11@ncpbl.org)

Thanks, Erik!





## Western Region Greetings

*By: Neili Eggeret*

*Western Region Vice President*

**H**ELLO NCPBL WESTERN REGION! My name is Neili Eggeret and I am your 2011-2012 Western Region Vice President. I cannot thank each and every one of you enough for electing me to represent you this year.

I am looking forward to working with and getting to know everyone. I am one hundred percent committed to representing each of you with dignity and respect. I feel that communication is one of my greatest goals.

I would love to come to each of your schools and help out in any way I can. Together we can accomplish great things for not only NCPBL and PBL, but also for our schools, ourselves, and the community. I am looking forward to leading everyone into the "Gateway To Greatness". Please contact me for anything at [wrvp11@ncpbl.org](mailto:wrvp11@ncpbl.org).

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## From The Secretary-Treasurer's Desk

*By: Michole Brown*

*NCPBL State Secretary-Treasurer*

**H**appy Fall! Time seems to be flying by us. I hope this busy season finds each of you doing well and having a productive PBL year thus far. I am so thrilled to be serving as your North Carolina PBL State Secretary-Treasurer this year! I have been a PBL member for three years and the experiences that I have had have been absolutely priceless. From leadership conferences that have been full of workshops to competing at the national level in multiple categories, and all of the networking in between, PBL has had a phenomenal impact on my college career. As a senior at Barton College, I have a full plate of responsibilities to be balanced. Being a Business Management major with a minor in International Relations provides more than enough papers to be written and lots of Spanish to learn! In addition to school work, I am also serving as President of our local PBL chapter.



At Barton, we have jumped right in and are attempting to be as active as possible. This coming Wednesday, we will be volunteering at the North Carolina School

for the Deaf. As the school's existence is currently being threatened, we hope to be a positive impact and encouragement to the students there. We have also been volunteering with an organization similar to the popular Meals on Wheels. Our chapter attended the Kick-Off at Wayne Community College and had a great time as we discussed ways to be involved in NCPBL this year.

I am very excited for Fall Leadership Development Conference in Greensboro this year! I hope that everyone has their calendar marked and is planning to join us. Workshops are going to be great! This year's officer team has been working hard to make sure 2011-2012 is one of the best that NCPBL has ever had.

As you juggle all of your responsibilities, I encourage you to continue to stay focused on keeping high grades and being involved with your local PBL chapter. Recruit and communicate with other state chapters to promote PBL. Please let me know if I can help in any way possible! I am looking forward to a fantastic year and we find our "Gateway to Greatness!"



## Being the 0.05%

*By: Hank Cox*  
*NCPBL State Historian*

The news today is filled with stories about citizens of our proud nation protesting the inequality of wealth distribution in the United States. Thousands of Americans, from New York to Los Angeles are standing up for what they believe. Whether you agree with them or not, they are committed to advocating their ideals of what our society should reflect and taking advantage of the rights afforded each of us by the Constitution. In their own way, they are their own 1%.

However, I enjoy being part of the **0.05%**. Now, I'm not talking about being super wealthy or a tycoon in industry. I'm talking about being the 0.05% of college students who have seen the value of PBL and actively take part in our proud fraternity. We are the visionary few who understand the significance of an organization that values the three key words found on the PBL crest; Progress, Education, and Service. Face it, folks, we're special!

The caliber of the students who take part in Phi Beta Lambda never fails to amaze me. Over the past three years PBL has given me the opportunity to meet and build valuable friendships with members from our state and nation. I am proud to be "Simply The Best" by "Breaking Barriers" on my way through the "Gateway to Greatness". The driving force behind this pride is **you**, the members of North Carolina Phi Beta Lambda, the 0.05%!

*continued...*

www.ncpbl.org



## What PBL Means to Me

By: Jessica Burnette

Phi Beta Lambda is an organization that has helped me in more ways than I can count. When I first joined PBL, I was the mouse in the corner that kept to herself; now I am a State Officer!

PBL has helped to develop my confidence, build friendships, learn valuable leadership skills, and gain countless networking opportunities. I don't think any other organization would take me the places I've gone, given me the recognition I've received, or provided me with the kind of encouragement I have.

After my first year, I realized that once you join PBL, *it's for life!*

**“Great things come to those who demand great things from themselves!”**

There are a variety of quotes kept around my office and home and this is one of my favorites. It reminds me that it takes a lot more than talent to accomplish the great goals that we set for our lives. **Talent is easy!** Making great things happen for ourselves and others isn't. The motivation and commitment each of us combines with our talent is what separates the excellent from the mediocre. It's what makes you different. It's what makes you part of the 0.05%.

I challenge each of you to live life like you're special and make great things happen. I promise you that if you want something bad enough that you'll make it happen! It doesn't matter if you're poor, have a disability, come from a dysfunctional family, or any other reason that others would use as an excuse to live a mediocre life or let compromise their goals. You are different. You are the 0.05%!

**Now...Go make something great happen!**

## Want to help?

**Being in Phi Beta Lambda is a lot of fun. It's a lot of work too. Here are some of the ways that you can make a difference in making the state organization be the best it can be.**

- **Volunteer to help out at the Fall Leadership Development Conference or the State Leadership Conference.**
- **Send news of your chapter's activities and innovative ideas to be shared in the NCPBL Executive Edge.**
- **Recruit Professional Division members.**
- **Take part in the Career and Membership Achievement Program (CMAP). Progressing in CMAP offers plenty of opportunities to help out your chapter and get an award for doing so.**
- **Run for NCPBL State Office.**

# 2011 National Leadership Conference

This past June 139 NCPBL members from 19 chapters took part in the National Leadership Conference in Orlando, Florida. Members spent five days attending seminars, networking with PBL members from around the nation, taking part in the competitive events, and having a good time. If you missed this year's NLC, you missed a great time!

Special congratulations go to NCPBL for placing second in the nation for funds raised last year for the March of Dimes -- a wonderful reward for the efforts made at FLDC and on the Community Service Day in February!



The following is a list of National Award Winners in the competitive events. Congratulations to each of you! You have made NCPBL proud!

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## First Place

**Largest Local Chapter Membership—Professional Division**  
**Vance-Granville Community College**

**Largest State Chapter Membership—Professional Division**  
**North Carolina Phi Beta Lambda**

### Accounting Principles

**Alan Surratt**

Rowan-Cabarrus Community College

### Business Law

**Lori Hotte**

Southeastern Community College

### Client Services

**Fiaunna Shivers**

Wake Technical Community College

### Computer Game & Simulation Programming

**Sarah Van Horn**

Wayne Community College

### Information Management

**Christopher Hart**

Durham Technical Community College

### Project Management

**George Black**

Barton College

### Social Media & Networking

*(Open Event)*

**Hank Cox**

Wake Technical Community College

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## Second Place

**Largest Local Chapter Membership—Professional Division**  
**North Carolina Central University**

**Largest State Contribution to March of Dimes**  
**North Carolina Phi Beta Lambda**

**Largest State Membership**  
**North Carolina Phi Beta Lambda**

continued...





# 2011 National Leadership Conference

## Second Place

(continued)

### Business Communication

**Gabriela Calamaco**

Louisburg College

### Job Interview

**Charles Susong**

Rowan-Cabarrus Community College

### Community Service Project

**Kathy Turner & Michelle Cox**

Barton College

### Small Business Management Plan

**Jody Hastings & John Pendergrass**

Vance Granville Community College

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## Third Place

### Computer Concepts

**Hank Cox**

Wake Technical Community College

### Contemporary Sports Issues

**George Black**

Barton College

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## Fourth Place

### Community Service Project

**R. Curtis, A. Foster, & M. Shuffler**

Asheville-Buncombe Technical  
Community College

### Free Enterprise Project

**Charles Watson**

Barton College

### Computer Concepts

**Josh Crump**

Stanly Community College

### Telecommunications

**Corey Townsend**

Wayne Community College

### Computer Game & Simulation Programming

**Taylor Wade & John Morrison**

Wayne Community College

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## Fifth Place

### Digital Video Production

**Taylor Wade**

Wayne Community College

### Job Interview

**Cheryl Reynolds**

Central Carolina Community College

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## Sixth Place

### Integrated Marketing Campaign

**Joy Richardson & Terra DeMars**

Wake Technical Community College

### Parliamentary Procedure

**J. Burnette, K. Vang, M. Mauldin,**

**P. Huneycutt, & S. Vang**

Stanly Community College

*continued...*

# 2011 National Leadership Conference

## Seventh Place

**Sports Management and Marketing**

**Aaron Foster**

Asheville-Buncombe Technical Community College

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## Eighth Place

**Local Chapter Annual Business Report**

**Barton College**

**Cyber Security**

**Erik Ramsey**

Wayne Community College

**Justice Administration**

**Charles Watson**

Barton College

**Free Enterprise Project**

**L. Beam, C. Thompson, & A. Randolph**

Asheville-Buncombe Technical  
Community College

**Marketing Concepts**

**Hank Cox**

Wake Technical Community College

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## Ninth Place

**Business Ethics**

**Kathy Turner & Michelle Cox**

Barton College

**Human Resources Management**

**Michole Brown & Tara Myers**

Barton College

**Business Presentation**

**Lonnie Brame & Virtuous Harris**

Vance-Granville Community College

**Network Design**

**Michael Carver & Erik Ramsey**

Wayne Community College

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## Tenth Place

**Accounting Principles**

**Michael Carver**

Wayne Community College

**Public Speaking**

**Fiaunna Shivers**

Wake Technical Community College

**Cyber Security**

**Christopher Hart**

Durham County Community College

**Statistical Analysis**

**Clyde Welch**

Durham Technical Community College

**Information Management**

**Laurence Novins**

Durham Technical Community College

**Strategic Analysis & Decision Making**

**Kristy Jarrett**

Rowan-Cabarrus Community College

*continued...*



## What PBL Means to Me

By: Erik Ramsey

Phi Beta Lambda is an experience for students to improve themselves with opportunities that are not offered from any other organization. PBL has given me the chance to work with talented individuals that strive to better themselves. It has allowed me to test my skills in competitive competitions which have inspired me to give my 100% at all times. PBL has taught me leadership, communication, ethics, and business skills that will serve me well in my career and in life.

# 2011 National Leadership Conference

## Career & Membership Achievement Program (CMAP) President Level Award

Jessica Burnette—Stanly Community College  
Mark Mauldin—Stanly Community College  
Erik Ramsey—Wayne Community College

## CMAP Outstanding Chapter Award Barton College

## Gold Seal Chapter Awards

Asheville-Buncombe Technical Community College	Gaston College
Barton College	Stanly Community College

## Who's Who in Phi Beta Lambda Sam Miller—Pfeiffer University

## Outstanding Local Chapter Adviser Mr. Kenneth Kliner Fayetteville Technical Community College

## Phi Beta Lambda Business Person of the Year Mr. Herb Boeckenhaupt Rowan-Cabarrus Community College

## National Leadership Conference Scholarship Christopher Hart Durham Technical Community College

## Institute for Leadership Scholarship Jessica Burnette Stanly Community College

## Professional Division Open Events

Leadership <i>First Place</i> <b>Janice Kerber</b> Durham Technical Community College	Social Media & Networking <i>Third Place</i> <b>Michele Parrish</b> Durham Technical Community College
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# The NCPBL Foundation, Inc.

**The North Carolina State Chapter of Phi Beta Lambda  
would like to thank the following contributors to The  
NCPBL Foundation, Inc. for the 2010-2011 Year:**

Contributors to the NCPBL  
Foundation, Inc.  
GENERAL FUND  
(July 2010 - March 2011)

## MATCHING GIFTS

Duke Energy Foundation, Charlotte, NC

GOLD MEMBER LEVEL \$1000 TO  
\$2499

Duke Energy Foundation, Charlotte, NC

SILVER MEMBER LEVEL \$500 TO \$999

Chad Nichols - In Memory of Terry Lowrance

BRONZE MEMBER LEVEL \$100 TO  
\$499

Meredith-Leigh Craig  
Kenneth Kleiner

Charles and Roberta McDonald - In Memory of  
Terry Lowrance

MEMBER LEVEL \$10 TO \$99

## INDIVIDUALS

Kathie Doole - In Honor of Kathy Toler and  
In Memory of Mr. and Mrs. David Doole  
Robert Simmons - In Memory of Terry  
Lowrance

LaTonya Steele - In Memory of Terry  
Lowrance

Kathy Toler - In Honor of ABTech PBL  
Chapter and Advisers

## CHAPTERS

Asheville-Buncombe Technical Community College  
Durham Technical Community College  
Fayetteville Technical Community College  
Gaston College  
Louisburg College  
Mitchell Community College  
Mount Olive College  
Pfeiffer University  
Piedmont Community College

Rowan-Cabarrus Community College  
Southeastern Community College  
Stanly Community College  
Vance-Granville Community College  
Wayne Community College

## Other Contributors

Chick-fil-A  
Charlotte, NC  
Sandwich Coupons

PinCraft  
www.pincraft.com  
Official Supplier of the 2011 SLC  
Commemorative Lapel Pin

\*\*\*\*\*

Contributors to the NCPBL  
Foundation, Inc.  
SCHOLARSHIP FUND  
(July 2010 - March 2011)

## INDIVIDUAL CONTRIBUTORS

Meredith-Leigh Craig  
Dr. Norman Crumpacker  
Kathie Doole - In Honor of Kathy Toler and  
In Memory of Mr. and Mrs. David Doole  
LaTonya Steele - In Memory of Terry  
Lowrance  
Bobby VanBrunt - In Memory of Susan  
Johnson

## CHAPTER CONTRIBUTORS

Asheville-Buncombe Technical Community College  
Barton College  
Durham Technical Community College  
Fayetteville Technical Community College  
Gaston College  
Mount Olive College  
Pfeiffer University  
Piedmont Community College  
Randolph Community College  
Southeastern Community College  
Wayne Community College

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# State Leadership Team Sets Goals for 2011-12 NCPBL

Goals are a key part of any successful organization. Here are the 2011-12 goals for your North Carolina Phi Beta Lambda.

## Chapter Development

- To increase state membership to 800.
- To contact colleges concerning reactivating/chartering; goal of at least six additional chapters.
- To provide recruitment materials that can be adapted/used by local chapters (cards, brochures, letters, fact sheets, etc.)
- To sponsor a “President’s Award” at the Fall Leadership Development Conference (FLDC) for the best theme-related display of membership recruitment materials used by a chapter (judged by the State Phi Beta Lambda (PBL) and Professional Division (PD) presidents and a designated Vice President.)
- To conduct a “Best Seats in the House” program recognizing new and reactivated chapters at Thursday night’s session and chapters with an increase of 10 or more members at Friday night’s session at the State Leadership Conference (SLC).
- To market PBL to Future Business Leaders of America (FBLA) chapters by Council members attending RFLC’s and SLC to distribute materials and offer assistance.
- Exchange web links with FBLA (Facebook, Newsletter, websites, etc.)
- To highlight FBLA-PBL Week and Adviser Recognition Day activities at the Winter Tip-Off meetings.

## Financial Goals

- To assist The NCPBL Foundation, Inc in supporting its program of work.
- To sponsor an activity at FLDC to benefit the national March of Dimes fundraiser and The NCPBL Foundation, Inc.
- To sponsor a 2011-2012 State Officer Recognition award based on Chapter President Nominations.

## Leadership Development

- To provide an orientation program for state officers preceding the State Executive Council meetings.
- To sponsor a Fall Leadership Development Conference to assist chapters and provide training and information on leadership, business, and state/national projects; goal of 100% of active chapters attending.
- To increase community service activities.
- Have a speaker at FLDC and SLC that was a former PBL member to encourage PBL members.

## Publications Goals

- To provide and update an electronic copy of the State Handbook on the Web site by September.
- To produce two issues of the state newsletter; goal of 75% of chapters to be featured.
- To update and maintain the state chapter Web site with officer assistance.
- To maintain the NCPBL State Facebook site while transferring traffic from the Region Facebook sites.
- To produce vice-president and presidential communications to the “Council of Presidents.”
- To produce a synopsis of goals completed to be published on the state web site as completed.
- To produce and provide a promotional video for recruitment. (Provide downloadable copy)

*continued*

# NCPBL State Officers Get to Work



2011-12 NCPBL Officer Team (from left to right) Jessica Burnette (Central Region Vice President), Michole Brown (Secretary-Treasurer), Neili Eggert (Western Region Vice President), Sam Miller (State President), Erik Ramsey (Eastern Region Vice President), Hank Cox (State Historian)

Your NCPBL State Officer Team has been hard at work this summer getting ready for a GREAT year. In addition to attending the Institute For Leadership and the National Leadership Conference in Orlando, Florida, your state officers have had two leadership meetings in Greensboro, NC and several conference calls.

Contact information for the entire State Officer Team can be found on the NCPBL web site at [www.ncpbl.org](http://www.ncpbl.org). Please let us know if we can help your chapter in any way.

## Awards Program Goals

- To sponsor the Terry Lowrance Leadership Award to recognize chapters that complete state/national projects and goals.
- To involve business leaders as SLC event judges and highlight the company they represent.
- To promote participation in the Career and Membership Achievement Program (CMAP); goal of 20 members obtaining a CMAP level.
- To promote a CMAP Chapter of the Year award that will be based on a point system.
- To promote and encourage NCPBL's level of participation at national conferences.
- To compile a current "Council of Presidents" e-mail list the officers will use to offer guidance and gather information through periodic communication.
- To sponsor Fall Kick-Off and Winter Tip-Off meetings for local chapter officers and advisers; goal of 100% of active chapters attending.
- To sponsor a State Leadership Conference to administer the State Awards Program, elect officers, and provide leadership training; goal of 100% of active chapters participating.

## Administrative Goals

- To provide chapters with a chronological list of all PBL dates and due dates for meetings and activities.
- To increase the number of candidates for state office.



# What PBL Means to Me

By: Neili Eggert

PBL can mean many different things to many different people. To me one of the main things that PBL has helped me with is getting over my fear of public speaking. I can also thank PBL for helping me learn how to network as well. Before PBL I had no networking skills and I had a tremendous fear of public speaking.

Coming back to school was one of the hardest decisions that I had to make. PBL has given me the strength and ability to become not only a good leader, but also a better person in school, the community, and the workforce.

I am extremely honored and lucky to have been elected the 2011-2012 Western Region Vice President. This will help me further my communication skills and also grow as a leader.

## Chapter News

### Asheville-Buncombe Technical Community College

Asheville, NC

Another year has passed and the PBL chapter at Asheville-Buncombe Technical Community College is extremely excited about the 2011-2012 school year. We are keeping with some old traditions and planning some new projects.

In June 2011, nine students and one adviser from our local chapter attended the National Leadership Conference (NLC) in Orlando, FL. We were very excited for the experience and for the awards our students brought home.

Our annual awards banquet was held in July. Our chapter gathered for food, fellowship, and fun. During the banquet, awards were presented to members for event winnings and hard work throughout the year. Seven members received recognition for the completion of the Institute for Leaders Program. Our chapter also received the Gold Seal Award, and to top it all off, our advisor of 32 years retired. Kathy Toler will be greatly missed.

This semester, we have been brainstorming unique ways of recruiting new members and Professional Division members. Our first effort to increase membership was to have PBL members visit classrooms and talking about the benefits PBL has to offer. Potential PD's were contacted from our former members list, invited to our Chapter Awards Ceremony at the end of July, and all given applications for PD membership.

We have also been busy at work for SGA. Regina Curtis attended the first SGA meeting of the year on August 31<sup>st</sup> and submitted the paperwork to re-charter our chapter and submitted some fundraising ideas.

On September 13<sup>th</sup> the school held its annual Fall Festival, in which PBL had a booth. Four of our members, Mary Dill, Joy Tortorelli, Dan Tortorelli, David Hutcherson, and our advisers, Marlene Frisbee, Veronica Dooly, and Kathie Doole, shared their time with students all across campus to inform them of the many wonderful aspects that *is* PBL. This event was a monumental success.

The A-B Tech PBL chapter has been very busy trying to organize various seminars to take place on campus throughout the school year. We have been contacting members of our community and gathering information from our students about the workshops that they might be interested in attending. We are hoping this will be a great accomplishment as well.

On September 22<sup>nd</sup>, two students, Regina Curtis and David Hutcherson, along with adviser Kathie Doole, attended the NCPBL Kickoff at Mitchell Community College. The Kickoff was extremely informative and students came back motivated. We would like to extend our thanks for the hospitality of the Mitchell Community College chapter.

We are working on numerous fundraising events this year. Our first was held at the Fall Festival on September 13<sup>th</sup>. It was named, "How Many in the Jar." We have some exciting fundraising ideas in the works and plan on getting started on them within the next few weeks.

In October, we will once again sponsor "Books Are Fun" on our campus. Books of all kinds will be sold for up to 70% off the retail price.

PBL worked with two entrepreneurs last spring to help them in their bi-annual consignment boutique sale. SheTrade donated clothes to PBL members at the end of the sale. They are gearing up to do their fall event in November and PBL will once again help with their efforts.

Currently, we are working on a Business Expo. This expo will invite all current students, staff, and faculty to come and showcase their business on our Enka Campus. This event is scheduled for February 2012.

This year our chapter has added two new advisers due to the retirement of Kathy Toler. We want to welcome Marlene Frisbee and Veronica Dooly as our new advisers who will work with Kathie Doole.

All of our members are looking forward to a new year of fun, friendship, teamwork, education, lifelong experiences, and leadership. The Phi Beta Lambda chapter at Asheville-Buncombe Technical Community College is working their way towards 'Gateway to Greatness'.

*continued...*

# Chapter News

## Barton College

Wilson, NC

The Gamma Gamma Chapter of Phi Beta Lambda (PBL) at Barton College is continuing its efforts to make a difference in the Wilson community, provide leadership development, enhance its visibility, increase membership, and raise funds for its projects.

Eight members and two advisers traveled to Orlando, FL, for the PBL National Leadership Conference again garnering trophies while *Breaking Barriers!* Between competitions and sessions, the Barton College crew enjoyed Walt Disney World, Universal Studios, and local restaurants with special desserts! Michole Brown, 2011-2012 NCPBL State Secretary/Treasurer, Sarah Casey, Tara Myers, and Jonathan Strother graduated with honors from the FBLA-PBL Institute for Leaders.

As a member of the Wilson Chamber of Commerce, the Gamma Gamma chapter participated in 'Welcome Back Barton Day'. The chapter displayed its trophies at the annual Club Fair and at the Majors Fair. All activities presented a unique opportunity to recruit our new and returning students. The chapter has also exhibited at Barton's Freshman Orientation—advertising our organization to prospective students.

Eight Barton College members attended the Eastern Region Kick-Off at Wayne Community College. Michole Brown served as a presenter.

The chapter continues an ongoing community service project. Every Thursday, the chapter volunteers for the local Home Delivered Meals organization. On September 29, Ms. Lynn Helmer, Volunteer Coordinator, spoke to chapter members, sharing stories and experiences from her 12 years of volunteer service.

The chapter will participate again this year in the Barton College Day of Service on October 19. All classes are cancelled!!

During the semester, we will partner with the Wilson Chamber of Commerce, the Wilson County Department of Social Services, and the Wil-Med Foundation assisting in their community service activities. The chapter will also assist with the School of Business Alumni Social during Homecoming Weekend.

The chapter has a special Free Enterprise Day activity and March of Dimes project planned.

Our chapter continues to blend the talents of both traditional and Weekend College students through joint projects as we continue our journey through the 'Gateway to Greatness!'

## Blue Ridge Community College

Hendersonville, NC

This year, in order to raise money, the Blue Ridge Community College Phi Beta Lambda chapter set up a booth at Farm City Day in Jackson Park, Hendersonville on October 1. Lemonade and water were donated to the group by the Fresh Market and members supplied baked goods and hot chocolate. They also took photographs of children in front of hay bales and pumpkins.

This was the chapter's first fundraiser of the year and the first time selling at Farm City Day. The crowd turnout was not as large as hoped for, but the cold, windy weather played a role in that. All of the members showed up to help and at one point the entire chapter was at the table.

The Club is currently working on new fundraising ideas and community service ideas. On September 10 and 11, some members volunteered at the Fresh Market to support the Juvenile Diabetes Research Fund. Members served hot dogs, root beer floats, and sundaes to raise money for JDRF.

Support the  
March  
of  
Dimes

continued...





# Chapter News

## Chowan University

Murfreesboro, NC

The Mu Zeta Chapter of Chowan University (Murfreesboro, NC) recently received recognition during the 2011 Wrap Up and 2012 Kick-Off Hartford-Gates Relay for Life meeting. Chowan's PBL chapter was the fifth largest fundraising group out of the approximate fifteen campus organizations participating in the event, raising a total of \$605.

Preparation for the 2012 Relay for Life event is already in progress. Currently, members are conducting an annual Halloween fundraiser, taking orders for trick-or-treat candy bags. Additionally, during the month of October, members will be involved in a variety of campus activities, including annual events such as the Horizons in Business Program sponsored by the School of Business, the Harvest Fest sponsored by the Office of Student Life, and a canned food drive for a local food pantry.

## Central Carolina Community College

Sanford / Lillington, NC

The members from Central Carolina Community College are in a rebuilding stage. The group has only a handful of returning members from last year. A very exciting graduation took many members away.

The club has conducted membership drives. These drives continue to increase the number of members. CCCC also has a new lead adviser, Matt Carroll.

Five new members attended the Fall Kick-Off at Randolph Community College. These members quickly learned of all the opportunities and challenges that PBL has to offer. The meeting produced a positive atmosphere. Many new ideas were shared.

The next club event will be a membership drive during Central Carolina's "Campus Activity Day," October 5. Fundraising activities will also take place on this date.

CCCC members look forward to participating in the Fall Conference. See you in Greensboro!

## Durham Technical Community College

Durham, NC

Durham Technical Community College's chapter of Phi Beta Lambda has had some great things going on in the last several months! Our past president, Christopher Hart, won 1st place at the NLC in Information Management and was also a recipient of the NLC scholarship. Our chapter was recently honored by the DTCC Student Senate as a school organization with the most community service hours and was awarded a \$500 dollar prize at our 50th anniversary ceremony. We are very proud of Chris and the community service award. They represent two things we want our chapter to instill in its members, success and service.

Going forward we have some exciting plans for this year. We have some community service plans, fundraising events, programs, and some wonderful new members to help our chapter to open its "Gateway to Greatness".

## Guilford Technical Community College

Greensboro, NC

For the 2011-2012 academic school years, the Phi Beta Lambda chapter at Guilford Technical Community College of Jamestown, North Carolina has chosen a new approach for marketing and recruiting new members. We created a Power Point presentation to be presented in the classrooms around campus pending approval of instructors. The Presentation will be given by executive board members, Leila Shaw, Colina Barnett, and Amanda Spain. Incorporated in the presentation is our mission statement, local chapter goals, benefits of being a member, the cost of membership (dues) for professionals / nonprofessionals, contact information for advisors and the executive board members, pictures from the 2010-2011 SLC, and the 2011-2012 Kickoff event

*continued...*

# Chapter News

held at Randolph Community College in Asheville, North Carolina. All of our current members are excited about the new marketing plan and recruiting efforts. So... "Let's go get them Titans!"

## Livingstone College

Salisbury, NC

Livingstone College has reactivated its chapter for the 2011-12 school year. They have already begun the process of recruiting new members and getting ready for a great PBL year.

## Montgomery Community College

Troy, NC

As a new chapter of PBL us here at Montgomery Community College are looking forward to a wonderful year and future as part of this organization. We are very excited to beginning our journey. Even though this is the beginning for our chapter we plan on doing great things and going places.

We have several upcoming events including: recruitment week to gain more members, spook-tacular fair on campus, and ticket raffles to raise money. We plan on being involved with other clubs on campus, organizations (March of Dimes), and events (State Leadership Conference).

We look forward to working with everyone in PBL and we wish everyone the best in all they do.

## Mount Olive College

Mount Olive, NC

The Mount Olive College Zeta Epsilon Chapter of Phi Beta Lambda had a stellar turnout this year at the first member-recruitment meeting in August. Students were eager to learn more about PBL and the advantages of being associated with this prestigious organization. New officers have

been elected, committees have been organized, and motivation has been stirred for this year's activities. Members are focusing on raising awareness of PBL, raising funds for the State Leadership Conference, preparing for the State Leadership Conference, and organizing workshops with local business leaders throughout the semester.

Our first community service project involved making repairs at our local park, Westbrook Park in Mount Olive. Future community service projects planned for this year involve reaching out and going green. PBL members established a "Green Project" on campus which collects aluminum drink cans to aid in recycling and to serve as a fundraiser. In addition, our chapter will organize a canned food drive to aid local families and establish a relationship with our local community.

## Nash

## Community College

Rocky Mount, NC

We have just had our first meeting of the year to discuss the goals for the year on September 7, 2011. Club Awareness Day was a big success we had a total of 20 people to sign up for our Club. We have already started our fund rising with a 50/50 raffle.

## Piedmont

## Community College

Roxboro, NC

We bring greetings from the "Theta Alpha Gamma Chapter" of Piedmont Community College. PBL is having a great time running with "**Gateway to Greatness**". During the SLC, Barbara Barrett won fourth place in Information Management and seventh place in Marketing Concepts; Kendrick Hatchett won sixth in Macroeconomics and eighth place in Microeconomics; Lee Oakley third place in Sports Management. We're asking members to continue to recruit for students and professional division members.

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www.ncpbl.org



# Chapter News

All clubs were asked to participate with Piedmont Community College annual Step N 2 the Artz festival to promote the Fine Arts program. The theme was China and we had a great time selling eggrolls and chicken nuggets with orange sauce. This event was open to the public, community and Person County Schools. We have been taking collections for the March of Dimes at every fundraiser.

For the spring semester, we will be continuing to recruit for new members, and we will have more fundraisers to help us go to our state conference. The State Leadership Conference will be in Charlotte NC, April 12-14, 2012. We are looking forward to winning many awards.

As PBL goes forward with **“Gateway to Greatness”**, we would like to take this time to thank everyone for participating in the Fall semester, and we could not have done this without your support.

Special Thanks to our Professional Division Members Wanda Duncan, Norwood Walker, , Brian Totten, and our Advisor Merlette Walker who helped or contributed to “Gateway To Greatness”!

## Randolph Community College

Asheboro, NC

Just coming out of Nationals in Orlando, Florida, Randolph Community College’s Phi Beta Nu chapter of Phi Beta Lambda is off to a great start, with numerous events planned. Starting off, our campus hosted this year’s Kick-off meeting for the Central Region. Also in preparation for the Fall Leadership Development Conference, business seminars will be conducted to help members develop skills to further them in the business world as well as life.

Our club has many service projects planned for this semester. Some of them are as follows: collecting stuffed animals for this year’s S.A.F.E. drive, which is already off to a great start; our annual Krispy Kreme doughnut sale that has become a huge success; selling breast cancer awareness ribbons and Ozark lollipops. The profits from the breast cancer awareness ribbons will

be donated to a Randolph County organization known as Bikers for Boobs. As promotion for our Professional Division membership drive, we will be raffling off tickets for a digital picture frame during the Asheboro Fall Festival.

In addition to our service projects this year, we are focused on network opportunities with small businesses in our community to help expand our working relationships after college. As a chapter, we are striving to make a difference on our campus and in our surrounding communities.

## Rowan-Cabarrus Community College

Salisbury, NC

Rowan-Cabarrus Community College students returned from Orlando, Fla., with numerous awards — including first prize in accounting, beating out major four-year university students in competition.

Alan Surratt competed in the “Accounting Principles” category and brought home first place at the Phi Beta Lambda (PBL) Awards of Excellence on June 26.

Surratt competed against major university students, such as the University of Pennsylvania and Kansas State University, to win first place and he received an additional monetary award from KPMG, one of the largest accounting firms in the nation.

This event provides recognition for PBL members who have an understanding of the basic principles of accounting and who give evidence of their knowledge in solving practical accounting problems.

Ten students from Rowan-Cabarrus attended the Future Business Leaders of America conference in Orlando earlier this summer. The Rowan-Cabarrus students were among 1,800 of America’s best and brightest college students to showcase their talents as future business leaders at the conference.

“Having one of our students named number one in the nation in accounting is certainly something to be proud of,” said Dr. Carol S. Spalding,

*continued...*

# Chapter News

president of Rowan-Cabarrus. “We are impressed with the students’ accomplishments and extremely proud of the faculty who taught and encouraged them to prepare and perform with national excellence. These awards are a testament to the hard work of both our students and faculty.”

Charles “Eric” Susong also received national recognition at the PBL Awards of Excellence. Susong competed in the “Job Interview” category and was awarded second place nationally. Participants were required to complete a cover letter, apply for a specific job, submit a resume and participate in a job interview. He also competed in the Human Resource Management competition.

“I’m proud of our students and would encourage all Rowan-Cabarrus students to consider being part of the PBL organization and compete in state and national competitive events,” said Robin Turner, chairwoman of the accounting program at Rowan-Cabarrus, who attended the conference to encourage and support the students competing. Turner was Surratt’s primary instructor for accounting and was influential in his success.

“I couldn’t have done it without Mrs. Turner,” said Surratt. “What she taught me in class was both extremely helpful in the competition and directly relevant to real life. I’m proud and grateful to be a Rowan-Cabarrus student.”

“What an honor for Rowan and Cabarrus counties,” said Carl M. Short Jr., chairman of the Rowan-Cabarrus Board of Trustees. “Not everyone realizes that our students compete with major four year university students at such a high level — the truth is, we do. The prestigious award of top accounting student in the country is a testament to Rowan-Cabarrus faculty and students.”

Additionally, Kristy Jarrett, president of the RCCC-PBL group, received recognition in “Strategic Analysis,” winning tenth place nationally. Jarrett’s ability to use strategic concepts demonstrated her knowledge of and the ability to apply common techniques and strategic analysis tools.

“I am so proud of all of our students who competed at the conference,” said Martha Cranford, Rowan-Cabarrus faculty member and chapter adviser.

The students attending the competition were:

- Dona Guy, Salisbury (Financial Concepts)
- Kristy Jarrett, Salisbury (Economic Analysis and Decision Making)
- Benny Lefler, High Rock Lake (Contemporary Sports Issues)
- Karen Reynolds, Salisbury (Sales)
- Ariel Sledz, Kannapolis (Financial Concepts and Financial Analysis and Decision Making)
- Sheri Stocum, Salisbury (Management Concepts)
- Alan Surratt, Salisbury (Accounting Principles)
- Charles Eric Susong, Salisbury (Job Interview)
- Jennifer Wagner, Salisbury (Business Law)
- Allyson Wynne, Kannapolis (Financial Analysis and Decision Making and Microeconomics)

Students also attended Leadership Workshops such as Ethical Leadership, Setting Financial Goals, CSI: Accounting, Fundamental Issues of Marketing, Get HIRED, among many others. Students attending at least three workshops received a Leadership certificate.

“We have great students at Rowan-Cabarrus and we look forward to bringing home many National Awards in the future,” said Sandra Horne, co-adviser to the group and an adjunct faculty at the college.

## Southeastern Community College Whiteville, NC

The Xi Alpha Phi Chapter of Phi Beta Lambda at Southeastern Community College is proud to welcome all of our new faces for the 2011-2012 year. We are excited about the upcoming year and we have plenty to look forward to. Our first meeting was a success in that we received more than double the response than last year. As an organization, we plan to partake in many community and school events, while increasing our leadership skills and taking advantage of various networking opportunities. Fueled by excellent leadership provided by our advisors in con-

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## Chapter News

junction with the enthusiasm of our chapter's officers and members, we plan to accomplish great things this year. Our combined efforts will prove to be our chapter's Gateway to Greatness!

One of our major fundraisers in the making is our PBL Book of Recipes (the name is still pending). Members of our campus community will have the opportunity to submit recipes. We will gather all recipes, categorize them accordingly, and make the collection available to all surrounding areas.

We recently were able to get a jump start on our events for the year. On Friday, September 30, our chapter participated in a campus wide clean-up effort. This event provided our chapter with exposure, and we were honored to participate in the beautification of our campus. Days from now, we will take part in SCC's annual Fall Fling, where students enjoy music, games, food, and fun! (Students and clubs benefit similarly at our college's Spring Fling held next semester.) These social gatherings give student groups and organizations visibility, allowing for fundraising and recruitment.

Our upcoming meeting will cover plans for a recycling initiative and new fundraising ideas. We shall take part in the Design a Pin Contest, as well as a potential contest for a t-shirt design. As the year progresses, our chapter also plans to partner with organizations such as Relay for Life and the March of Dimes. Although we have many events in place, we remain flexible as new ideas are constantly brought to our attention. In the end, we are looking forward to an exceptional year!

### Stanly County Community College Albemarle, NC

The Stanly Community College chapter sends greetings to the members of other chapters and wishes everyone a successful year in PBL.

Our chapter followed SLC with several activities and some special campus honors.

An SLC celebration dinner was held at Ryan's Restaurant. Special guests were Mr. Ed Shimpock, the chapter's Business Person of the Year, and State PBL President Sam Miller. The local newspaper carried three colored pictures of PBL members with their SLC awards.

At the annual Student Leadership Awards luncheon in May, three PBL members were among the nine students honored. Jessica Burnette, Phyllis Huneycutt, and Ka Lia Vang received college medallions. Jessica was also recognized for being elected as a state PBL officer.

At the conclusion of the luncheon, the newly-elected Student Government Association officers were installed. Leading the team as SGA president for 2011-2012 is PBL'er Alicia Freeman.

During graduation ceremonies, Jessica Burnette received the annual Outstanding Student Leader Award. Jessica was graduated with honors from the Medical Assisting curriculum and is now working toward an Associate in Arts degree to transfer into a bachelors program for health administration.

Members Sue Vang, Josh Crump, Jessica Burnette, Mark Mauldin, Brandon Harkey, Michelle Shue, David Swanner, Alicia Freeman, Mia Wiseman, Kalia Vang, and Phyllis Huneycutt qualified to participate in NLC events.

The group traveled to Orlando in the college van, stopping for pictures at the Orange County Court House, where the Casey Anthony trial was being held, and at Daytona Beach.

All the SCC delegates attended the Institute for Leaders.

Throughout the summer, delegates attended planning meetings at the Stanly County Chamber of Commerce offices as one of the Chamber's co-sponsors for a Business Expo, held October 5. At the Expo, members assisted businesses set up their booths, worked at the registration desk, served as relief workers at the booths, and helped with the clean-up. As a thank you, the chapter was given a complimentary booth to display PBL awards and promote the organization to the community.

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# Chapter News

Fall activities began with participation in the Club Fair campus picnic and the election of officers.

Officers were installed at a dinner meeting on September 26. Speaking on leadership traits for success and installing the officers were John Anderson and Martha Sue Hall, both former presidents of the chapter and state officers. John and Martha Sue were the top vote-getters for their parties in the primary election of candidates for Albemarle City Council. Martha Sue is a Professional Division member and has held numerous political offices; the Council election is John is now a student at Pfeiffer University and this is his first non-PBL campaign.

On October 11, Stanly CC hosted the Southwest Regional FBLA Fall Conference. Members served as guides, and Jessica brought greetings on behalf of NCPBL and Brandon on behalf of SCC PBL. The Parliamentary team did a workshop, and Advisers Mr. Hazlett and Ms. McIlwaine did workshops on Building a Professional Image and the most popular business-related careers.

A highlight of the fall on campus has been the selection of Dr. Brenda Kays as the college's new president. To welcome her, PBL made a contribution to the NCPBL Foundation and Scholarship Fund in her honor. Jessica and Brandon surprised her with the gift and certificate presentation.

Four delegates attended the fall Kick-Offs, and members are making plans for attending FLDC.

Stanly PBL members send their best wishes to members throughout the state and look forward to an exciting and fun year together.

## Wayne Community College

Goldsboro, NC

Wayne Community College's Gamma Chi Chapter of Phi Beta Lambda excelled at both the State Leadership Conference held in Charlotte, North Carolina, as well as the National Leadership Conference hosted in Orlando, Florida. Out of the fifteen members who participated in Char-

lotte, thirteen received first place, five earned second place, and three third place awards were awarded to our chapter. Our chapter president, Erik Ramsey, was elected as the 2011-2012 Eastern Region Vice President for the NCPBL.

From our chapter, eight delegates and one advisor attended the 2011 National Leadership Conference. Erik Ramsey attended the Institute for Leaders prior to the conference start and learned new leadership, communication and business skills. Our chapter had the pleasure to enjoy the wonderful Orlando weather, take in the scenery and visit Disney World! We were quite enthusiastic to take part in the informative workshops, social events, and competitive events. We had members win in the following events: Sarah Van Horne won 1<sup>st</sup> place in Simulation and Game Design, John Morrison and Taylor Wade won 4<sup>th</sup> place in Simulation and Game Design, Cory Townsend won 4<sup>th</sup> place in Telecommunications, Taylor Wade won 5<sup>th</sup> place in Digital Video Design, Erik Ramsey won 8<sup>th</sup> place in Cyber Security, Erik Ramsey and Michael Carver won 9<sup>th</sup> place in Network Design, and Michael Carver also won 10<sup>th</sup> place in Accounting Principles.

With the start of the 2011/2012 school year our chapter saw a strong increase in its membership. As of this moment, we have had 76 members to sign up for this year with 30 members that have paid their dues, doubling our previous year's numbers. Our returning members and instructors within the business division have really stepped up this year and recruited new members.

The 2011 Eastern Fall Kickoff Meeting was held at Wayne Community College with eight chapters in attendance. Eastern Region Vice President, Erik Ramsey, led the meeting with State Secretary Michole Brown. And State Executive Council Chair Dan Hazlett, Sonya O'Brian and Ron Edgars as speakers.

We started off the new school year with several campus activities including: Two recruitment meetings, Club Week, Fall Festival, and our first SGA Meeting. We held the largest recruitment meeting in our chapter's history with over 60 students in attendance, several of which joined immediately. At Club Week, we displayed an

*continued...*



# Chapter News

XBOX 360 with the Kinect Dance Central for all students to get up and move!

Now we are in preparation for the 7<sup>th</sup> Annual Carolina Games Summit and we are expecting it to be another extremely successful event. We have several members registered for the National Fall Leadership Conference in Philadelphia, Pennsylvania and the State Leadership Conference in Greensboro, North Carolina. We are all looking forward to having an exceedingly productive school year and show that we are a "Gateway to Greatness".

## Vance-Granville Community College

Henderson, NC

Vance-Granville Community College's chapter of the Phi Beta Lambda business student organization, called "Chi Beta Chi," recently elected officers for the 2011-2012 year. New officers were installed and members were inducted at a ceremony on Sept. 21 on VGCC's main campus.

The officers include president Ruthie Davis of Warrenton, vice president Christopher Todd of Oxford, secretary Keneica Moore of Oxford,

treasurer Diane Power of Oxford, reporter Kiwon Harding of Henderson and historian William Leman of Williamsboro. The chapter advisor is Business Administration instructor LaTonya Steele and the co-advisors are Business Administration/Accounting/Entrepreneurship program head Carl Hann, Jr. and director of Logistics Technology Walter Martin.

Jessica Burnette, Central Region Vice President of North Carolina Phi Beta Lambda, was the special guest at the ceremony and performed the formal installation of officers and induction of members. In addition to students, several VGCC faculty, staff members and alumni became "professional division" members.

In closing remarks, VGCC Dean of Business and Applied Technologies Bobby Van Brunt congratulated the new officers and offered his support for the chapter, which has grown quickly since being reactivated in 2008. "In just three years, this chapter has succeeded in receiving numerous state and national accolades," Van Brunt said. "I attribute that to the culture of our PBL chapter, created by students who have demonstrated leadership, strong work ethic and scholarship. The challenge for the new leaders is not to rest on your laurels but to accomplish even more this year."

## NCPBL congratulates the following schools for reactivating their chapters!

### Livingstone College

Salisbury, NC

(Livingstone College was the FIRST PBL chapter chartered in North Carolina)

### Montgomery Community College

Troy, NC

# Chapter Views



Stanly County CC's Jessica Burnette is presented the Outstanding Student Leadership award during the 2011 graduation ceremony.



NCPBL State Officers take part in the March of Dimes "March for Babies" at the 2011 NLC in Orlando.



Durham Tech enjoys great success at the 2011 NLC!

www.ncpbl.org





# Chapter Views



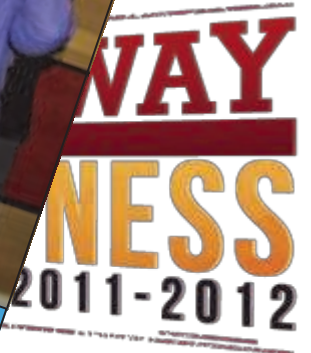
SECC PBL members take part in their Soup & Sandwich fundraiser.



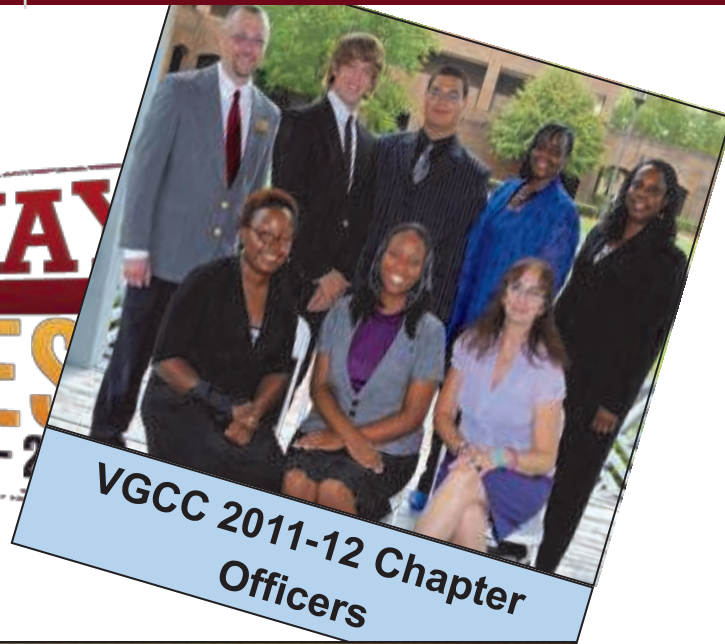
Montgomery CC Chapter Officers



A-B Tech celebrates another great NLC!



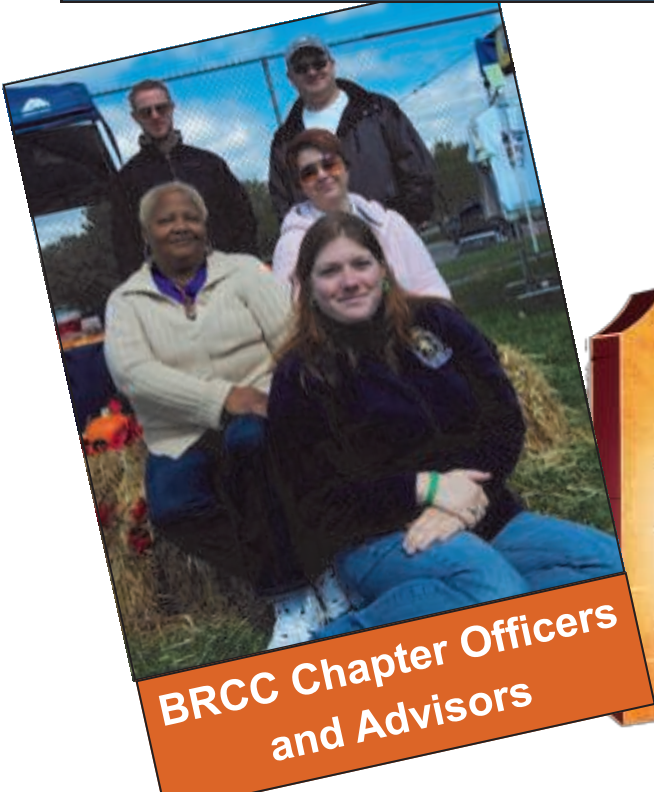
# Chapter Views



VGCC 2011-12 Chapter Officers



Barton College members at the NLC in Orlando, FL.



BRCC Chapter Officers and Advisors



## Chapter Views



Wayne Community College was well represented at the National Leadership Conference in Orlando, FL.



National FBLA-PBL Board Chair Lisa Weeks and FBLA-PBL CEO Jean Buckley congratulate NCPBL's Business Person of the Year Herb **Boeckenhaupt** at the Board of Directors and State Committee reception held in his honor following his recognition as a national Business Person of the Year at the opening general session of the 2011 Orlando National Leadership Conference.

## Chapter Views



**Sam Miller brings NCPBL greetings to the Future Business Leaders of America's 2011 State Leadership Conference in Greensboro, NC.**



**The NCPBL State Officers earned their graduation certificates at the Institute for Leaders during the 2011 National Leadership Conference.**





## NCPBL Foundation News

### The NCPBL Foundation Inc. 2012 State Leadership Conference 3rd Annual Commemorative Pin Contest

## WILL YOU BE THE ONE WHO DESIGNS THE NEW PIN THIS YEAR?

#### Rules and Regulations:

- Design must fit size of no more than a 2"x2" area
- No more than 5 colors (metallic or glitter colors ok)
- Must include annual slogan on design ("Gateway to Greatness")
  - Must have either NCPBL or NC with the Greek Letters
- Must be representative of a professional business organization

***\*\*Screening Committee has final decision on all submitted designs\*\****

#### Submission Rules:

Deadline is October 30, 2011

Submit via email to [fpresident@ncpbl.org](mailto:fpresident@ncpbl.org)

#### Contest Information:

Designs will be on display at FLDC held November 11th and 12th. Members in attendance will vote for during the closing General Session. Design winner will receive special recognition at either the SLC or NLC.

*For more information, please contact Chad Nichols at 704-660-6072  
[fpresident@ncpbl.org](mailto:fpresident@ncpbl.org) or [chad.nichols@wellsfargo.com](mailto:chad.nichols@wellsfargo.com).*

#### NOW OPEN

The NCPBL Foundation store is open!  
Official NCPBL products are available for purchase online.  
You no longer have to wait until the state conferences to  
purchase your favorite items.

Go to [www.ncpbl.org/foundation/](http://www.ncpbl.org/foundation/)

# Leadership

## Thoughts on Leadership

By: Joichi Ito

The Internet has enabled the cost of the production and distribution of ideas and information to plummet nearly to zero - resulting in an explosion of ideas and a low cost of collaboration. This has prompted a great deal of innovation, but also a complexity, speed and capacity for amplification that makes the world a difficult and dangerous place for many organizations and human-made systems designed for a slower and simpler era.

The cost of planning, predicting and managing rapidly changing, complex systems often exceeds the cost of actually doing whatever is being planned and managed. In fact, it can be often easier to try something and iterate than to try to predict the outcome and manage the risks. Most great ideas as well as dramatic failures have been unpredictable and are only obvious in hindsight. (Don't get me wrong: foreknowledge and planning are useful and, often, necessary; they're just not sufficient.)

In such a world, leadership hinges on the ability to master a broad set of skills and character traits necessary for fostering a robust system, including courage, flexibility, speed, values and a strong vision and trajectory. It's more important to have a strong compass than a detailed street map since the map is probably outdated and wrong.

These kinds of decentralized models of leadership have been evolving and emerging in a variety of situations rang-

ing from battle (virtual and real) to religions. The Internet has just supercharged the importance of this type of leadership in almost every organization.

Managers in large corporations no longer have the promise of promotions and long-term employment to keep employees obedient and hard working. Central corporate R&D and planning organizations can no longer provide detailed maps of the world to their staff and partners. Innovation is happening in the most unlikely parts of the organization—often outside of the organization.

Leadership today is about empowering those around you share your vision, embrace serendipity, have the courage to take risks and learn from failure rather than be crushed by it. Diversity must be embraced and organizational borders made porous. Assets such as intellectual property and lines of software code must not prevent aggressive agility. Organizations must be willing and able to pivot away from attachment to such assets lest these assets become liabilities holding back innovation and progress.

In this new world, leaders must be courageous, visionary and comfortable in an environment where control and complete knowledge are impossible and their pursuit futile and counterproductive.

*Joichi Ito is the Director of the MIT Media Lab. He is also is General Manager of Neoteny Labs, a startup fund and the Chairman of Creative Commons (<http://www.creativecommons.org/>), co-founder and board member of Digital Garage (<http://www.garage.co.jp/>), and on the boards of CCC TYO (<http://www.ccc.co.jp/eng/>) and Tucows (<http://www.tucows.com/>).*

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## Adam Smith's Theory of the Invisible Hand

By: Dr. V. Kumar, MD, MPF, MPA

Adam Smith, in late eighteenth century, proposed a theory in a free and unregulated market, where anybody can become a producer or a consumer, people's demand of different goods and their production of the same good will be equal, and the allocation of their resources for production and consumption of different goods will be optimal for the welfare of the society. Put another way, Mr. Smith suggested that the invisible hand of market forces of demand and supply will achieve the most efficient level of production, consumption and distribution of goods in the society.

The idea of an invisible hand guiding the market to the best social outcome created a very strong argument in favor of free markets and has been the standard against governments controlling production or consumption in any form that interferes with the free market.

### An Argument for Economic Freedom

The invisible hand theory is the economic counterpart of democratic theory.

Just like in a democracy, where people are supposed to be capable of choosing the best leaders for themselves, the invisible hand theory presumes that the people will choose to produce and consume in the most efficient manner when given a free hand. Like politics, 'adequate information' is an essential ingredient for a free market as well, and like politics, inadequate information about prices,

quality and suppliers can result in a less than efficient market. Similarly, like democracy, inadequate competition can defeat the process of market efficiency - as happens in case of monopolies.

So in practice, markets may still end up being less than efficient, but that is not because the invisible hand theory of free markets is inaccurate. Markets fail because of different factors, but more often than not they still provide the best option for achieving an efficient system of human economic activity.

### The Demand and Supply

In the invisible hand theory of Adam Smith, the two crucial concepts are those of demand and supply. 'Demand' refers to the willingness of people to pay a price for a particular good. If 100 people are willing to pay \$ 10 or more for an object, the demand for that object, at a price of \$ 10, would be 100. Out of these, if only 50 are willing to pay \$ 20 or more for the same object, then the demand of that object at a price of \$20 would be 50. At a price of \$30, the corresponding demand may be 20 only.

Now, if the cost of production of this article is \$ 8, and the market price of that article is \$30, then there would be a profit margin of \$22, which will attract more producers to the market. When they also start production, the supply will be more, and the competition among the producers will bring the market price down, so as to bring it to \$ 20, at which level, there will be more demand and so all that is produced will be consumed. If new producers continue to enter the market, the

*continued on page 28...*

## Seven Steps to Career Success

by: *Robson Umoh, MAEd*

Career Success does not happen by chance, it demands some crucial steps to be adhered to diligently. Careful consideration of these steps will set the pace for good result your career.

**1. Set clear, specific written goals for yourself for the next one, three, five, & ten years.** Most people never do this and therefore drift like ships without rudder. Obviously, those without written goals are forever condemned to work for those with them. All great advances in your life begin with a vision of the future and your dreams for yourself. The great tragedy of the modern age, more today than at any other age in human history, is that few know exactly what they want. As you're going, you'll probably end up somewhere else." Next write out a list of obstacles that stand between you and your goal. One thing you can do right now is to start moving towards the realization of your goal.



**2. Accept total responsibility for your life and your future.** After all, you got yourself where you are today. Say to yourself, "If it's to be it's up to me!" Refuse to make excuses or blame others. An attitude of self-responsibility is a quality of peak performers and high achievers.

**3. Develop your inborn creativity.** Look for better, faster and cheaper ways to do things. Always ask "What else can I do right now to move me towards my goal? Look around you. Who is already earning what you would like to? What do you have to do to be like them? Why not you? Why not now? If not now, when?"

**4. Communicate your desires, aim, and goals to others who can help you.** Ask for

advice from other successful people. "You must ask your way to success. "Associate with the right people. Become friends with winners and other people you admire and respect. Avoid negative people; they seem to take great pleasure in dragging others down to their level of accomplishment.

**5. Commit to becoming excellent at what you do.** A study of successful men and women found that you only will achieve your full potential doing something that you care about, something that totally absorbs you.

**6. Develop the habit of setting priorities.** Use the 80/20 rule; 80% of your results come from 20% of your efforts. Ask yourself regularly, "What is the most valuable use of my time right now?" Become known for speed and dependability and your services will always be in demand. "Do it now".

**7. Finally, commit yourself to a life of ongoing personal development.** You can

become anything you want if you continue to develop yourself through reading, listening to audiotapes and attending courses, workshops and seminars. Spend 30 to 60 minutes reading something inspirational, motivational or educational every morning. Reading one book per month that helps you grow will put you in the top 1% of all executives. Reading one book per week in your chosen field will make you one of the most competent people in your generation. To earn more you must learn more. All great leaders are readers.

Remember, if the above 7 steps seem arduous, the secrets of success is that successful people make a habit of doing what failures don't like to do.

*Robson Umoh holds a postgraduate degree in education. He is prolific researcher and essay writer in various areas like psychology, sociology, religion, finance, and education.*

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## ***Adam Smith (continued from page 26)***

price may fall to \$ 10, when there would be 100 buyers and all the 100 units of the object produced will be consumed.

Thus, when the demand is more, the market price of a good rises, thereby making it attractive for more producers to start producing. The entry of new producers increases the supply, and in turn reduces the prices. This continuous adjustment of market prices by addition or exit of new producers is the basic mechanism by which the invisible hand of the free market operates.

What was given by Adam Smith as a theory has now become the basic pillar of all economic decision making. It is true that the markets can also fail, as happens in the case of information irregularities between the consumers and the producers, or in case of monopolies or public goods. However, it is still by far the most efficient system of allocation of resources, and hence deserves to be followed.

*Dr. V. Kumar, M.D. is a physician by profession and writer by passion. Additionally he holds Masters degrees in Public Finance and Public Administration.*

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## **Who Are These PD People We Keep Hearing About?**

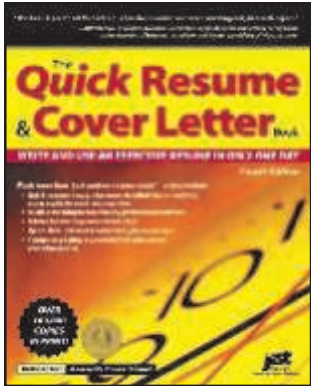
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When you see a PD member helping out at this year's FLDC or SLC please tell them, "THANK YOU," for all the hard work and time they put into making NCPBL successful. We couldn't, and frankly wouldn't want to, do it without them.

For those of you who will finish your FBLA-PBL student experience, the Professional Division will let you stay a PBL'r for the rest of your life! Visit the NCPBL web site and click on Professional Division for more information.

# 4 Great Books on Résumé Writing

There are thousands of books about writing résumés on the market today. As with any book, the quality and content vary greatly. Here are four of them that have great advice on building a résumé that makes a great impression.

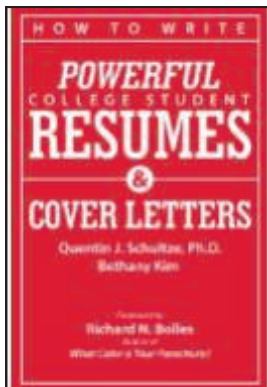
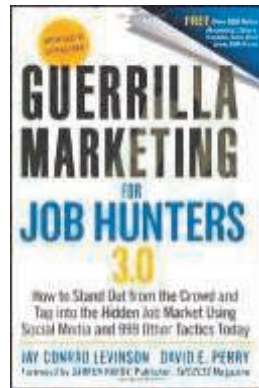


## Quick Resume & Cover Letter Book: Write and Use an Effective Resume in Just One Day

by Michael Farr

## Guerrilla Marketing for Job Hunters 3.0

by: Jay Conrad Levinson & David E. Perry

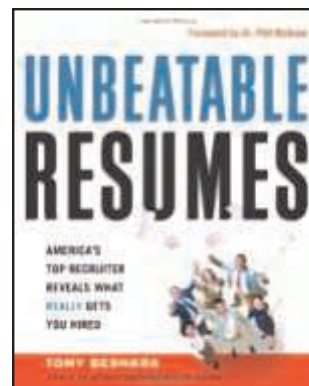


## How to Write Powerful College Student Resumes and Cover Letters: Secrets That Get Job Interviews Like Magic

By: Quentin J. Schultze, Bethany J. Kim, and Richard N. Bolles

## Unbeatable Resumes: America's Top Recruiter Reveals What REALLY Gets You Hired

By: Tony Beshara & Dr. Phil McGraw





## Upcoming Events

- **NCPBL Fall Leadership Development Conference**
  - **Holiday Inn—Airport**  
**6426 Burnt Poplar Road**  
**Greensboro, NC 27409**  
**November 11-12, 2011**
- **National Fall Leadership Conferences**
  - **Philadelphia, PA**  
**November 4-5, 2011**
  - **Milwaukee, WI**  
**November 11-12, 2011**
  - **Little Rock, AR**  
**November 18-19, 2011**



## The Phi Beta Lambda Creed

- I believe education is the right of every person.
- I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- I believe every person should actively work toward improving social, political, community, and family life.
- I believe every person has the right to earn a living at a useful occupation.
- I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

The NCPBL  
Executive Edge  
Volume 42 Issue 01  
Fall 2011

