

FEBRUARY 2024

# COLORADO

## FBLA TODAY



# CONTENTS

## February 2024



### Recognizing Colorado

Colorado members are impressive, take a look at all they are doing



### Everything SLC... So Far

SLC is only a couple of steps away, think about state events, think about state office...



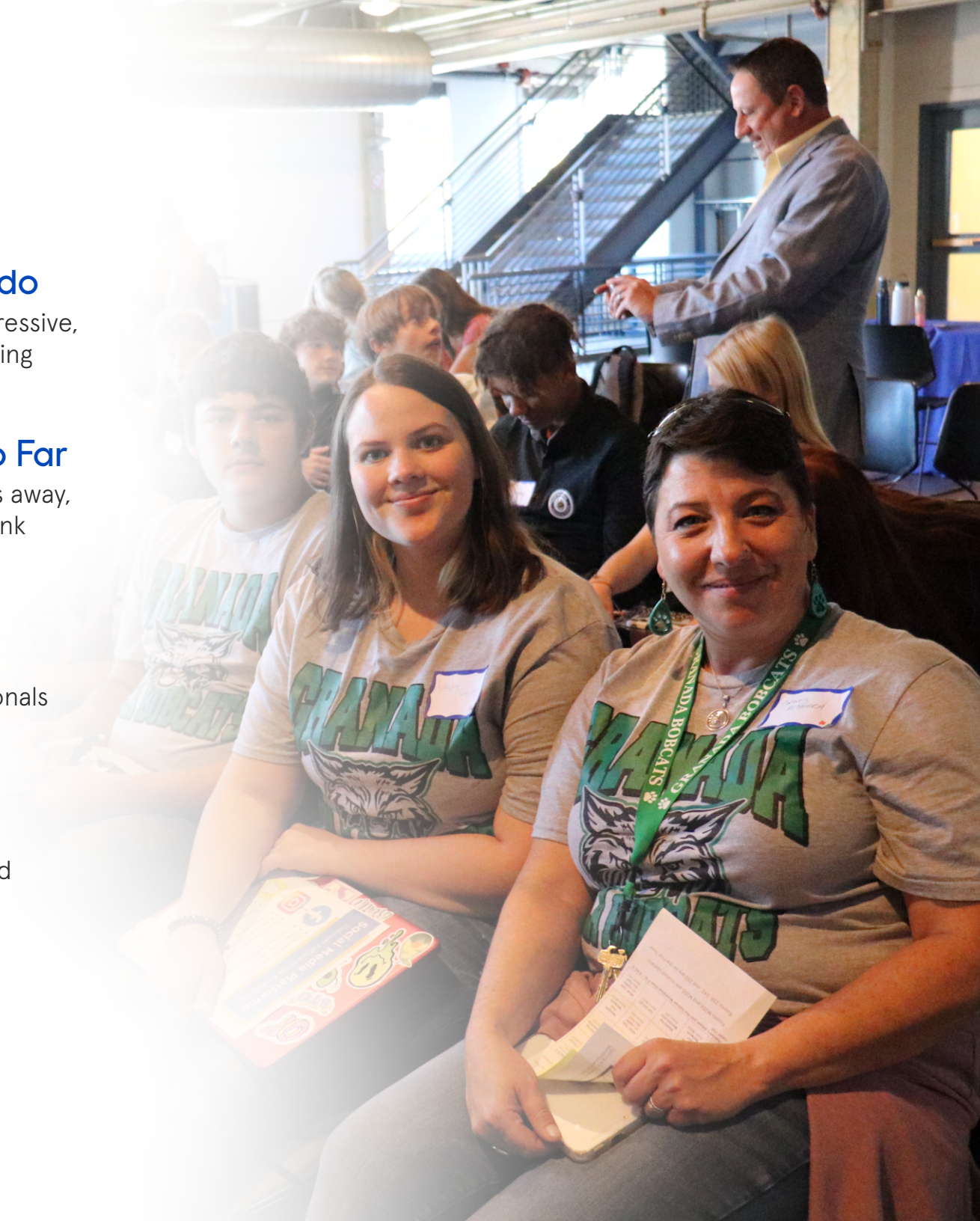
### Adviser Alerts

Updates on everything nationals and all upcoming events



### FBLA Week

FBLA Week is this month and we are providing some final updates!





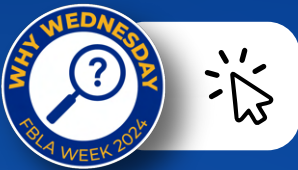
Members will complete community service projects and post about their experiences on Instagram, utilizing the #FBLAWeek hashtag.



Members will have the opportunity to hear about the important role mentors play in launching and supporting their career journey in the career panel webinar.



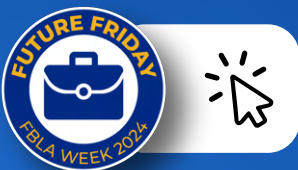
Members will have the chance to network with other FBLA members in their region and the National Officers and then compete in a Battle of the Regions game night at 5:00 PM.



Members can join the National Presidents' Forum at 7:00 PM ET to learn more about how to enhance their involvement within the organization and get a sneak peek at the 2024 NLC. We'll also celebrate "why" it's great to be a part of FBLA! And we'll launch a contest for members to suggest and design themes for the 2024-25 program year.



Members will thank advisers and state leaders for their commitment to the organization by posting stories, photos, and/or videos to their Instagram accounts using the hashtag #FBLAWeek.




Members will close out the school week by dressing as a professional in their future career. They will also learn about what it takes to succeed in a chosen career. FBLA alumni and the Collegiate National Officers will host a "Next Steps" webinar at 5:00 PM to help prepare students to transition from high school to college or a career.



High School Regional Vice Presidents will highlight state chapter success stories through social media. Stay tuned for chapters to be recognized on the National Instagram page!



FEB 11TH - 17TH **National Website**  
**FBLA WEEK**



High school and college can present many students with the daunting task of learning practical skills for a profession while balancing social engagements. FBLA may consist of taking tests and preparing for events but it provided practical skills that I would never have learned in a classroom setting. Being able to understand the different aspects of a company and the many fields that exist in business helped hone my skills and understand the opportunities present. In FBLA, I was able to understand the true impact and importance that it had on not just myself but the entire chapter. While other officers and I help prepare members for their events, we also create personal connections and a welcoming atmosphere for others as well.

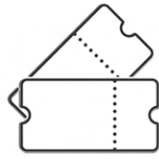
Learning the technical side of business is very important to being successful in the field, but above that is being able to make connections and form relationships. Through word of mouth, social media, awards, and other strategies, our chapter has nearly quadrupled since we restarted the program after COVID because we have formed connections with our members and created a community. Not only did we as a chapter prioritize learning skills and practicing knowledge, but also team building and fun opportunities to meet new people. While FBLA might have been recommended to me through friends as a way to be involved in the school, it provided me with a community that shared a common interest. Through our Member of the Month program, we have been able to award outstanding members who have prioritized helping other members and helping to create a community within our chapter. Through all these efforts taken by members, officers, and advisers, our members learn skills, participate in a community, and have fun which can ultimately be utilized for any prospective job in the future.

Mahathi Jasty  
**Legend High**  
*Real-Life Applications  
of FBLA*



# NUGGETS

VS. RAPTORS MARCH 11TH



CLICK HERE

Colorado  
**FBLA**

\$5 Per Ticket Sold  
Contributes to  
Colorado FBLA



# MARKETING MASTERPIECE

Hailey Shackelford

Palisade FBLA

This past month the Palisade FBLA chapter attended the annual county-wide middle school club fair. We had fruitful success in reaching the incoming class and teaching them the benefits of FBLA, not only from an academic standpoint but also the manner in which FBLA challenges students' growth socially. Middle schoolers can be very unmotivated when it comes to things such as high school, since it can seem as though it's lightyears away for them. Allowing them the opportunity to aid Palisade FBLA added incentive and sparked interest within the group.

Along with the slide show, presentation board, and verbal input from the chapter officers, the Palisade FBLA chapter added a competition between peers at the event. Palisade introduced the "Business Shark Best Sales Pitch." A candy bar was provided to two students, and their job was to create a sales pitch in under one minute and present their thirty-second minimum pitch to a judge on why this candy bar was one of the best things they've had and why the judge needs to be the next one to purchase said candy bar. The judge graded them on enthusiasm, creativity, and delivery. Out of both students that participated, one sales pitch would succeed the other, and a candy bar was rewarded to the winner. Boom! Just like that it was a hit!

Overall at the end of the middle school event, we had 143 students leave their names and contact information showing interest in FBLA and its values. With this, the Palisade FBLA officers will be able to reach out to the incoming class to send newsletters and additional information about the club during the remainder of the school year as well as during the summer to retain their interest and garner their future involvement in the club.



Palisade FBLA at their annual club fair.



Palisade FBLA members dressing out for their chapter spirit day.

# Adviser ALERTS

## february

February 11 - 17: FBLA Week

February 12 - April 19: Spring Stock Market Game

- February 15: Peak Awards Leaderboard Submission
- February 16: NLC Pin Design Contest Deadline

February 23: Spring LifeSmarts and Virtual Business Challenge both end

February 26: Colorado FBLA Membership Meeting, Virtual, Passcode: 108213, (7-8 pm)

February 28: Colorado FBLA SLC Survival Series - Intro to SLC & Registration Webinar, Virtual (4-5 pm)

- February 28: CTE Celebration (Champion Chapter) Deadline

## march

- March 1: National Dues Payment Deadline for NLC Competitors

March 4: Colorado State Leadership Conference Early Bird Registration Deadline

- March 4: NLC T-shirt Design Contest Deadline

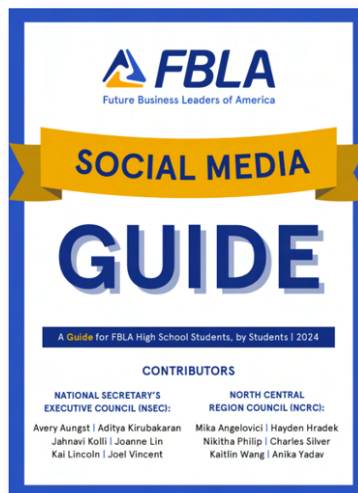
March 5: Colorado FBLA Middle School State Leadership Conference, Brighton

- March 11: Colorado State Leadership Conference Regular Registration Deadline

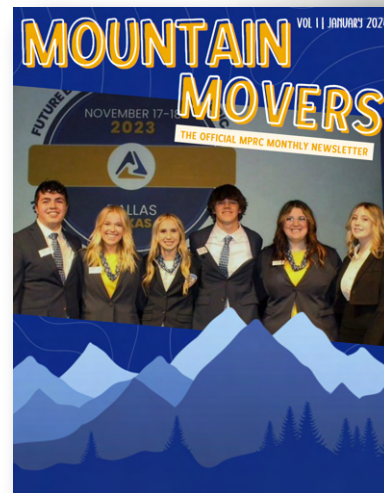
# What's Happening NATIONAL

Take a look at what's happening at National level. First up is the social media guide, perfect for chapter officers and members trying to create a strong personal brand!

Released in January was the Mountain Plains Newsletter, packed with ways to gain recognition, and some competition tips from Mountain Plains VP, Kaidence Hase!



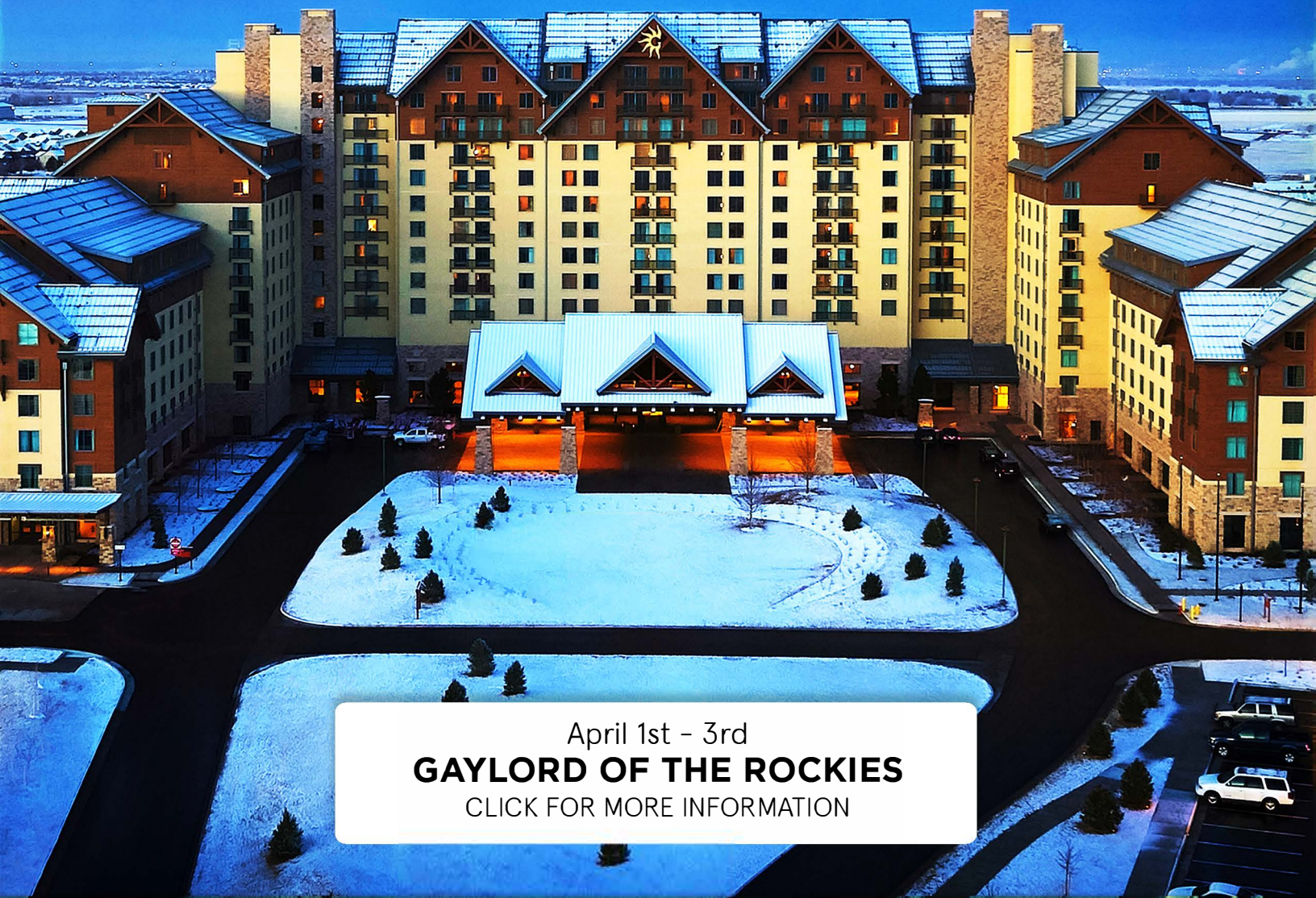
READ NOW



READ NOW



# SLC IS JUST OVER THE HORIZON



April 1st - 3rd  
**GAYLORD OF THE ROCKIES**  
[CLICK FOR MORE INFORMATION](#)



# Better Your Future Better Our State

Run For Office



State office is an important role for Colorado FBLA. Travel to schools, host conferences, and work on the state POW. State officers represent the membership of our state association. Reach out to a state officer for any questions, support, and advice.


Due March 3rd 

Officer Contacts 

## State Bound?

**Keep your competition season** going by competing in a state only event at our State Leadership Conference in April. State events are often **cumulative projects**, and great ways to have a well-rounded competition experience. Learn more below!

- *Partnership With Businesses*
- *American Enterprise Project*
- *Community Service Project*
- *Local Annual Chapter Business Report*

 **Clickable Links**



# Star MEMBERS



## REBECCA SANTACRUZ

Meet Rebecca, a junior from Platte Valley High School. Rebecca was recognized as a star member for being interactive and her good attitude.



## LILAH COUSINS

Lilah Cousins, from Westminster High School, received a Star Member Award for guiding her chapter over the past two years. Serving as her chapter's president, she has collaborated with her team to significantly increase their membership count and ensure the success of their members.



## LAIQ SORRELL

Meet Laiq Sorrell, a junior from Cherry Creek High School. Laiq is recognized as a star member for diligently designing Creek's FBLA website with admin access and sign-up pages for events! Since winning 2nd place in UX design at NLC he has brought it to the Creek community in full storm.



## MMM RECAP JANUARY 22ND

THE PRESIDENT'S COUNCIL PROUDLY LED THE JANUARY MONTHLY MEMBERSHIP MEETING, INFORMING OUR STATE ON COMPETITION READINESS. NOT ONLY THAT, BUT OUR NATIONAL TREASURER, ANDREW STONE MADE AN APPEARANCE TO DISCUSS THE UPCOMING FBLA WEEK. MAKE SURE TO BE THERE NEXT MONTH FOR MORE MEMBERSHIP FUN!

PRESIDENTS COUNCIL HIGHLIGHT

- Aarav Varma
- Annabelle Rusco
- Isabella Leboeuf
- Saahithi Kasa
- John Chavez Tujillo



## MONTHLY MEMBERSHIP MEETINGS

College and career readiness is a focal point for any Colorado FBLA member. Join the state officer team on Feb. 26th 7:00 P.M. so we can talk about your future!

Sign-Up →

COUNTS FOR PEAK POINTS!

**bmfef**

# NEW TEACHER MEETING

By **Gabriel Hankins**

I am thankful to have attended the Colorado BMEF new teacher meeting, hosted at the Denver Daniels Fund center. I was not only given the opportunity to speak on chapter fundraising, but also heard about the newest work based learning options for Colorado students.

This opportunity bettered me as Colorado FBLA's VP of Education and reinforced my dreams of becoming a business teacher. Thank you to all 19 teacher attendees for the work that you do!



*VP of Education, Gabriel Hankins, with State Advisers, Molly Davis and Tonya Davies*

**SUBMIT  
AN  
ARTICLE**   
**ONE MORE MONTH**

## Follow us Everywhere



@ColoradoFBLA  
www.coloradofbla.org



Thank you Colorado FBLA for taking your time to read my newsletter. I would also like to thank my state team and advisers for making this February edition possible.

Tune back in for march to be updated on everything for the State Leadership Conference, this April 1st - 3rd.

Good Luck With Districts,

Gabriel Hankins  
VP of Education

