

# **North Carolina Phi Beta Lambda 2017-2018 Chapter Guide (including “Gold Star Chapter” information)**



*On behalf of the Executive Council, your 2017-2018 State Officers  
welcome you to another NCPBL exciting year!  
The state and national theme for this year is “Elevate Your Future.”  
Call on us or our State Adviser and Directors at any time.  
Best wishes for an outstanding year. It’s our privilege to serve you!  
Luke, Luis, Amy, Joshua (front); Angela, Katrina (back)*

**Kick-Offs – September 21**

**Initial Reporting Deadline for FLDC Membership Awards – October 20**

**Fall Leadership Development Conference – November 3-4 Greensboro Wyndham Garden  
State Leadership Conference – April 5-7 (Charlotte University Place Hilton)**



**Welcome to the 2017-18 North Carolina Phi Beta Lambda year! This year’s theme is “Elevate Your Future,” and NCPBL chapters throughout the state will showcase this special theme through programs and activities at the local, state, and national levels. The goal, of course, is to continue building the business and leadership skills of our members. This Chapter Guide will give you a quick overview of the items you need as you plan your chapter’s goals and agenda. Advisers, please forward the Guide to your chapter leaders. Know the State Executive Council is glad to assist you; just give us a call!**

### **Begin by Being an NCPBL “Gold Star Chapter”**

**To get the year started, we hope all chapters will strive to be designated as a “Gold Star Chapter.” The designation does not involve doing any forms; just complete six “beginning of the year” items that get us off to a good start. “Gold Star Chapters” will receive certificates at the fall conference and then special ribbons for their name badges at SLC next April.**

- 1. Attend a Kick-Off (September 21)**
- 2. Have a minimum of ten paid members entered in the national database by October 20.**
- 3. Submit chapter contact information for adviser(s) and president to State Historian and Communications Director by October 20 (ae.ray896@gmail.com and slstinson@att.net)**
- 4. Register delegates for the Fall Leadership Development Conference (November 3-4)**
- 5. Make a \$35 contribution to the NCPBL Professional Division-Foundation general fund. (Mail to the PD-F Treasurer Melissa Coffey, 241 Heritage Loop, Mooresville, NC 28115 to be received by October 27.**
- 6. Have a minimum of five PD-F members, including one adviser, entered in the national Professional Division database by October 20.**

## **Fall Kick-Offs for Captains and Coaches (Thursday, September 21)**

Again this year, the State Executive Council will host three simultaneous “Kick-Offs for Captains (Chapter Officers) and Coaches (Advisers).” The “Kick-Offs” will be from 1:00-4:00 on Thursday afternoon, September 21 at Barton College, Lenoir-Rhyne University, Stanly Community College, and Central Carolina Community College. Although there is one located in each region, these are not regional meetings and chapters may attend whichever location is most convenient.

There is no registration fee, but advisers are asked to let the NCPBL State Conference Director know which location the chapter will be attending and an approximate number so we have adequate copies of materials and ENOUGH REFRESHMENTS!!!!

A joint session will begin the “Kick-Offs,” and then members and advisers will separate. State officers will work with members and State Committee members will meet with advisers so that each group is receiving the information that is important and necessary. The state officers are especially interested in working with chapter officers to understand the duties of their office so they’ll go over some parliamentary procedure, how to take minutes, how to plan activities, marketing techniques, etc. Having just the advisers together will allow for more sharing time between established and new advisers, as well as highlighting the state program and the processes involved.

## **Fall Leadership Development Conference (November 3-4, Greensboro)**

To network with members and advisers from throughout the state, plan to attend the 2017 NCPBL Fall Leadership Development Conference (FLDC). The program consists of workshops, speakers, and lots of networking! The Conference Registration Form will be emailed or mailed to the NCPBL Conference Director. Chapters may bring a check with them to conference, but it must cover the number pre-registered.

**2017 NCPBL Fall Leadership Development Conference**

**November 3-4, Wyndham Garden Hotel Greensboro Airport, Greensboro**

**Registration: \$15 per delegate by October 27; \$20 on site**

**Hotel reservations by October 23; contact Wyndham Garden directly 336-299-7650**

### **FLDC Program Highlights**

#### **National President as Special Guest**

NCPBL is excited to welcome PBL National President Kimberly Clark from Missouri as a special guest at FLDC. Kimberly will lead a workshop, speak at the general session, and network with chapter members.

#### **NCPBL “NON-Trivia” Contest**

A “NON-Trivia” Contest study guide on PBL information will be emailed to advisers. Each chapter may enter a three-member team. Previous participants (for your chapter or one from which they’ve transferred) and state officers cannot be team members. The team will take a collaborative written test on Friday evening. The highest-scoring team from each region will advance to the oral competition on Saturday.

**Presidents’ Award for the Best Display of Membership Recruitment Materials**

Each chapter is eligible to enter a display of its materials used for membership recruitment. A six-foot table is allocated, and all aspects of the display must be on the table (nothing on floor or attached to walls). The displays are judged on the creativity and quality of the materials by the state PBL officers, the national officer in attendance, and the PD-F Board president.

**NCPBL SLC Commemorative Pin Design**

Members and chapters may enter a design for the 2018 SLC Commemorative Pin sold next spring. The entries will be displayed and delegates will vote on their choice. Details are on the NCPBL and PD-F websites, as well as in the State Handbook.

**NCPBL PD-F Scholarship**

Chapters who contributed to the NCPBL PD-F, Inc., Scholarship Fund last year are eligible to have two members apply for the scholarship this year. The application is in the State Handbook. It must be received by the PD-F Treasurer Melissa Coffey by October 23. Members of the PD-F Board will interview applicants during FLDC, and the recipients will be announced during the closing session. *(As a reminder, entries may be received by these chapters: Asheville-Buncombe Tech CC, Barton College, Catawba College, Central Carolina CC, Durham Tech CC, Gaston College, Isothermal CC, Miller-Motte College-Jacksonville, Stanly CC.)*

**TLLA – Your Chapter Program of Work  
& A Most Prestigious Award for Every Chapter  
*With a Special PD-F “Reward!”***

The Legacy Leadership Award (TLLA) honors those recipients of the NCPBL/National Outstanding Local Chapter Adviser Award who had served 20 or more years as a chapter adviser at the time of their retirement or passing. The list is on the TLLA cover.

TLLA is a list of 40 state and national PBL programs/projects/conferences/activities in which chapters may participate. Chapters that complete at least 20 of those items and submit the form receive TLLA recognition at the State Leadership Conference (certificate for chapter and ribbons for name badges of the SLC delegates from the chapter).

Our Professional Division-Foundation, Inc., is awarding an SLC registration scholarship to the presidents of TLLA chapters!

Items are listed as “during the year” and then month-by-month deadlines and dates. As a result, the form can easily become your chapter’s program of work. At a planning meeting, go through and mark the ones you want to become your goals for the year. Just as with the Gold Star Award, the goal is for every chapter to receive TLLA recognition!

## CMAP, National Outstanding Chapter Award

CMAP is a national PBL program that NC members are encouraged to participate in. There are three levels: Director, Executive, President. These levels must be completed in order, but a member can do more than one level during a year. Details are on the national website, and CMAP information will be covered at the Kick-Off and FLDC.

The National Outstanding Chapter Award is given based on a submission form similar to our state TLLA. Most of the Outstanding Chapter items are also on TLLA. Check the national handbook for details. Information will also be given at FLDC.

## Publications – Social Media

The NCPBL State Handbook has the information you need for the year, plus a great deal of historical data that was added as part of our 60<sup>th</sup> Anniversary in 2013-14. The Handbook is being updated and advisers will receive an email as soon as it is available on the state website ([ncpbl.org](http://ncpbl.org)). Everything from the calendar of activities to competitive event details is included. Be sure to update any printed copies you have been using. A copy of the calendar is attached so you’ll have that now. Again, if there is information you need before the Handbook is uploaded, please contact the state adviser.

The National Chapter Management Handbook is published at the National Center and is available at the national website ([fbla-pbl.org](http://fbla-pbl.org)). Beginning this year, printed copies will not be mailed. Again, particularly for competitive event information, be sure you’re using this year’s edition.

The state and national websites ([ncpbl.org](http://ncpbl.org) and [fbla-pbl.org](http://fbla-pbl.org)) are the places to go for up-to-date information. The state website has a “Chapter News” section for chapters to submit articles and pictures of their activities. These can be sent at any time but there are specific dates for TLLA recognitions.

Chapter members are encouraged to participate in the NCPBL FaceBook site hosted by the state officers. The state officers have asked chapters/members to put pictures from the Anaheim NLC and fall recruitment activities on the FaceBook page. Please identify the people in the pictures and the activity (“John Doe winning Fifth Place in the XYZ event”).

**Look forward to information about the new NCPBL Instagram site!**

## **National Fall Leadership Conferences**

There are three National Fall Leadership Conferences planned this year; locations are Buffalo (the weekend of our state fall conference so don't go there!), St. Louis (Nov. 10-11), and New Orleans (Nov. 17-18). Registration and hotel information is on the national website. The NFLCs are joint conferences for the FBLA and PBL levels so the largest group will be the high school students. Registration, hotel reservations, travel plans, etc., are done individually by chapters.

## **State, National Leadership Conferences**

SLC is the highlight of the NCPBL year and is scheduled for April 5-7 at the Charlotte University Place Hilton. Activities begin Thursday afternoon and conclude with the Awards Banquet Saturday night. SLC highlights include the competitive events, the SLC Leadership Development Program seminar series, keynote speakers, and the election of state officers. An SLC Guide will be sent to advisers and posted on the website, but the deadlines related to SLC are on the calendar.

All chapter members are eligible to attend the National Leadership Conference next June in Baltimore, Maryland. We especially hope our event winners will be able to attend and represent us at the national competitions. An NLC Guide is mailed to lead advisers in early spring.

An extremely important item for both of these is adhering to the deadlines. Exceptions are not made.

A major change in event guidelines beginning in 2016-2017 is that graduate students are now eligible to compete. There are no new events or major changes in events this year; some event modifications are on the national website under the PBL – Competitive Events link at top of the page. These will be in the State Handbook and will be highlighted at FLDC.

If your chapter has never attended an SLC or NLC and you would like extra information earlier than the Guides are published, just contact the state adviser.

## **Membership Reporting**

North Carolina received the national award for the second largest state chapter at the 2017 NLC, and we weren't very far behind First Place Pennsylvania. If we work hard, we can certainly increase the number of members this year.

Membership reporting is done on the national membership database. State and national dues (total of \$20 for the year) are submitted at one time. Payment can be done by credit card or you can print an invoice and pay by check. Membership awards and event eligibility is based on paid members. Members will receive membership cards from the national office and membership certificates from the state office. Advisers do not pay membership dues but are encouraged to join the Professional Division (again, through the national website). Your chapter may add whatever local dues you wish. A student is a PBL member only when state/national dues have been paid through the national database.

NCPBL general operations are funded through the dues so membership recruitment is especially important. Membership is open to all students, even though students in business-related and technology programs are especially encouraged to join. Graduate students may join as well. Members are not required to attend state and national conferences, but we, of course, hope they will catch the “PBL spirit” and want to be an SLC delegate next April!

Check your college’s guidelines, but the general understanding is that Early College students may join PBL at whatever point they are taking all college-level courses; if they are taking any high school level course, they must join the FBLA level.

#### Database procedures:

1. Log on to [fbla-pbl.org](http://fbla-pbl.org)
2. Click top right “Login” and “Membership Registration” will appear
3. Key in chapter number and password (service); chapter numbers are listed in the State Handbook Directory or you can send an email to the state adviser.
4. Review the school information to make sure correct. Make sure the adviser information is correct since that’s our official list for emails, years of service awards, etc. If your chapter has more than one adviser, one is designated as the “lead” and then others are listed as “additional.” Be sure to put individual emails with each adviser.
5. Select members from last year’s membership roster and move to this year’s; the database requires a member’s year in school be entered. The other items are optional.
6. Add new members
7. Click “post and continue”
8. Pay by credit card or send check; an asterisk will appear by members’ names until payment has been received. Membership awards for NCPBL are based on paid members.

## North Carolina Professional Division-Foundation, Inc.

The North Carolina Professional Division-Foundation, Inc., is comprised of advisers, business leaders, family members, school personnel, etc., who wish to give direct support to NCPBL throughout the year. Dues are \$25 and members may join or renew their membership through the national database. Chapters can enter PD members on their chapter’s national database site, too.

Awards are given at FLDC and SLC for PD-F membership chapter affiliation. Advisers do not pay PBL dues, but we do encourage all our advisers to become PD-F members. Remind PD members to mark NC PBL as their affiliation so they count for us rather than the secondary FBLA level.

The NCPBL PD-F, Inc., provides apparel for our state officers, makes contributions that assist with conferences, sponsors the state scholarship program, gathers contributions to sponsor competitive events, provides workshop leaders and speakers for chapter and state meetings, and many other activities that contribute to the state PBL program. Mr. Rick Gardner, a Food Lion executive and a former state PBL president, is the current president of the NCPBL PD-F, Inc., Board of Directors. Board members are elected at the annual meeting of the organization held during SLC.

#### NCPBL Emblematic Materials

The PD-F also has available NCPBL-related items. These are available at FLDC and SLC. PBL'ers are encouraged to purchase items for personal use or as gifts. Half of the profit from these is given to the PD-F scholarship fund.

<p style="text-align: center;"><b>Exciting New Fall Chapter Project Sponsored by PD-F</b> <b>“Put Hunger Out of Business!”</b> <b>\$1000 Prizes to Winning Chapters</b></p>
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NCPBL is excited to announce a new project for all chapters, “Put Hunger Out of Business!” In conjunction with the NCPBL PD-F and Food Lion, the project involves collecting food over the two-week period of November 5-13 (following FLDC November 3-4). A list of approved collection sites, where the food will be weighed, will be announced closer to the project time. The poundage collected will count 80% toward determining the winning chapters. Chapters will also submit a PowerPoint presentation (10-slide limit) highlighting the plan they used to market the project on their campus and their success, and this will count for 20% of the chapter’s final score. There is no oral presentation of the PowerPoint portion. It will be due December 1.

Three chapters, the winning one in each region, will receive \$1000 scholarship prizes to use for SLC or NLC expenses. The overall winner will receive an additional \$1000.

Winners will be announced at SLC. Special thanks to the PD-F Board and Food Lion for this unique opportunity for NCPBL! Hopefully every chapter will participate.

<p style="text-align: center;"><b>March of Dimes</b></p>
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FBLA-PBL is a major supporter of March of Dimes, and all chapters are encouraged to do a fundraiser during the year for this worthy cause. Be sure to designate your contribution as a PBL one so we get credit for it. March of Dimes promotions will be held at FLDC and SLC. The Saturday of



**National FBLA-PBL Week is designated as “Community Service Day” and is also a good time to do a March of Dimes fundraiser.**

## **Best Wishes!**

**There is a lot of information in this Chapter Guide but know the state officers, state adviser, and state directors are available to assist in any way so do not hesitate to call on us. Thank you for accepting the role of advisers and officers for your chapters. Let’s make this a particularly positive and productive one for NC! Good luck as you put together your local chapter goals. Know the State Executive Council members appreciate all you do at the local level and your support of state programs and conferences.**

### **2016-2017 NCPBL Executive Council**

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<b>NCPBL Professional Division-Foundation Board of Directors</b>
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