



**2023-2024**  
**MIDDLE SCHOOL**  
**ADVISER**  
**WELCOME**  
**GUIDE**



## A Message from FBLA's President & CEO

Dear Adviser,

Welcome to the new program year! I'm delighted to share with you our **2023-24 Middle School Adviser Welcome Guide**. I hope you'll keep it handy and return to it frequently throughout the year.



As we start this new year, I want to highlight a few items:

- We are using a **new system for membership records, member communications, and self-paced learning modules powered by GreekTrack: FBLA Connect**. This one-stop resource will allow you to easily update your chapter's records and pay dues. It will also replace the Leadership Communities with a seamless environment for you to ask questions and to share best practices with other advisers. And it's where our members and advisers can access self-paced learning such as the **LEAD Awards**. Our goal with this new system is to put the power of chapter management in the hands of you, the adviser.
- In this welcome kit, you'll also find several posters, flyers, and items from the FBLA Shop. We hope you'll place the posters prominently in your classroom to draw attention to the **benefits of joining FBLA, the MERIT Award program, and our national fall conferences**.
- And speaking of conferences, we have spent months planning the **2023 National Fall Leadership Conferences (NFLCs) in Providence, Rhode Island, and Dallas, Texas**. In all of our educational programming, we seek to provide **co-curricular resources** to prepare students to become successful, community-minded future business leaders.

Finally, I want to say how much I appreciate your efforts every day to make the FBLA experience as rewarding and productive as possible for our members. As the husband of an educator, I know you don't hear this enough: Thank you!

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Graham". The signature is fluid and cursive, written over a light gray background.

Alexander T. Graham  
President & CEO

P.S. Have questions? We've got answers! Please reach out to our help desk for assistance at [fbla.zendesk.com](https://fbla.zendesk.com).

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## Mission Statement

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

## Pledge

**I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.**

## Code of Ethics

### I will:

- be honest and sincere.
- approach each task with confidence in my ability to perform my work at a high standard.
- willingly accept responsibilities and duties.
- seek to profit from my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.
- abide by the rules and regulations of my school.
- exercise initiative and responsibility and will cooperate with my employer and fellow workers.
- dress and act in a manner that will bring respect to me and to my school.
- seek to improve my community by contributing my efforts and my resources to worthwhile projects.

## Creed

### I believe:

- education is the right of every person.
- 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.
- 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.
- every person should actively work toward improving social, political, community, and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- 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.



**FEE** in the  
classroom

# Education that's flexible, fun, & free.

## Do you need to teach your high school students difficult and dense subjects?

We're here to help! The Foundation for Economic Education (FEE) is offering high-quality programs, featuring instruction from field experts and top professors across the country—for free.

You can relax while we engage your students with exciting, interactive lessons in:



Some topics make students roll their eyes or slump in their seats, but FEE's goal is to give them an innovative, unforgettable, and accessible educational experience.



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US History



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Entrepreneurship



and More!

We're ready to support your classroom with our **flexible, customizable curriculum**, ranging from a single-class period to a full day of instruction in-person or as an online webinar—whatever is most convenient for you!

1

Contact our team  
at [seminars@fee.org](mailto:seminars@fee.org).

2

Let us know what topics  
you want to cover.

3

Top-notch educators  
will inspire your students.

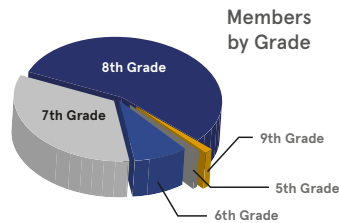
Visit [FEE.org/Classroom](https://www.fee.org/Classroom) for more information.

# **FBLA** **MIDDLE SCHOOL**

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

## MEMBERSHIP

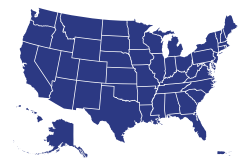
**16,000+**  
Members



**1,000+**  
Educators

**650+**  
Chapters

**37** States and territories



## PROGRAMS

 **20+**  
Competitive Events



**Leadership  
Development  
& Recognition**

LEAD Awards • MERIT Award

## CONFERENCES



**13,000+**  
attendees



**3,000+**  
attendees



## WHY JOIN?



**College  
Preparation**



**Scholarships**



**Academic  
Competitions**



**Career  
Exploration**



**Networking**



**Travel**



**Discounts**

Learn more at [fbla.org](http://fbla.org)



# Student Member Outcomes

Future Business Leaders of America, Inc. (FBLA) is the largest business Career and Technical Student Organization in the world. FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Want to join or start a chapter? Visit [www.fbla.org](http://www.fbla.org).



**64%** of FBLA members carry an "A" grade point average. The national average is 47%.

FBLA member participation outranks the national average in these high school courses:



**57%** of FBLA members say the organization has a positive impact on their academic performance

**36%** of FBLA members say they are first-generation college students



Of the business educators surveyed:

**41%** said industry leaders provided job shadowing experiences/ interning to their students.



**63%** worked with industry leaders by having them speak to students in the classroom.

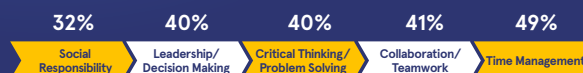
When choosing a college/university, FBLA members look for a school that provides:



- Affordability
- Career Preparation
- Academic Strength
- Social Environment
- Diversity of Academic Opportunities
- Class Sizes/Student-Faculty Ratio



Top 5 Skills developed by FBLA members:



# Checklist for Starting Your Chapter

Follow the steps below to get your chapter off the ground and on track for success this year.

## ❑ **Review This Adviser Guide & the Chapter Management Handbook**

FBLA will publish the Chapter Management Handbook online with more information this summer. Both this guide and the handbook are set up to allow you to easily find information and plan out a successful program year.

## ❑ **Connect with Your State Leader**

Contact your FBLA State Leader to learn about events and activities in your state. Make sure they have your contact information so they can provide updates, information, and local technical support.

## ❑ **Get Approval from Your School's Administration**

Talk to your school administrator about starting a chapter and seek their approval.

## ❑ **Connect with Your School's Business Office**

You'll need to pay membership dues, so find out how your school district processes membership dues, travel funds, and conference registration fees.

## ❑ **Get to Know School Policies & Procedures**

Some FBLA activities require travel to off-campus events, both day and overnight. Learn about your school's excused absence policies, chaperone requirements, substitute teacher processes, transportation options, and other procedures.

## ❑ **Check on Funding Support from Your School or District Office**

How is federal or state Career and Technical Education (CTE) funding used at your school? Some districts allow funding to support transportation, lodging, educational resources, study materials, conference registration, and/or adviser professional development.

Find out if there are school restrictions on fundraising (e.g., nutritional issues with candy sales) or service activities.

## ❑ **Meet with Your School's Counselors**

Connecting with school counselors is a key way to ensure your business, marketing, management, and information technology courses are full of great students—and potential FBLA members. Help counselors understand the academic rigor and relevance of FBLA, and show them information about the FBLA Competitive Events Program so they can see how FBLA fits into class curricula.

## ❑ **Identify Student Leaders**

Identify students from all grades who could become members of your chapter.

## ❑ **Find Co-Advisers**

Ask other teachers to join as co-advisers. Their assistance will help you build a successful program.

## ❑ **Give Your Chapter Visibility Through a Program of Work**

The heart of every chapter's program year is the Program of Work. It is the calendar of activities and projects your chapter will carry out during the program year. Make sure members and your school administration are familiar with your plans and kept in the loop as updates are made.

## ❑ **Integrate FBLA into Your Classroom**

FBLA is a co-curricular educational tool. Provide time for projects in class. Introduce the Competitive Events Program, LEAD Awards, and partner programs as class projects. Treat each of your students as an FBLA member and ask them to join!



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# 2023-24 Middle School Program Year at-a-Glance

*This calendar is provided for planning purposes and is current as of May 1, 2023. If known at the time of publication, the exact date is included. For the most up-to-date information, please visit [fbla.org](https://fbla.org).*

## AUGUST

### August 1

Membership Registration Opens

MERIT Award Program Begins

Dressed to Impress Scholarship Application Opens

### August 15

National Fall Leadership Conference (NFLC)

Registration Opens

## SEPTEMBER

### August 1

Fall Stock Market Game Registration Opens

## OCTOBER

### October 9

Fall Stock Market Game Begins

### October 15

Dressed to Impress Scholarship Application Deadline

### October 16

Fall LifeSmarts Competition Begins

### October 18

Registration Deadline for NFLC

### October 20

Learning Center Grace Period Ends

### October 27

Fall Stock Market Game Registration Deadline

## NOVEMBER

### November 10

Fall LifeSmarts Competition Ends

### November 10-11

National Fall Leadership Conference in Providence, Rhode Island

### November 15

American Enterprise Day

### November 17

Prematurity Awareness Day – March of Dimes

### November 17-18

National Fall Leadership Conference in Dallas, Texas

## DECEMBER

### December 15

Fall Stock Market Game Ends

### December 31

Early Bird Member Registration Deadline

## JANUARY

### January 1

Spring Stock Market Game Registration Opens

### January 29

Spring LifeSmarts Competition Begins

## FEBRUARY

### February 1-29

National Career and Technical Education (CTE) Month

### February 9

First Deadline for Lead4Change

### February 11-17

FBLA Week



### February 12

Spring Stock Market Game Begins

### February 23

Spring LifeSmarts Competition Ends

## **MARCH**

### **March 1**

Conference and Competition Registration Opens for the 2024 National Leadership Conference (NLC) in Orlando, Florida

National Dues Payment Deadline for Competitors, National Officer Candidates, and Voting Delegates

### **March 8**

Spring Stock Market Game Registration Deadline

## **APRIL**

### **April 1**

Award Submission Deadline for Chapter/State/ Membership Recognition Awards:

- Largest State Chapter Membership
- Largest Local Chapter Membership

### **April 1**

National Bylaw Amendment Proposal Submission Deadline

### **April 15**

NLC Scholarship Application Deadline

### **April 19**

Spring Stock Market Game Ends

## **MAY**

### **May 10**

Second Deadline for Lead4Change

### **May 15**

MERIT Award Submission Deadline

LEAD Awards Submission Deadline for NLC Recognition

## **JUNE**

### **June 29-July 2**

Middle School & High School NLC in Orlando, Florida



# FBLA Communications

## Publications

FBLA's Communications & Marketing Department regularly shares important information with advisers and members regarding FBLA policies, events, and other news. Each month, we email a Local Adviser Alert with FBLA news, reminders about education and partner program deadlines, implementation guides for upcoming months, and partner discounts tailored to each division.



Six times a year, we publish *Tomorrow's Business Leader*, our flagship magazine. *TBL* features articles on student and chapter achievement, innovative programs, and partner initiatives, as well as news from the National Center, an alumni spotlight, and photos from around FBLA.

In addition, we send out email blasts as needed to communicate timely information.

## Brand Center

All chapters and divisions must use the new FBLA logo in compliance with the Brand Guidelines as of August 1, 2023. Please visit the Brand Center on FBLA's website ([fbla.org/BrandCenter](https://fbla.org/BrandCenter)) for the Brand Guidelines, logo assets, templates, state lock-ups, and other materials to maintain a unified FBLA presence across the country.

## FBLA Shop

The FBLA Shop offers official branded merchandise online. From chapter essentials to lifestyle products and business attire, the FBLA Shop has items to support your chapter's needs. For more information and to place a custom order, visit [fbla.org/shop](https://fbla.org/shop), or contact Centricity's FBLA customer service team at [fblastore@centricitynow.com](mailto:fblastore@centricitynow.com) or 888-449-9667.

## Social Media



@FBLA\_National



# SUCCESS STARTS WITH FBLA



From Chapter Supplies to Celebrating Graduates,  
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inventors, researchers,  
and disruptors



**TKS**

# Programs Overview

FBLA offers membership and education programs throughout the year to help students develop their leadership skills, increase their knowledge of financial literacy, and complete community-service projects. Middle School membership programs include the MERIT Award, a series of challenges to engage members in various activities throughout the year and allow them to earn recognition at the National Leadership Conference. The LEAD Awards offer members the chance to build on their leadership skills, learn more about business, and immerse themselves in their school and communities to earn recognition.

FBLA also works with various partners to provide opportunities for students to further develop these skills. Many of these programs are free, designed to be completed in the classroom, have various deadlines throughout the year, and offer prize money to winning entries.

In addition, FBLA offers several opportunities for members to celebrate the organization and its mission. These include American Enterprise Day on November 15 and FBLA Week in February, which is Career and Technical Education (CTE) Month.

Learn more about each of these programs on the pages that follow.

## Chapter Management Handbook

After August 1, FBLA will publish an online Chapter Management Handbook with more tools and tips to help you keep your chapter on track this school year. Information will include screenshots of how to enroll members, pay member dues, and more in our new membership database; chapter leadership and fundraising tips; how to plan your Program of Work for the year; and more.

## Middle School MERIT Award

*A prequel to Champion Chapter*

The Middle School MERIT Award is a membership engagement-focused challenge that chapters may complete for recognition from the National Center. Added incentives, such as ribbons and plaques at conferences, are available. Build your 2023-24 Program of Work by completing activities. Point totals are included for each activity. Please see the activities on the following pages.


**Final due date: May 15, 2024**

**MERIT Achievement Award**  
1,500 Points

- Digital Certificate

**MERIT Excellence Award**  
2,500 Points

- Certificate at NLC
- Ribbons at NLC

| <br><b>MIDDLE SCHOOL MERIT AWARD</b><br><i>A prequel to Champion Chapter</i>   |   |   |   |
|---|---|---|---|
| <b>AUGUST 2023</b> <ul style="list-style-type: none"> <li>1. Host a Chapter Officers Meeting (100)</li> <li>2. Plan a chapter meeting (100)</li> <li>3. Complete a community service activity (100)</li> <li>4. Complete a Leadership Service Conference (100)</li> <li>5. Host a "Learn &amp; Earn" night (100)</li> </ul>   | <b>SEPTEMBER 2023</b> <ul style="list-style-type: none"> <li>1. Plan a chapter meeting (100)</li> <li>2. Participate in the Fall FBLA Leadership Challenge (100)</li> <li>3. Participate in the Fall Stock Market Game (100)</li> <li>4. Plan a fundraiser for a chapter meeting (100)</li> </ul>   | <b>OCTOBER 2023</b> <ul style="list-style-type: none"> <li>1. Host an event that promotes FBLA (100)</li> <li>2. Participate in the Fall FBLA Leadership Challenge (100)</li> <li>3. Participate in the Fall Stock Market Game (100)</li> <li>4. Complete a community service project (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul>     | <b>NOVEMBER 2023</b> <ul style="list-style-type: none"> <li>1. Host an event that promotes FBLA (100)</li> <li>2. Participate in the Fall FBLA Leadership Challenge (100)</li> <li>3. Participate in the Fall Stock Market Game (100)</li> <li>4. Complete a community service project (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul>  |
| <b>DECEMBER 2023</b> <ul style="list-style-type: none"> <li>1. Complete the Chapter Checklist (100)</li> <li>2. Plan a community service activity (100)</li> <li>3. Complete a Leadership Service Conference (100)</li> <li>4. Complete a "Learn &amp; Earn" night (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul>                      | <b>JANUARY 2024</b> <ul style="list-style-type: none"> <li>1. Host a "Learn &amp; Earn" meeting (100)</li> <li>2. Complete a community service activity (100)</li> <li>3. Participate in the Spring FBLA Leadership Challenge (100)</li> <li>4. Participate in the Spring Stock Market Game (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul> | <b>FEBRUARY 2024</b> <ul style="list-style-type: none"> <li>1. Plan activities to promote FBLA (100)</li> <li>2. Participate in the Spring FBLA Leadership Challenge (100)</li> <li>3. Participate in the Spring Stock Market Game (100)</li> <li>4. Complete a community service project (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul> | <b>MARCH 2024</b> <ul style="list-style-type: none"> <li>1. Host an event that promotes FBLA (100)</li> <li>2. Participate in the Spring FBLA Leadership Challenge (100)</li> <li>3. Participate in the Spring Stock Market Game (100)</li> <li>4. Complete a community service project (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul> |
| <b>APRIL 2024</b> <ul style="list-style-type: none"> <li>1. Host an event that promotes FBLA (100)</li> <li>2. Participate in the Spring FBLA Leadership Challenge (100)</li> <li>3. Participate in the Spring Stock Market Game (100)</li> <li>4. Complete a community service project (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul> | <b>MAY 2024</b> <ul style="list-style-type: none"> <li>1. Host an event that promotes FBLA (100)</li> <li>2. Participate in the Spring FBLA Leadership Challenge (100)</li> <li>3. Participate in the Spring Stock Market Game (100)</li> <li>4. Complete a community service project (100)</li> <li>5. Complete a Leadership Service Conference (100)</li> <li>6. Complete a "Learn &amp; Earn" night (100)</li> </ul>       | <b>POINTS</b> <p>Due: May 15</p> <p><b>MERIT Achievement Award</b><br/>1,500 Points</p> <p>Digital Certificate</p> <p><b>MERIT Excellence Award</b><br/>2,500 Points</p> <p>Certificate at NLC</p> <p>Ribbons at NLC</p>  | <b>NATIONAL LEADERSHIP CONFERENCE</b> <p>June 29 - July 2</p> <p>Orlando, Florida</p> <p>Visit <a href="http://fbla.org/nlc">fbla.org/nlc</a> for more details</p>  |

# Middle School MERIT Award

## AUGUST 2023

1. Elect Chapter Officers. **(100)**
2. Plan a “Welcome Back” event for returning members and prospective members. **(100)**
3. Create a Membership Committee. **(50)**
4. Create a Community Service Committee. **(50)**
5. Hold a “Lunch & Learn” with members to discuss FBLA benefits, projects, and activities. **(50)**

## SEPTEMBER 2023

1. Plan a chapter meeting. **(100)**
2. Plan a recruitment drive. **(100)**
3. Participate in the fall FBLA LifeSmarts Challenge. **(50)**
4. Participate in the fall Stock Market Game. **(50)**
5. Plan an icebreaker for a chapter meeting. **(50)**

## OCTOBER 2023

1. Have at least two members sign up for a competitive event at the district/regional or state level. **(100)**
2. Submit dues for at least five members. **(100)**
3. Plan a community service project. **(50)**
4. Plan a Member Appreciation Day. **(50)**
5. Have students help their adviser with a task or project. **(50)**

## NOVEMBER 2023

1. Have at least one member attend the National Fall Leadership Conference in Providence, Rhode Island, or Dallas, Texas. **(100)**
2. Plan an activity to promote American Enterprise Day. **(100)**
3. Tour a business. **(50)**
4. Invite a business leader to speak at one of your meetings. **(50)**
5. Sponsor a Spirit Day where all members wear FBLA-branded or blue and gold apparel. **(50)**

## DECEMBER 2023

1. Complete the Chapter Checklist. **(100)**
2. Plan a community service activity. **(100)**
3. Invite your principal to attend a local chapter meeting or event. **(100)**
4. Sponsor a Member Appreciation Breakfast. **(50)**
5. Plan a joint activity with another FBLA chapter in your area. **(50)**
6. Host a competitive events study night. **(50)**

The point total for each activity is shown in bold. Visit [fbla.org](https://fbla.org) for documentation requirements.



## JANUARY 2024

1. Host a “bring-a-friend” meeting. **(100)**
2. Have at least two members register for one of the levels of the LEAD Awards. **(100)**
3. Participate in the spring FBLA LifeSmarts Challenge. **(50)**
4. Participate in the spring Stock Market Game. **(50)**
5. Discuss an article from *Tomorrow’s Business Leader* at a chapter meeting. **(50)**
6. Plan a fundraiser. **(50)**

## FEBRUARY 2024

1. Plan activities to promote FBLA Week. **(100)**
2. Participate in at least one of the panels or forums presented by the National Center during FBLA Week. **(100)**
3. Ask an elected official to sign a proclamation for FBLA Week. **(50)**
4. Submit a photo and caption to *Tomorrow’s Business Leader*. **(50)**
5. Host a “Dress for Success” day for members to dress in professional business attire. **(50)**

## MARCH 2024

1. Meet or beat your membership numbers from the previous program year. **(100)**
2. Attend a State Leadership Conference. **(100)**
3. Host a themed movie night for members. **(50)**
4. Plan a literacy project (e.g., a tutoring or reading program for elementary school students or a book drive). **(50)**
5. Host a trivia or game night for members. **(50)**

## APRIL 2024

1. Have at least two members shadow an FBLA High School member for the day. **(100)**
2. Have your Chapter Officers make a presentation about FBLA Middle School to a service club, class of incoming middle school students, or school administration. **(100)**
3. Have your chapter members perform at least 10 hours of combined community service. **(50)**
4. Develop a video or paper scrapbook of your chapter activities. **(50)**
5. Have at least one member apply for a National Leadership Conference (NLC) Scholarship. **(50)**

## MAY 2024

1. Submit a project for the Lead4Change Challenge. **(100)**
2. Sponsor an end-of-the-year celebration. **(100)**
3. Have at least one member register for the 2024 NLC in Orlando, Florida. **(100)**
4. Participate in a community service project or volunteer for a nonprofit, such as an animal shelter, homeless shelter, or food bank. **(50)**
5. Have your Chapter Officers write letters to government officials about the benefits of career and technical student organizations and FBLA Middle School. **(50)**

## American Enterprise Day: November 15, 2023

President Jimmy Carter proclaimed American Enterprise Day in 1980 to honor the system that forms the backbone of the U.S. economy.

Today, FBLA chapters across the country plan projects and activities to celebrate this day. These events often involve business leaders from the local community, education projects to reach other students, and competitions. Visit [fbla.org/american-enterprise-day](https://fbla.org/american-enterprise-day) for ideas on how your chapter can mark this day.



## FBLA Week: February 11-17, 2024

Every year, FBLA members and chapters from across the country dedicate a week to celebrating their chapter's success, publicizing FBLA activities, boosting membership, thanking advisers, and gearing up for spring events and competitions. Held the second week of February, which is Career and Technical Education (CTE) Month, FBLA Week is the perfect time for chapters to reflect on the progress they have made during the program year and the goals they still want to accomplish.

Each themed day is packed with activities, prizes, and opportunities to connect with the FBLA community. To ensure you and your students are ready—and have access to our FBLA Week Toolkit, with day-by-day ideas to integrate activities into your classroom—please check your email, [fbla.org/fblaweek](https://fbla.org/fblaweek), and FBLA's social media for more information.



## Sponsor & Partner Programs

FBLA sponsors and partners provide many benefits and programs for members and advisers, including educational programs, scholarships, and discount programs. Sponsors generously provide the cash awards and trophies for the top winners of our National Leadership Conference (NLC) Competitive Events Program and other conference activities. For a full list of all our current sponsors and partners, please visit [fbla.org](https://fbla.org).

In addition, the following strategic partners provide resources, tools, and benefits to both you and your student members.

### Lead4Change



Lead4Change is a leadership program reaching middle school and high school students with a proven process to help them become passionate, service-minded leaders for life. Lead4Change provides lessons to teachers aligned with national standards on topics such as social-emotional learning, 21st century skills, project-based learning, and more. All teacher and student lessons, the Pacing Guide, and project ideas are available online at no cost. The lessons are leadership-driven, with activities centered on how to solve needs in your community. Schools can enter the Lead4Change Leadership Challenge for a chance to win up to \$10,000 for their school or chosen nonprofit organization.

**Cost:** Free

**Learn more:** [fbla.org/lead4change](https://fbla.org/lead4change)

**Deadlines:** February 9, 2024, and May 10, 2024

### FBLA LifeSmarts Challenge



The FBLA LifeSmarts Challenge is a national

educational competition focused on personal finance and consumer topics. It complements the curriculum already in place in schools and can be used as an activity for classes, groups, clubs, and community organizations. The program, open to students in grades 6-12 in the United States, quizzes students about personal finance, health and safety, the environment, technology, and consumer rights and responsibilities.

**Cost:** Free

**Learn more:** [fbla.org/LifeSmarts](https://fbla.org/LifeSmarts)

**Competition dates:**

**Fall Challenge:** October 16 – November 10, 2023

**Spring Challenge:** January 29 – February 23, 2024

### Stock Market Game



Students in the Stock Market Game may work individually or in teams of two to five members to build and manage a successful investment portfolio of stocks, bonds, and mutual funds using a hypothetical \$100,000. They track their investments over the course of 12 weeks, receiving valuable opportunities to practice math, critical thinking, problem solving, and research skills, as well as essential real-life money skills.

**Cost:** \$10.95 registration fee per team

**Learn more:** [fbla.org/StockMarketGame](https://fbla.org/StockMarketGame)

**Competition dates:**

**Fall 2023:** October 9 – December 15, 2023

**Spring 2024:** February 12 – April 19, 2024

**Registration deadlines:**

**Fall 2023:** October 27, 2023

**Spring 2024:** March 8, 2024

## March of Dimes



The March of Dimes leads the fight for the health of all moms and babies. The March of Dimes supports moms throughout their pregnancy, advocates for policies that prioritize their health, supports significant improvements to the care they receive, and pioneers research to find solutions to the biggest health threats to moms and babies. FBLA supports the March of Dimes through various programs, including Prematurity Awareness Month in November and World Prematurity Day on November 17, and the March for Babies Fundraising Walks in the spring.

**Cost:** Free

**Learn more:** [fbla.org/MarchofDimes](https://fbla.org/MarchofDimes)



## LEAD Awards

The **LEAD Awards** is the individual achievement award program for Middle School members. Participating members have the opportunity to enhance their leadership skills, expand their business knowledge, and earn recognition by immersing themselves in their school and communities. There are two levels to the LEAD Awards.

- **LEAD Explore Award** – Members are introduced to the foundations of FBLA, learn how to best take advantage of the opportunities available to them, and develop their leadership skills.
- **LEAD Aspire Award** – Members select a business skill or content area that they would like to further develop. This award can be repeated for each area. The content areas that are currently available include:
  - Time Management
  - Future Smart Financial Education (in partnership with EVERFI)

Check with your State Leader on the deadline for State Leadership Conference recognition for these awards. To earn recognition at the National Leadership Conference, students should complete LEAD Awards materials by **May 15, 2024**.



## Bringing Field Trips & Job Shadows into the Classroom

CareerViewXR experiences use 360° technology to get students into the heart of various in-demand industries like healthcare, manufacturing, skilled trades, and more!

## Career Exploration on Any Device



Students use a simple access code to view web-based experiences from devices you already have in the classroom—VR headsets are completely optional! CVXR Subscriptions are an eligible expense for ESSER & Perkins Funds.

Visit our **NEW CVXR website** and check out our growing content library of **45+ experiences!**

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[sales@careerviewxr.com](mailto:sales@careerviewxr.com)  
1-833-GET-CVXR

Career Exploration Experiences by

**Be More Colorful**



# Competitive Events for Middle School Members

The Competitive Events Program recognizes and rewards excellence in a broad range of business- and career-related areas. Competitive events also prepare students for successful careers in business by providing opportunities to explore classroom concepts in a workforce-simulated competitive environment. They also provide foundational elements of career awareness and exploration as a part of a Work-Based Learning continuum.

Competition takes place at the state and national levels and may also take place at the local and district/region levels. Advisers should familiarize themselves with the Competitive Events Guidelines and Policy & Procedures Manual and talk with their State Leaders to ensure they are meeting all eligibility requirements for competition.

## 2023–24 Middle School Competitive Events:

- Annual Chapter Activities Presentation (presentation)
- Business Ethics (objective test & presentation)
- Business Etiquette (objective test)
- Career Exploration (objective test)
- Career Research (presentation)
- Community Service Presentation (presentation)
- Critical Thinking (role play)
- Digital Citizenship (objective test)
- Elevator Speech (presentation)
- Exploring Business Issues (presentation)
- Exploring Computer Science (objective test)
- Exploring Economics (objective test)
- Exploring Technology (objective test)
- FBLA Concepts (objective test)
- FBLA Mission & Pledge (presentation)
- Financial Literacy (objective test)
- Interpersonal Communication (objective test)
- Leadership (objective test)
- Learning Strategies (objective test)
- Marketing Mix Challenge (presentation)
- Multimedia & Website Development (presentation)
- Running an Effective Meeting (objective test)
- Video Game Challenge (presentation)

## Scholarship & Financial Aid Opportunities

FBLA and its partners offer scholarships and grants to students to help pay for school, travel, and even professional attire. Learn more about these opportunities and deadlines below.

### Dressed to Impress

This need-based scholarship provides members with \$300 to purchase professional attire of their choosing. It is open to all members in any division, with one prize given per division per state. Applications open August 1 and are due **October 15**.

### National Leadership Conference (NLC) Scholarship

Available to all members who plan to attend the NLC. Scholarships include complimentary registration and \$500 for conference-related expenses such as travel and accommodations. Applications are due **April 15**.

## Recognitions

Check with your State Leader about the process to apply for these recognitions.

### Young Leader Award

The Young Leader Award recognizes members with an extraordinary commitment to leadership and community service. Members must have achieved at least the LEAD Explore Award to be eligible for this award. Each state may nominate one member to represent it at the National Leadership Conference for this award.

### Adviser Wall of Fame

The FBLA Adviser Wall of Fame recognizes advisers and State Leaders with 20 or more years of service to FBLA. Current and retired advisers are eligible. Nominations may also be made for posthumous recognition. Advisers may nominate themselves. Nominations are due by the second Tuesday in May.



# SAVE THE DATE

2023 FBLA National Fall Leadership Conferences



**PROVIDENCE, RI**  
**NOV. 10-11, 2023**

**DALLAS, TX**  
**NOV. 17-18, 2023**

**Mark your calendars for the  
NFLCs and prepare for your  
future at this can't-miss event!**

- Refine your business skills through interactive workshops
- Connect with colleges and universities
- Create a national network with other FBLA members
- Immerse yourself in a new city and new experiences

*The National Fall Leadership Conferences are an opportunity for Middle School and High School members to develop both personally and professionally by participating in motivational general sessions, professional development workshops, and networking with like-minded students from around the country.*

**LOOK FOR MORE INFORMATION COMING SOON AT  
[FBLA.ORG/NFLC!](https://www.fbla.org/nflc)**



# Conference Opportunities

FBLA’s national conferences help students prepare for careers in business and technology by focusing on academic competitions, educational programs, and leadership development. Conferences also offer a valuable opportunity to network, learn new skills, and hear directly about cutting-edge products, resources, and opportunities from exhibitors and vendors.

## National Fall Leadership Conference

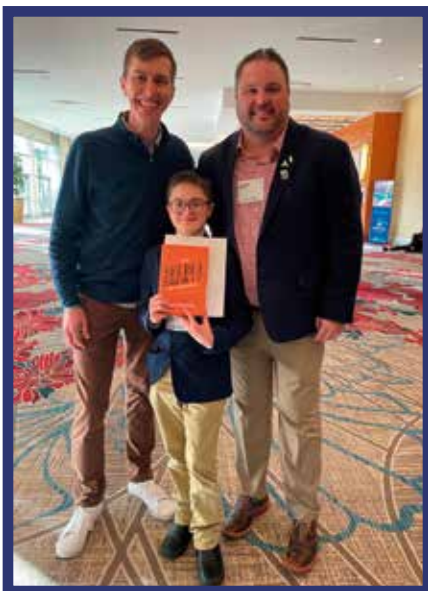
During this two-day event, students and advisers participate in motivational general sessions, interactive learning tracks, and leadership development workshops—coming home with valuable tools to ensure a successful year ahead. Exhibits offer a chance to talk with university, fundraising, and education program representatives in a one-on-one environment. The NFLC is a great place to bring new Officer Teams for team building, leadership development, and networking, so they can share best practices with other members throughout the year.

### 2023 NFLCs

Providence, Rhode Island: November 10-11

Dallas, Texas: November 17-18

Visit [fbla.org/nflc](https://fbla.org/nflc) for more information.



## National Leadership Conference

More than 12,000 of FBLA’s best and brightest convene on the national stage to compete in more than 100 events, learn new ideas to shape their future career through workshops and exhibits, and elect National Officers for the next program year. This four-day annual conference is considered the pinnacle of the FBLA experience. The Future Leaders Expo, featuring the Innovation Theater and pin trading, offers a variety of engaging ways to network with other members, advisers, and business and education leaders from across the country.

### 2024 NLC

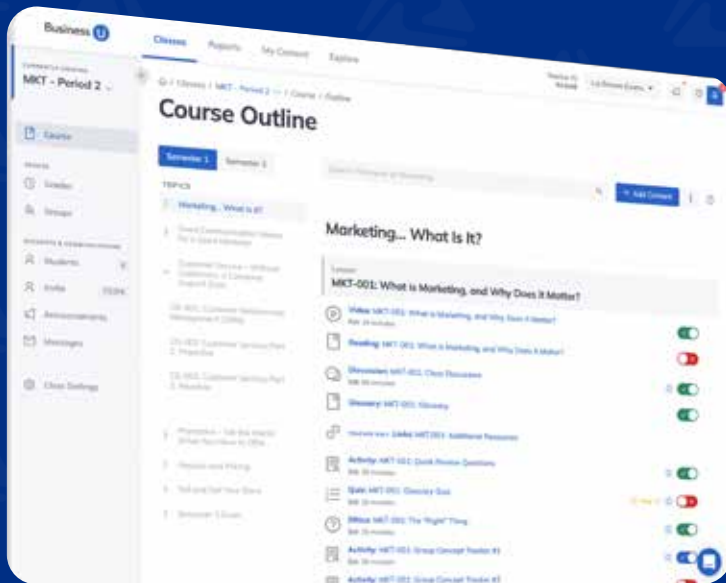
Orlando, Florida: June 29-July 2

Visit [fbla.org/nlc](https://fbla.org/nlc) for more information in early spring 2024.

## State Leadership Conferences

Advisers should check the calendar provided by their State Leader for information about individual state conferences.





# High School Business Courses

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LMS Integrated | Analytics | Case Studies

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# National Center Contact Information

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. FBLA Middle School is organized on local, state, and national levels, with five regions at the national level (Eastern, Mountain Plains, North Central, Southern, and Western). The National Center staff is available to guide advisers and serve as a resource throughout the year.

To reach the National Center, please call 800.325.2946 or 703.860.3334. To find a specific staff member, visit [fbla.org](http://fbla.org) and search by department for staff member names. Below are listed National Center departments and their responsibilities.

## Awards & Recognition

National Awards Program (Competitive Events); recognition programs (Young Leader, Outstanding Local Adviser; Gold Seal Chapter Award of Merit; Businessperson of the Year; Honorary Life Member; Adviser Wall of Fame); scholarships and financial aid

## Education Programs

Professional development; conferences; workshops; LEAD Awards (Middle School), Business Achievement Awards (High School), and Excellence Awards (Collegiate)

## Communications & Marketing

*Tomorrow's Business Leader*; [fbla.org](http://fbla.org); social media; media relations; email marketing; the FBLA Shop

## Membership

Membership benefits, enrollment, and refunds; dues processing; adviser and chapter support; member data; MERIT Award

## Finance & Operations

Accounting; finance; human resources; operations

## Office of the President & CEO

Board of Directors; governance; volunteer management; corporate relations, partners, and sponsors

## Mailing Address

### National Center Headquarters:

FBLA  
12100 Sunset Hills Drive, Suite 200  
Reston, Virginia 20190

### Remit Address (W-9):

P.O. Box 79063  
Baltimore, Maryland 21279



# SAVE THE DATE

2024 National Leadership Conference (NLC)



## ORLANDO, FLORIDA

FBLA  
COLLEGIATE NLC  
JUNE 24-27, 2024

FBLA MIDDLE SCHOOL  
AND HIGH SCHOOL NLC  
JUNE 29-JULY 2, 2024

Plan ahead for FBLA's  
biggest event of the year!

Orange County Convention Center • 9800 International Dr, Orlando, FL 32819

All conference programming will be held  
at the Orange County Convention Center.

MORE INFORMATION WILL BE AVAILABLE IN FALL 2023 AT  
[FBLA.ORG/NLC](https://www.fbla.org/nlc)