



# COLORADO

FBLA TODAY NOV. 2023





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# COLORADO FALL LEADERSHIP CONFERENCE

October 20

The 2023 Colorado Fall Leadership Conference (CFLC) was a homerun for our organization. The conference, attended by hundreds of eager members, served as a powerhouse of knowledge and inspiration. Workshops focused on recruitment, social media, networking, and leadership, leaving an indelible mark on all who participated. We are thankful to Metropolitan State University for lending us their campus and a helping hand. Their support allowed us to create such a memorable experience. From the state officer team to our members, advisers, and supporters we thank you for joining us at CFLC. We can't wait to see everyone at your respective District Leadership Conferences and in April for the State Leadership Conference (SLC)!





**March of Dimes was established in 1938 by President Franklin D. Roosevelt. It was originally founded to research the Polio virus. After a cure was invented, the organization focused on a new goal: the health of mothers and babies. Fifteen million babies are born prematurely every year. FBLA formed a national service partnership with the March of Dimes in 1970 to help contribute.**

**FBLA helps to spread awareness about the March of Dimes foundation. It has helped millions of babies not only to survive but also to thrive. FBLA members fundraise to support March of Dimes at district, state, and national conferences. Last year, Colorado FBLA chapters collectively raised over \$10,000 to support the March of Dimes. FBLA has been a steadfast contributor to the March of Dimes, generating \$250,000 annually for the foundation.**



**53 YEARS WITH FBLA**





# BUSINESS BREAKDOWN

## PEST ANALYSIS: MOD

### Political:

- **Healthcare Policies:** Changes in healthcare policies can significantly impact the organization's operations, especially if there are shifts in maternal and child health priorities.
- **Government Funding:** Government grants or financial support for research, advocacy, and public health initiatives play a crucial role. Variations in funding can affect the extent of March of Dimes' projects.

### Sociocultural:

- **Changing Demographics:** As the demographics of the U.S. change, March of Dimes will need to tailor its programs to address the unique health challenges faced by diverse populations.
- **Public Awareness:** The level of public knowledge and awareness about maternal and child health issues can affect the organization's advocacy effectiveness and donor base.

### Economic:

- **Economic Downturns:** During economic recessions, charitable donations typically decrease, which can limit the organization's resources.
- **Healthcare Costs:** Rising healthcare costs can increase the demand for March of Dimes' support services, but also make their mission more challenging as they try to provide affordable care solutions.

### Technological:

- **Digital Fundraising:** The growth of digital platforms offers new fundraising avenues but requires the organization to adapt and innovate its outreach strategies.
- **Health Tech Collaborations:** Advancements in health tech can provide opportunities for partnerships, enhancing the quality and reach of support services.



# Community in Colorado

*The Colorado FBLA community is dedicated to service, recognizing its profound importance in cultivating responsible and compassionate future business leaders. Engaging in community service initiatives allows our members to directly contribute to the betterment of society, instilling in them a sense of social responsibility and empathy. Through these experiences, Colorado FBLA members develop essential leadership, teamwork, and problem-solving skills, ultimately shaping individuals who are not only successful in the business world but also committed to making a positive impact in their communities.*

## DIMES\$ to DOLLARS\$

1. *Clear Goals and Planning: Start with well-defined fundraising goals and a clear plan. Understand what your organization needs the funds for and set achievable targets. Having a roadmap helps in organizing efforts and tracking progress.*
2. *Engaging Donors: Build strong relationships with your donors. Communicate the impact of their contributions and show appreciation regularly. Personalize your outreach to make donors feel valued and connected to your cause.*
3. *Leverage Technology: Use technology to your advantage. Online platforms, social media, and email marketing can significantly expand your reach and streamline donation collection.*
4. *Storytelling: Share compelling stories that highlight the impact of your organization's work. Stories resonate with donors on an emotional level and can inspire greater generosity.*
5. *Transparency: Be transparent about how donations are used. Donors want to know that their contributions are making a difference. Regularly report on your achievements and financial stewardship.*
6. *Donor Feedback: Solicit feedback from donors to understand their preferences and motivations. Use this information to refine your fundraising strategies.*

## WHY I SERVE

WRITTEN BY, BRAILEY ANGELOVICH

To me, service is the most rewarding aspect of FBLA. Over the past few months, I have had the privilege of working with the rest of the state Service Committee to prepare for March of Dimes Awareness Week. I am thrilled to continue this initiative and raise more awareness among our members for this noble cause. I cherish the opportunity to contribute to a community that works tirelessly to be a beacon of hope for women and babies during their most challenging times. While I am deeply passionate about pursuing a career in the business world, one of my greatest aspirations is to become a mother. I cannot imagine what it would be like if I didn't have that chance. As you can probably tell, March of Dimes holds a special place in my heart, making it easy for me to want to give back to my community.



# NEW LEADERSHIP

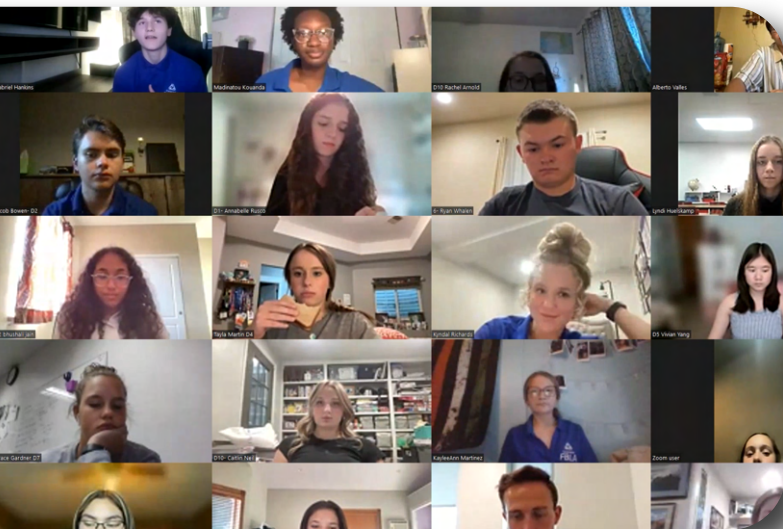
## FROM THE 2023-24 STATE OFFICER TEAM

Simply put, FBLA is founded on the leadership of its members. Our organization has had long-term emphasis on servant and transformational attitudes, a vision pivotal to uplifting the next generation of business leaders. While State Officers are the forefront of Colorado FBLA, every achievement is made possible by our district officers and President's Council members. These individuals are, in their own right, some of the most accomplished leaders in Colorado.

With that in mind, the Colorado State Officer Team extends its support, gratitude, and congratulations to the newly appointed district officers and President's Council members. Your state team is enthusiastic about your decision to embark on this fresh leadership journey with Colorado FBLA. Your involvement plays a pivotal role in the organization's ability to host meaningful District Leadership Conferences and ensures the sustainability of our national mission. Your dedication and hard work will not go unnoticed this membership year.

Among these individuals are another special group of Colorado FBLA members, those recently nominated to a national FBLA council, focusing on the member experience throughout FBLA!

Members are encouraged to reach out to these newly appointed leaders, for guidance, support, and as an opportunity for friendship!



2023 DISTRICT OFFICER TRAINING

### **DISTRICT 1 OFFICERS**

ABBY LOVELL  
ALBERTO VALLES  
ANNABELLE RUSCO  
AZLYN ZIRK  
EMMA ROBERTS  
PETER HOLLYWOOD

### **DISTRICT 2 OFFICERS**

BHUSHALI JAIN  
ISABELLA GHERING  
MAKENZIE JACKSON

### **DISTRICT 3 OFFICERS**

ADDISON HOOZEE  
CALLIE RICHARDS  
LYNDI HUELSKAMP  
RAEYA SCHROCK

### **DISTRICT 4 OFFICERS**

ALY MOLDE  
DAVID BETLEY  
KELSIE HADEEN  
TAYLA MARTIN

### **DISTRICT 5 OFFICERS**

ANDREW HUANG  
CHRIS GIMELSHTEYN  
DEEKSHA AMARALA  
SAMANTHA VERSIE  
VIVIAN YANG

### **DISTRICT 6 OFFICERS**

ALEXIS MUNOZ VILLAR  
BROOKLYNN ROZELL  
LAUREN ANDERSON  
MICAH RONALD  
RYAN WHALEN  
SALENA AMIN

### **DISTRICT 7 OFFICERS**

BREANNA WILSON  
GRACE GARDNER  
KAEDYN RUSHTON

### **DISTRICT 8 OFFICERS**

FAITH COOPER  
KALEB ANDERSON  
KELLIE VIALPANDO

### **DISTRICT 9 OFFICERS**

ANNIKA CANTRELL  
TAYTIN KNOBLICH



## **DISTRICT 10 OFFICERS**

CADE NIERLING  
CAITLIN NEIL  
CALLAHAN DAVIS  
ISABELLA LEOEUF  
RACHEL ARNOLD

## **DISTRICT 11 OFFICERS**

AANSHI BEURA  
AARAV VARMA  
ADITYA KHANOLKAR  
ALEXANDER FIDUCCIA  
NATHAN KIM  
SAIEE BRUNDA  
DEVIREDDY  
SHAY NALICK

## **PRESIDENT'S COUNCIL**

AARAV VARMA  
ANNABELLE RUSCO  
ISABELLA LEOEUF  
JOHN CHAVEZ  
TUJILLO  
SAAHITHI KASA

## **NATIONAL COUNCILS**

### **DARIA OSOVSKAYA**

Mountain Plains,  
Communications Director

### **JACOB BOWEN**

Mountain Plains,  
Programs Director

### **GABRIEL HANKINS**

Treasurer's Council,  
Executive Assistant

# **MBA RESEARCH CONVLAVE 2023**



**Colorado FBLA state officers and local advisers proudly attended the 2023 MBA Research Conclave, October 13th through the 15th. MBA Research is a nonprofit organization that provides educational resources and support to enhance the teaching and learning of business and marketing education in secondary and postsecondary institutions. The conference spoke to coming innovations in business education, spoke to the purpose for CTSOs like our own, and discussed a changing environment with modern learning.**

**MBA Research brings certifications and lesson plans to the classroom. Advisers and members, click the link below to level up your education!**

[learn more...](#)



## **FBLA & MBA: the future**

Attention Colorado advisers! The alliance between FBLA and MBA Research is revolutionizing how we tackle competitive events, and it's essential for every Colorado FBLA adviser to harness our combined resources.

Here's a streamlined guide for Colorado teachers preparing students for FBLA competition:

- *Crosswalks:* These guides are indispensable. They enable teachers to seamlessly align MBA Research resources with FBLA competition topics, spanning over 70 unique events.
- *Lesson Modules (LAPs):* These comprehensive tools, embedded with readings, activities, and more, ensure your students gain an edge in mastering competition competencies.
- *Gray Zone Scenarios:* Challenge your students to think on their feet, a critical skill they'll need during competitions.



- *Test Item Bank*: Housed in the Learning Center, this resource is perfect for crafting Colorado-standard quizzes that mirror competition content.
- *Free Lesson Modules*: Courtesy of the Daniels Fund, these modules focus on honing students' collaborative and communicative skills.

An added bonus for our Colorado community: FBLA advisers in member states, like ours, benefit from member pricing on all MBA Research offerings. Furthermore, don't miss out on the FBLA Community Service Workbook. It's specifically designed to shepherd students in their community service projects, aligning with Colorado's commitment to community development. A heads-up on what's next: The FBLA Competitive Event Crosswalks are undergoing enhancements, incorporating more performance indicators linked to FBLA Competency Lists. This revamp ensures Colorado educators have the most up-to-date tools for student preparation.

Colorado teachers, with FBLA and MBA Research in your toolkit, you're equipped to guide the next generation of business trailblazers. Make the most of these resources to set your students up for unparalleled success!

[Partner Page](#) ➔



# ADVISER Alert

## DEADLINES

- Nov. 8 - Adviser Q&A (4-5 pm)
- Nov. 8 - Shaping Success Deadline
- Dec. 1 - Membership Registration & Payment Deadline
- Dec. 15 - DLC Registration Deadline





# SPONSORSHIP

SAMANTHA HEATH, VP of SERVICE

FBLA offers tens of membership opportunities, but tapping into them often boils down to how effectively chapters secure funds through fundraising and sponsorships. While this may initially seem challenging, success in these endeavors can be simplified by keeping key principles in mind.

First and foremost, your presentation matters significantly. Approach businesses with professionalism in your speech, attire, and demeanor. Demonstrating genuine dedication is essential because potential sponsors are more likely to support individuals who wholeheartedly believe in their cause.

Secondly, provide prospective sponsors with comprehensive information. Many sponsorship applications require details about fund allocation and amounts requested. Clearly articulate how participating in the FBLA event will benefit you and contribute to your future endeavors. The more transparent and informative you are, the more secure sponsors will feel about contributing to your cause.

Thirdly, maintain an attitude of gratitude throughout the process. Regardless of whether a business ultimately sponsors your chapter, express your appreciation for their time and consideration. Politeness and respect go a long way in fostering positive relationships. Following up is equally crucial – sending thank-you notes and sharing event summaries and pictures can bring joy to business owners and increase the likelihood of future donations.

When FBLA chapters engage in fundraising initiatives, these same principles apply. Always remember to be informative, courteous, respectful, well-presented, and appreciative. It's crucial to recognize that the support of our communities plays a pivotal role in making these opportunities accessible. Their backing not only enhances our experiences but also contributes to our business acumen. Bear in mind that when you participate in an FBLA event or assume a position of financial leadership within the organization, you are a representative of FBLA. Uphold the organization's values and standards to maintain its reputation. Thank you for reading, and best of luck with your future financial leadership endeavors! Your dedication to these principles will undoubtedly yield success for both you and your FBLA chapter.



# AMERICAN ENTERPRISE DAY

NOVEMBER 15

*Deciding which path to take and starting your career is no easy task. Join National FBLA November 15 at 7 PM ET and learn more about a wide variety of career fields from working professionals.*

WEBINAR INFORMATION →

## Star MEMBER DILLON SCHAEFFERKOETTER

The Colorado Fall Leadership Conference was attended by hundreds of our outstanding leaders. Dillon Schaefferkoetter stood out for his willingness to learn, confidence to publically speak, and dedication to our organization. A round of applause to Dillon, from Monarch High School!

# DENVER NUGGETS NIGHT

Watch the defending NBA Champions face off against the Brooklyn Nets, December 14th!

Tickets start at \$30 and will run out quick!

BUY TODAY



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# MONTHLY MEMBERSHIP MEETINGS

Join the state officer team this 27th, and every month after for insight on new initiatives, conferences, and chapter management! This month our team is taking a dive at fundraising, making sure your chapter can take yourselves far as possible!

Sign-Up →

COUNTS FOR PEAK POINTS!

## MEMO MONDAY



Advisers, keep in touch on everything Colorado FBLA, with weekly installs of Memo Monday! Reach out to State Adviser, Molly Davis, to subscribe.

Email →



*Thank you to Colorado FBLA Today readers. This initiative, every month, requires hours of thoughtful consideration to develop. A special appreciation to state officers, Jacob Bowen, Kaylin Trent, KayleeAnn Martinez, Brailey Angelovich, and Brisa Zubia for making this November edition of Colorado FBLA Today possible!*

*If you are interested in seeing your story or chapter included in the December edition, please submit your article here!*

**Gabriel Hankins,  
VP of Education**