

# **North Carolina Phi Beta Lambda 2019-2020 Chapter Guide (including “Gold Star Chapter” & Fall Leadership Development Conference info)**

**Initial Reporting Deadline – October 20**

**National Career Connections Conference – October 24-26, New York City**  
**NCPBL Fall Leadership Development Conference – November 1-2, Greensboro**  
**State Leadership Conference – April 2-5 (Charlotte University Place Hilton)**  
**ncpbl.org (also follow NCPBL on FaceBook and Instagram)**



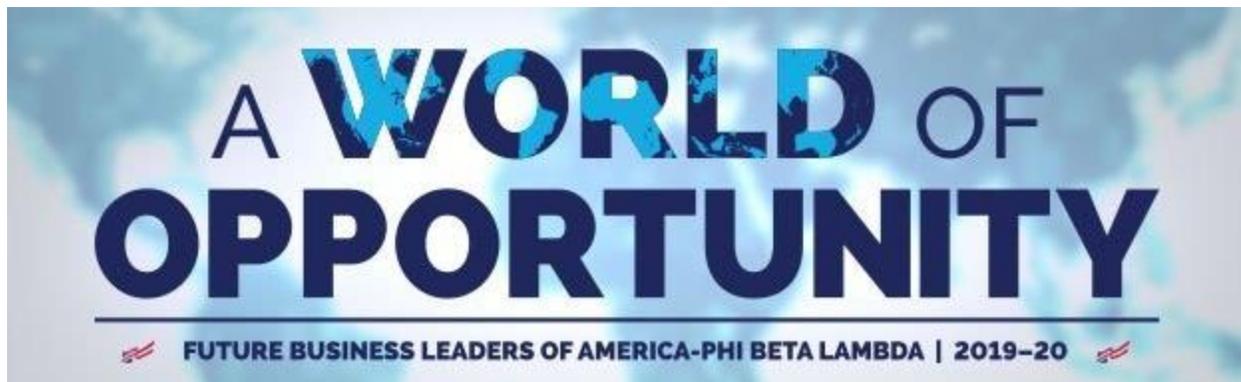
## **State Officer “Cyber Summits”**

**7:00 p.m. on third Tuesday of each month**

**Advisers will get instructions to give to chapter leaders**

*On behalf of the Executive Council, your 2019-20 State Officers welcome you to another NCPBL exciting year! The state and national theme for this year is “A World of Opportunity.” 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!*

*Sarah, James, Kaity, Monica, Lindsey, Benn*



*Welcome to the 2019-20 NC PBL year! This year's theme is "A World of Opportunity," and NCPBL chapters throughout the state will showcase this special theme through programs and activities at the local, state, and national levels. 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. Be sure to complete and return the information form at the end of this Guide.*

## **Begin by Being an NCPBL "Gold Star Chapter"**



**Ms. Bobbie Brown, NC's first state president in 1954, presents "Gold Star Chapter" awards to presidents of chapters at Appalachian State U, Asheville-Buncombe TCC, Barton College, Central Carolina CC, Durham Tech CC, Isothermal CC, Rowan-Cabarrus CC, Stanly CC, Wake Forest U, Wake TCC, Western Carolina U**

**To get the year started, we hope all chapters will strive to be designated as a "Gold Star Chapter" by completing these six beginning-of-the-year items that get us off to a good start. "Gold Star Chapters" receive certificates at FLDC and then special name badge ribbons at SLC.**

- 1 – Have minimum of ten paid members entered in national database by October 20
- 2 – Submit chapter contact information for advisers and president to State Adviser, Historian and Communications Director by October 20
- 3 – Register delegates for Fall Leadership Development Conference by October 25
- 4 – Make a \$50 donation to the NCPBL PD-F General Fund by October 25
- 5 – Have minimum of five PD-F members (new or renewal) entered in the national database by October 20
- 6 – Participate in any one of the following FLDC activities – Design a Pin, Recruitment Booth, or Non-Trivia Team

**NCPBL Summits (Former “Kick-Off” & “Tip-Off”) Replaced With  
NCPBL State Officer “CYBER SUMMITS”  
7:00 p.m., third Tuesday of each month**

To connect with all the leaders of our local chapters and eliminate the travel challenges, the State Executive Council voted to replace what we have previously called “Summits” and “Kick-Offs”/”Tip-Offs” with CYBER SUMMITS! These will be on the third Tuesday of each month at 7:00 and hosted by our state officers.

The agendas will highlight the state and national activities and emphasize the role of the chapter officers/key leaders in reaching the primary goals of PBL. September’s CYBER SUMMIT will give additional information on FLDC, the national Career Connections Conference, and especially membership recruitment.

The state president will send information on how to participate to advisers, as well as the chapter presidents listed on returned Chapter Information forms (at back of Chapter Guide).

**Fall Leadership Development Conference (November 1-2, Greensboro)**



Livingstone College adviser & members at 2018 FLDC



Isothermal CC Delegation Showing off FLDC awards

To meet members and advisers from throughout the state, plan to attend the 2019 NCPBL Fall Leadership Development Conference (FLDC). The program consists of workshops, speakers, and lots of networking! The FLDC 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. FLDC registration information will be emailed to advisers by the Communications Director

**2019 NCPBL Fall Leadership Development Conference**

**November 1-2 Wyndham Garden Hotel Greensboro Airport, Greensboro**

**Registration: \$15 per delegate by October 25; \$20 on site (includes Saturday luncheon)**

**Hotel reservations by October 18; contact Wyndham Garden directly (336-299-7650 or 336-315-1544) Room cost: \$117.26 (includes tax)**

## FLDC Program Highlights

### 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 three highest-scoring teams will advance to the oral competition.

### Best Membership Recruitment Materials Display

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 award is being sponsored by the NCPBL PD-F, with the Top Three displays receiving scholarship awards to use for SLC.

### NCPBL SLC Commemorative Pin Design

Members and chapters may enter a design for the 2020 SLC Commemorative Pin. The design 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 a member apply for the scholarship this year. The application is in the State Handbook. It must be received by the PD-F Secretary Josanna Busby (josanna.busby@delhaize.com) by October 18. 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, Chowan U, Durham Tech CC, Isothermal CC, Rowan-Cabarrus CC, Stanly CC, University of Mount Olive, & Western Carolina University.)*

## **TLLA – Your Chapter Program of Work & An Extremely Prestigious Award for Every Chapter With a Special PD-F “Bonus”**

The Legacy Leadership Award (TLLA) honors those recipients of the NCPBL and 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.

The 2019-20 TLLA is attached. There is a list of 43 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 will receive TLLA recognition at the State Leadership Conference (certificate for chapter and ribbons for name badges of the SLC delegates from the chapter).

To reward chapters for their work, our Professional Division-Foundation, Inc., is awarding a \$100 SLC Scholarship to TLLA chapters!

Items are listed as “during the year” and then month-by-month deadlines and dates. At the end is a section of items related to the PD-F. Any of these can count toward the 20 total items, but chapters that complete all of the PD-F items will receive an additional \$100 SLC Scholarship!

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 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 website and Chapter Management Manual 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. The Handbook is being updated and will be emailed to advisers as soon as it is available. It will also be included under “Resources” on the state website ([ncpbl.org](http://ncpbl.org)). Everything from the calendar of activities to competitive event details is included. Be sure you are using the 2019-20 version of the Handbook. A copy of the Handbook calendar is attached so you’ll have that now. If there is information you need before the Handbook is uploaded, please contact the state adviser.

The National Chapter Management Manual is published at the National Center and is available at the national website ([fbla-pbl.org](http://fbla-pbl.org)). Printed copies are no longer being mailed. Again, particularly for competitive event information, be sure you are 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 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 San Antonio 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”).

Also, be sure to connect with NCPBL through the Instagram site. If you need assistance, check with Historian Monica Chang or Communications Director Marny Rhodes.

### **PBL Career Connections Conference; National Fall Leadership Conferences**

A national Career Connections Conference is scheduled for October 24-26 in New York City. Information is on the national website. Registration, hotel reservations, travel plans, etc., are done individually by chapters. The National Fall Leadership Conferences are just for FBLA members.

### **State, National Leadership Conferences**

SLC is the highlight of the NCPBL year and is scheduled for April 2-5 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.

Registration and event entries are done online; an NCPBL address to do this will be in the SLC Guide. “Worksheets” to help organize your competitive event entries are in the State Handbook. Hotel reservations are done through the University Place Hilton website. Registration for SLC is \$80, which includes Friday lunch and the Awards Banquet.

All chapter members are eligible to attend the National Leadership Conference next June in Salt Lake City, Utah. 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 important item for both of these is adhering to the deadlines. Exceptions are not made.

There are no new events for the 2020 SLC/NLC, and the Mobile Application Development event has been retired. Also note on new guidelines that Website Design no longer has a pre-judged component. Event topics are on the national website under the “PBL – Competitive Events” link.

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.

## **SLC Preparation Assistance**

Since we are not doing the usual February SLC “Summits” (previously “Tip-Offs), the State Executive Council does want to make sure we offer assistance to any chapter advisers and leaders who are not familiar with the SLC processes and programs. The state officers will highlight SLC and the State Officer election process during “CYBER SUMMITS.” In addition, State Awards Program Director Kathie Doole (or another of the State Committee members) will gladly visit your campus to meet with advisers and members. To be effective, this would need to be prior to the first deadline for SLC materials. Contact Dr. Doole at [k1doole@gmail.com](mailto:k1doole@gmail.com).

## **Membership Reporting**

North Carolina received the national award for the largest state chapter at the 2018 and 2019 NLCs. If we work hard, we can certainly get that award again and even increase the number of members. The State Executive Council set a goal of 700 members for 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.

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.

Members will receive membership cards from the national office and membership certificates from the state office.

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 and now enter competitive events 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!

Note the national, and therefore state, clarification for dual enrollment students, such as the “Early College” ones. Dual enrolled students may join PBL at whatever point they have fulfilled all requirements for high school graduation and are enrolled totally in courses leading toward a postsecondary degree. If students are taking or need to take any high school level course to complete high school graduation requirements, they are not eligible to join/participate/compete in PBL-level activities. Advisers are responsible for adhering to this policy.

For recruitment purposes, keep in mind, though, a number of dual enrollment students complete their high school requirements at the end of a fall semester and are eligible to join PBL upon beginning the semester they have completed the high school requirements and are in all college-level courses.

The national office is very clear that a student matriculates “up” through the levels: FBLA Middle Level until completion of Eighth Grade and then FBLA until completion of Twelfth Grade. Thank you for making sure your chapter follows this procedure.

The national membership database is new this year, and directions are on the national website (fbla-pbl.org). If you need assistance, don’t hesitate to call the State Adviser or Lisa Smothers and Ashley Witherspoon at the National Center.

Be sure to check the chapter/school information to update any changes in advisers, addresses, phone numbers, etc.

After entering names, you can submit dues money by credit card or print an invoice and mail a check. Just keep a mind, membership is not complete until the dues payment is received.

## **NCPBL Virtual Chapter**

Students enrolled at colleges without a PBL chapter may join the NCPBL Virtual Chapter. Online students at a college with a PBL chapter join that college chapter. Virtual membership is done through the national website. NCPBL receives notification as members join, and then contact and communication is done by Administrative Services Director Chad Nichols, who serves as adviser for the NC Virtual Chapter. For competition, voting, etc., the Virtual Chapter is considered just as any other chapter in relation to event entries, running for office, etc. If your chapter had members transfer to colleges without chapters, please encourage them to continue their PBL involvement by joining the Virtual Chapter, hopefully while they’re working toward reactivating or chartering a chapter!

## **New Chapters**

Each year the State Executive Council attempts to charter new chapters and reactivate chapters that have not been active. That process is always easier if there is a contact person at the college and if we’re aware of former FBLA or PBL members now attending that school. Local chapters can assist in that process and can get credit on TLLA for chartering or reactivating a PBL (or FBLA) chapter. Keep the state adviser informed so emails and information can be sent as quickly as possible. The State Handbook has a section on chartering/reactivation.

## 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, gives TLLA Chapter Scholarships, and many other activities that contribute to the state PBL program. Mr. Rick Gardner, a recently-retired 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.

## March of Dimes

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. The Saturday of National FBLA-PBL Week is designated as "Community Service Day" and is a good time to do a March of Dimes fundraiser.

*A copy of the 2019-2020 NCPBL Calendar and this year's TLLA accompany this Chapter Guide. Both will also be included in the state handbook, which will be posted on the state website as soon as final handbook updates are completed. Again, don't hesitate to contact the State Adviser if there is something you need prior to that time.*

## Best Wishes!

There is a lot of information in this Chapter Guide but know the State Executive Council members 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 outstanding year 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.

### NCPBL 2019-2020 State Executive Council

**State President**

Lindsey Elias  
Western Carolina University  
laelias1@catamount.wcu.edu

**Western Region Vice President**

Bennett (Benn) Batten  
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**Secretary**

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**Central Region Vice President**

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**Historian**

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**State Adviser**

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**Awards Program Director**

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k1doole@gmail.com  
(#1, not letter l)

**Conference Director**

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**Communications Director**

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mjrhodes@waketech.edu

**Administrative Service Director**

Mr. Chad Nichols  
Rowan-Cabarrus Community  
College  
chad.nichols@rccc.edu

### NCPBL Professional Division-Foundation, Inc., Board of Directors

Mr. Rick Gardner, President - Rick.gardner@ncpbpdfoundation.org

Ms. Meredith-Leigh Craig, Vice President

Ms. Josanna Busby, Secretary (and SLC Judges Chair)

Ms. Melissa Coffey, Treasurer

Ms. Christy Fulcher, Emblematic Items Chair

Ms. Tonia Blackwood

Ms. McKenzie Worley

Ms. Shirley Rijkse

Mr. Jonathan Evans

Mr. Hazlett, Ex-officio

# 2019-20 NCPBL Chapter Information Form

Submit by October 20, 2019, for Gold Star/TLLA credit to

State Adviser, State Communications Director, State Historian

dhazlett7561@stanly.edu, mjrhodes@waketech.edu, monicachangmoua@gmail.com

NAME OF COLLEGE/UNIVERSITY: \_\_\_\_\_

COLLEGE PRESIDENT or ADMINISTRATOR FOR RECOGNITION INFORMATION:

(Name & Title) \_\_\_\_\_

CHAPTER MAILING ADDRESS:

\_\_\_\_\_

CHAPTER ADVISER (do attachment if more than two advisers):

(Name) \_\_\_\_\_

(Name) \_\_\_\_\_

(Email) \_\_\_\_\_

(Email) \_\_\_\_\_

(Office Phone) \_\_\_\_\_

(Office Phone) \_\_\_\_\_

(Cell Phone) \_\_\_\_\_

(Cell Phone) \_\_\_\_\_

CHAPTER PRESIDENT (or key member):

(Name) \_\_\_\_\_

(Email) \_\_\_\_\_ (Cell Phone) \_\_\_\_\_

ANY CHAPTER INFORMATION THE STATE EXECUTIVE COUNCIL SHOULD BE AWARE OF  
(e.g., upcoming adviser retirement, special activities other chapters invited to attend,  
specific needs of chapter, etc.):