



# State Officer Handbook

2022-2023

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# *Officer Information*

## *FBLA Fact Sheet*

### **Organization**

Future Business Leaders of America (FBLA) is the largest business Career and Technical Student Organization in the world. Each year, FBLA helps over 230,000 members prepare for careers in business.

### **Mission**

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

### **Goals**

The nine goals of FBLA are to:

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

## *FBLA 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.

## ***FBLA 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.

## ***FBLA 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

## ***State Officer Code Of Conduct***

### **As an Alabama State FBLA Officer I will:**

- ❖ Be totally dedicated and committed to the total educational process and FBLA.
- ❖ Fully participate in all appropriate activities, conferences, workshops, etc.
- ❖ Be an active member as verified by the local adviser
- ❖ Attend all officer functions and activities.
- ❖ Make FBLA officer activities a priority.
- ❖ Serve as a member of the team, always maintaining a cooperative attitude.
- ❖ Evaluate constantly my personality and attitude, making every effort to improve myself.
- ❖ Conduct myself in a manner that commands respect without any display of superiority.

- ❖ Treat all FBLA members equally.
- ❖ Maintain at least an overall “C” average during each grading period.
- ❖ Have no more than one unexcused absence per grading period.
- ❖ Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon the FBLA association.
- ❖ Forego all alcohol, tobacco, and illegal substances at all times during my year of service.
- ❖ Avoid places and actions that in any way could raise questions as to my moral character or conduct.
- ❖ Abide by all local, state, and/or federal laws.
- ❖ Through preparation and practice, develop myself into an effective public speaker and project a desirable image of the FBLA at all times.
- ❖ Accept and search out constructive criticism and evaluation of my total performance.
- ❖ Work in harmony with the state leadership team, and not knowingly engage in conversations detrimental to other FBLA members, officers, or adults.
- ❖ Take and follow instructions as directed by those responsible for them.
- ❖ **Communicate to the FBLA State Adviser any circumstances that prevent carrying out predetermined plans at assigned conferences in a timely manner.**
- ❖ Regularly and timely write letters, reports, and other correspondence that are necessary.
- ❖ Do not damage or deface property. Damages to any property or furnishings in hotel rooms, private accommodations, and/or buildings will be paid for by state officers at their own expense.
- ❖ Maintain and protect my health.
- ❖ Abide by dress code as explained in the state officers’ manual and the prescribed association dress code.
- ❖ Do not wear any campaign materials at the national or state leadership conference, campaign for a candidate, or serve as a campaign officer with the exception of Alabama candidates.
- ❖ Follow all other policies as listed in the Alabama FBLA Code of Conduct Conference Policies.
- ❖ Resign my office if there are any changes in marital or parenthood status.
- ❖ I will be honest and sincere.

## *Officer Expectations*

- ❖ Time management
- ❖ Be professional and take care of responsibilities
- ❖ Communicate
- ❖ Properly dressed in uniform including maintenance, no extra embellishments, and proper footwear at all times
- ❖ Female officers must wear hose/nylons and male officers must wear solid black socks
- ❖ No visible tattoos
- ❖ Keep Jewelry simple and no earrings for male officers
- ❖ No visible piercings other than ears during all FBLA-sponsored events
- ❖ No cell phone, headphones, or earpods usage in public
- ❖ No chewing gum in uniform

## ***Officer Responsibilities***

Specific responsibilities may be developed by each officer during the State Officer Leadership Training. The basis for the State Officer Team goals and objectives should be consistent with the state and national goals.

All state officers have the following specific duties:

- ❖ Promote FBLA through the visitation of schools, businesses, etc.
- ❖ Wear official uniform (navy blazer with FBLA emblem; navy skirts/slacks and designated blouses/shirts and coordinated tie) when functioning in official FBLA role or when requested by the State Adviser.
- ❖ Complete and submit all assignments by the designated due date.
- ❖ Abide by the State Officer Code of Conduct.
- ❖ Approach each task with confidence in my ability to perform my work at a high standard.
- ❖ Failure to comply with the officer's responsibilities will result in a review of my actions by the FBLA Administrative Board. The Board will follow the due process procedure according to Alabama FBLA By-Laws.

## **Officer Responsibilities (President)**

- ❖ Preside over all Executive Board Meetings and other business meetings of the State FBLA chapter.
- ❖ Attend all FBLA meetings, workshops, and conferences on the local, state, and national levels in their entirety.
- ❖ Serve as a delegate at the National Leadership Conference.
- ❖ Represent the Alabama State Chapter at functions such as the Alabama Association of Career and Technical Education, Alabama Career and Technical Joint Leadership Development Conference, etc. as assigned.
- ❖ Head the State Installation Team.

## **Officer Responsibilities (Secretary)**

- ❖ Attend all business meetings of the State chapter, keep an accurate record of the proceedings, and provide three copies of the minutes to the FBLA State Adviser within one week after each meeting.
- ❖ Read the minutes of all Executive Board Meetings at the following meeting.
- ❖ Attend all FBLA meetings, workshops, and conferences on the local, state, and national levels in their entirety.
- ❖ Serve as a delegate at the national leadership conference.
- ❖ Serve as a member of the State Installation Team.

## **Officer Responsibilities (Vice-President)**

- ❖ Preside in the president's excused absence (district vice president from the president's district).
- ❖ Assist the president in duties assigned to him/her.

- ❖ Attend all FBLA meetings, workshops, and conferences on the local, state, region, and national levels in their entirety.
- ❖ Assist host chapter at the region meeting and preside at that meeting.
- ❖ Serve as a member of the State Installation Team.
- ❖ Submit articles for the State FBLA Newsletter and State Annual Business Report as assigned.

## *Conferences/Workshops*

### **State Leadership Conference (SLC)**

The SLC is the annual highlight of the year's state FBLA activity with members participating in competitive events. Recognition is given to outstanding individuals, teams, and chapters. Election and installation of state officers for the upcoming school year take place.

### **District Workshops**

District Workshops are held in six districts across Alabama for the training of local chapter officers and advisers.

### **Joint Leadership Development Conference (JLDC)**

CTE and CTSO students and educators attend and engage in Alabama's largest CTE and CTSO gathering of the year. CTSOs are aligned nationally to career clusters. The recognized CTSOs are:

- |  |  |
|--|--|
| ❖ DECA   | ❖ JAG                                  |
| ❖ Family, Career, Community Leaders of America (FCCLA) | ❖ JROTC                                |
| ❖ Future Business Leaders of America (FBLA)            | ❖ Skills USA                           |
| ❖ FFA  | ❖ Technical Student Organization (TSA) |
| ❖ HOSA   |  |

### **ACADEMY FOR CHAPTER EXCELLENCE (ACE)**

ACE is a one-day program designed for chapter leaders to gain the leadership and officer skills to effectively lead their CTSO programs at the local chapter level. Chapter leaders and advisers from all CTSO's will gather to network, share best practices, discuss ideas, and grow their leadership.

State officers will attend the ACE nearest to his/her school.

## National Fall Leadership Conference (NFLC)

Fall conferences are held in selected cities across the nation to provide leadership training.

## National Leadership Conference (NLC)

The NLC is the culmination of the FBLA national year. State winners of the competitive events gather to compete on a national level.

## *FBLA Role Model*

State officers are role models for the state association. You represent Alabama FBLA, and you will attract students to join the association.

- ❖ Maintain a businesslike appearance at all times.
- ❖ When appearing as a state officer before any group, regardless of size, your FBLA blazer and officer uniform must be worn.
- ❖ The local chapter adviser does not have the authority to determine the state officer's attire.
- ❖ Hair must always be neat and well-groomed.
- ❖ Shoes should be shined.
- ❖ Create a positive impression for the organization. The impression people form of you is their impression of the entire organization.
- ❖ Be aware that wherever you go, people are watching you. What you do and how you do it must leave a favorable impression.
- ❖ Remember: Your conduct should never be questioned.
- ❖ Do not smoke, drink, or use drugs.
- ❖ Be cautious of attending parties where pictures can be taken without your knowledge. One posting of a questionable picture can cause irreparable damage.
- ❖ Be careful of what you say and how you say it.
- ❖ The words "please" and "thank you" are to be used often. You will find they pay many dividends.
- ❖ Address adults with their title and last name, i.e., Ms. Sanchez and Mr. Canfield.
- ❖ Check your email daily and respond to all requests immediately.
- ❖ Send copies of correspondence to the state adviser with your monthly report.
- ❖ Never commit yourself orally or in writing, unless you are certain your schedule is clear.
- ❖ If you have an appointment, plan to arrive before the appointed time.
- ❖ If you arrive at the appointed time, you are late.

## *Travel Guidelines*

- ❖ When invited to speak at a chapter meeting or on any official trip, know what will be expected of you during your visit.



- ❖ You may be asked to bring greetings on behalf of the State Leadership Team, to lead a workshop, or to address a group.
- ❖ When attending a conference, you are there as a business student. Representative as well as an official representative of FBLA.
- ❖ You should attend all conference functions and devote your time and efforts to help make the conference a success.
- ❖ When traveling, the state officer is a goodwill ambassador for the organization.
- ❖ Be prepared to answer questions not only at your destination but also while traveling.
- ❖ Always travel in business attire.
- ❖ The proper thank-you letters should be written to the host **one week** after the visit with a copy emailed to the state adviser with the next monthly report.
- ❖ Leave an up-to-date itinerary with your parents.
- ❖ Remember the names of the people you meet.
- ❖ Keep a written record of people you meet for future reference, particularly if you want to send them a thank-you note.
- ❖ Spell their names correctly.

### *Visiting Chapters*

- ❖ Find out as much as possible about the group before your visit.
- ❖ Recognize the outstanding activities conducted by the chapter.
- ❖ Avoid sarcasm and criticism.
- ❖ Meet the individuals in charge and compliment them on their work.
- ❖ Be helpful to the members and officers whenever possible.
- ❖ Bring greetings from Alabama FBLA and the State Leadership Team.
- ❖ Express appreciation for being invited to participate in the activity.
- ❖ Let the audience know you are aware of some of the outstanding activities the group is doing.
- ❖ Express appreciation for the efforts of the VIP's in promoting and assisting the group in its activities.
- ❖ Use an activity that is appropriate for the situation and the audience.
- ❖ Be brief—do not talk too long. A ten-minute talk with an activity that is well planned and presented effectively will serve the purpose.
- ❖ Make certain any stories used do not offend anyone.
- ❖ Be familiar with all competitive events.
- ❖ Share what you are doing in FBLA.
- ❖ Leave a positive message.

## *Have a Ready Answer for These Questions*

- ❖ What is FBLA?
- ❖ Why was FBLA organized?
- ❖ What relationship does FBLA have with business education?
- ❖ Why did you become involved with FBLA?
- ❖ What do you feel is your greatest objective to accomplish as a state officer?
- ❖ What does FBLA have to offer students?
- ❖ How is FBLA related to business and the free enterprise system?
- ❖ How many chapters are there in the State of Alabama?
- ❖ What is the current membership in the State of Alabama?
- ❖ What are the duties of each of the state officers?
- ❖ What are the competitive events that are part of the State Leadership Conference?
- ❖ What is the college level of FBLA?
- ❖ Who is the State Adviser?
- ❖ What are the dues for FBLA—state and national?
- ❖ What do you receive for paying your dues?
- ❖ Who is on the State Board of Directors?
- ❖ Who is the President and Chief Executive Officer of FBLA, Inc.?
- ❖ Who can be a member of FBLA?
- ❖ How do I start a chapter?
- ❖ What is career education?
- ❖ What is the Alumni Network?
- ❖ What competitive events are available for students?
- ❖ How do you earn ribbons at State Competition?
- ❖ What is the BAA?

## *Goal Setting to Meet Expectations*

### **SMART Goals...*One who fails to plan; plans to fail.***

A common denominator among successful people is the ability to plan ahead and set goals. No one is immune from setting goals; everyone sets goals every day. When you wake up in the morning and make a mental checklist of everything you need to get done for the day, that is a form of goal setting. Perhaps more than any other time in your life, you will need to set goals this year to make your year as a state officer a great one!

**Specific** Does the goal clearly state what exactly it is you want to accomplish? SMART goals are easily understood.

**Measurable** Is there a way of measuring the achievement of the goal? Do you want to raise money or raise \$500? There needs to be something to measure in order to realize achievement.

**Attainable** Can you accomplish the goal with the resources and time available? Try to approach big goals with small steps.

**Reaching** Does the goal stretch you and pushes you beyond your comfort zone? Goals are meant to help you grow. If the goals are too easy, you won't grow.

**Timed** Is there a target date for completion? If there is no deadline, the goal may never be accomplished.

### **Set Your Goals by Answering the Five W's and an H**

**WHY?** Clarify the needs and purposes that are the basis of your goals.

**WHAT?** Generate many possibilities, then narrow the alternatives to those you intend to pursue.

**WHEN?** Identify when your planning sessions, work sessions, and the actual events will take place (including dates and times).

**WHERE?** Determine the location(s).

**WHO?** Delegate responsibilities to all members to accomplish a group goal and plan whose help you will need for personal goals.

**HOW?** Decide how you will implement the alternatives.

## *Giving the Speech!*

Get Ready! Being prepared is the secret of a good speech. Thorough preparation will not only make your speech better, but it will also make it more fun and easier to give. Use these points:

- ❖ Determine the purpose and length of your talk—exactly what you want your listeners to enjoy, understand, feel, believe, react to, or do.
- ❖ Make sure that the subject chosen is one in which both you and the listeners are interested and is a topic where you can make a real contribution. Your comments should relate and appeal to your audience.
- ❖ List your ideas and the thoughts you want to get across—in a logical sequence. Organize the ideas and express them clearly, interestingly, and forcefully. No matter how important the subject is to you, audiences rarely respond to more than two or three ideas at a time.
- ❖ Prepare an outline of the sequence of these ideas. Include facts, illustrations, stories, and examples that will strike home with your listeners. Your talk will have better continuity, be clearer, less redundant, and free of error.
- ❖ When practical, use visual aids or a presentation with charts, slides, and pictures to illustrate your points. Most people are visual learners. They retain more if they see what they hear.
- ❖ When the first rough draft is finished, criticize it severely, and ask for input from your friends or family. However good it is, it can be much better and sometimes much shorter.
- ❖ Practice aloud until you can give your talk with confidence. Talk the script, don't read it. In other words, chat with your audience. Make-believe you are conversing with a group of friends. Be yourself!

### **When you are presenting, remember these things:**

- ❖ Make your opening statement spontaneous, friendly, and thought-provoking.
- ❖ Introduce your presentation by covering its purpose and aim, arousing audience interest, and supplying the audience with any background needed.
- ❖ Be natural and give the listeners your best, most human personality.
- ❖ Get comfortable—but don't freeze in one position.
- ❖ Move around—it's not natural to stand in one place—but be sure your movements have a purpose (avoid pacing).
- ❖ Use your hands if you wish. It's natural and normal.
- ❖ Use your face and talk with it. For example, smile occasionally—if you want the listeners to like you, speak and act as if being there is a real pleasure.
- ❖ Look at your listeners to establish personal contact.
- ❖ Talk loud enough so that everyone can hear without straining and vary your inflection and speed. Let your voice register feeling and enthusiasm as in normal conversation.
- ❖ Keep your notes, if used, in a convenient place for ready reference or use a written script if you prefer.

- ❖ Stand at one side, never in front of visual aids, and always face the audience.
- ❖ Show visual aids only when you are referring to them.
- ❖ Refrain from apologizing—especially for such things as nervousness, lack of subject knowledge, preparation, or time—what the listeners don't know won't hurt them.

Conclude the presentation by giving a brief, accurate summary that restates the purpose of the presentation summarizes the material presented, demonstrates that the objective has been or can be obtained, and appeal for action.

If your speech is followed by a question-and-answer session, listen closely to what others have to say. Listen for suggestions and criticism that may change your ideas for the better. The other person's viewpoint may present a whole new insight into how the plan, operation, program, or activity under discussion can be improved.

Remember this formula in terms of audience reaction to the length of your talk:

*Stand Up . . . so they can see you!*  
*Speak Up . . . so they can hear you!*  
*Shut Up . . . so they will like you!*

## ***Stage, Podium, and Microphone Etiquette***

Successful speakers know the importance of following stage, podium, and microphone etiquette.

### **Stage Presence**

- ❖ Command the stage.
- ❖ Walk with a purpose using crisp, sharp movements. (It's not the time for a leisurely stroll.)
- ❖ Walk with your head up (don't look at the floor).
- ❖ Always smile.
- ❖ Practice successful imaging. (See yourself being successful on stage.)

### **Podium Etiquette**

- ❖ Stand straight at the podium with both feet flat on the floor.
- ❖ Avoid leaning on the podium or placing your hands on the podium.
- ❖ Never leave the podium unattended.
- ❖ Remain at the podium until the next speaker replaces you.
- ❖ Shake hands with the person replacing you at the podium.
- ❖ Check the page number of the script book before going on stage.
- ❖ Use your hand to locate your place in the script book.

## *Eye Contact*

Speak the first five words to the audience:

- ❖ Don't look down at the script book.
- ❖ Use your right hand to keep your place on script.
- ❖ Focus on various points in the audience if the session is not being videotaped.
- ❖ Do not roam the room but provide focus by speaking to a person/point in the room.
- ❖ Look directly into the camera when the session is being recorded; do not scan the audience with your eyes rather let the camera do the work.
- ❖ People's names: First and last names should be spoken to the audience, not to the script.

## *Microphone Use*

- ❖ Do not tap the mike or blow into it prior to speaking.
- ❖ Adjust the microphone if needed. Keep it chin level.
- ❖ Speak directly into the microphone standing about 12 inches away. (If you are too close to the microphone, it will pick up your breathing sounds and hissing noises such as S-s-s or Sh-Sh-Sh or "pop-pop-pop" at every "p" and other hard letter you pronounce.)
- ❖ If feedback occurs, do not back away from the microphone.
- ❖ Leave the microphone turned on; never turn it off.
- ❖ Avoid clapping into the microphone (use silent clap when leading applause).
- ❖ Avoid shuffling papers or handling the microphone when you are speaking. Small sounds are amplified and distract your audience. If you are reading your speech, use a loose-leaf notebook; if you plan to use notes, set them up on 3 x 5 cards.
- ❖ Do not move away from the microphone or turn your head away while talking. Your voice is lost because the microphone cannot follow you. If you want to look around the audience, make the microphone your pivot point and talk across the face of it using your eyes to span the audience.
- ❖ Do not make unpleasant noises. If you have to cough or clear your throat, turn away from the microphone.
- ❖ Speak one octave below normal when using a microphone.

## *Awards Presentation Guidelines*

- ❖ Command the stage. You are in charge of the stage and need to let your guests know what to do.
- ❖ Let the recipient of the award know what is happening.
- ❖ Turn the award toward the audience.
- ❖ Don't bend over or lean to present the award; bring the recipient to you.
- ❖ Shake with the right hand, present with the left hand.

- ❖ Shake hands beneath the certificate being presented.
- ❖ Move the recipient with your right hand toward the steps to exit the stage.
- ❖ Smile pleasantly at all times.
- ❖ Think on your feet.
- ❖ Work as a team, and know what you and your teammates need to do next.

## *Workshops Tips*

### **Be enthusiastic**

- ❖ Greet members when entering the room
- ❖ Welcome members with your smile
- ❖ Energize members with your enthusiasm and energy
- ❖ Talk with members by walking up and down the aisles before the start of the workshop

### **Include activities where everyone participates**

- ❖ Include thinking activities
- ❖ Brainstorm
- ❖ Conduct physical activities
- ❖ Provide group activities
- ❖ Offer quiet activities

### **Utilize an activity only if it has a purpose**

- ❖ Must fit the message
- ❖ Should reinforce the idea
- ❖ Use to introduce a concept

### **Use visuals**

### **Ask workshop participants to assist you**

- ❖ Scribe
- ❖ Handout or collect items
- ❖ Participate in a demonstration

### **Tell a story**

- ❖ Tell your story
- ❖ Tell a story that conveys the message

### Use music

- ❖ Soft music – quiets the group, stimulates thinking
- ❖ Upbeat music – energizes

### DO NOT TALK ABOUT

- ❖ Your private life before strangers
- ❖ Shaming family, friends, or teachers by describing their faults
- ❖ Politics or religion

## *Making Introductions*

You will be responsible to introduce people who want to meet each other, newcomers to FBLA or special guests of FBLA.

### When being introduced to others:

- ❖ Look the new acquaintance in the eye when extending your hand.
- ❖ Smile!
- ❖ Grip the new acquaintance's hand firmly, no bone-crushing but no dead fish.
- ❖ Ask the name again if you misunderstood it. No one enjoys anything more than his or her own name being spoken.
- ❖ Use the new acquaintance's name as soon as possible to help remember it.
- ❖ Acknowledge an introduction with, "How do you do, Miss Brown," for example.
- ❖ Men always rise to their feet when being introduced to anyone..
- ❖ When in a group, do not extend your hand to an acquaintance in front of others.
- ❖ After an introduction, a brief conversation usually follows. When you are ready to leave, you should express your pleasure for having made the new acquaintance with, "I hope to see you again," or "I have enjoyed meeting you," to which the proper response is, "Thank you." First impressions are extremely important to everyone.

### When introducing others:

- ❖ Name the older, the most distinguished or the woman first—then the other person. Introduce people in an easy manner.
- ❖ Have names clearly in mind before introducing the two parties.
- ❖ Pronounce both names distinctly and slowly.
- ❖ Common introductory phrases: "Mr. Smith, may I present Mr. Brown."
- ❖ After giving the introduction, give a cue for conversation such as: "Mr. Brown, this is Joe Smith who went fishing with me last summer."
- ❖ If introducing one person to a small group, you may say, "I want all of you to meet my friend, Dick Brown. Dick, this is Ruth, Sue, Al, and Johnnie." Avoid pointing to individuals as they are named.



## *Written Communication*

**Ask your local adviser to proofread ALL correspondences!**

One of the qualities of business leadership is the ability to write letters, emails, news articles, and other communications in a clear and concise manner. Official correspondence is a reflection of the state and national organization.

### *The Seven C's of Written Communication*

**Courteous** - Be genuine; say “please” and “thank you.”

**Considerate** - Write the kind of message you would like to receive.

**Clear** - Say what you mean; one reading should be sufficient for understanding the message.

**Concise** - State your message briefly and succinctly.

**Concrete** - Use specific nouns and action verbs.

**Complete** - Include all necessary information in a logical order.

**Correct** - Give accurate facts; use correct grammar and spelling.

**Refer to the FBLA Format Guide for Written Correspondences**

### *Thank You's*

#### **Formal Thank-You Letter**

- ❖ Envelopes must also be printed from your computer or use a label—never handwritten.
- ❖ Send the thank you promptly—within one week!
- ❖ Proofreading is a MUST. Ask your adviser to proofread your work.

#### **Use a thank you letter when you thank:**

- ❖ A chapter for inviting you to an activity
- ❖ A business professional for supporting your organization
- ❖ A member of your advisory committee for speaking
- ❖ Use a personal, handwritten thank you when you are writing to:
  - ❖ Your friend
  - ❖ Your teacher
  - ❖ Your adviser
  - ❖ A member of your state officer team

**Remember: Your handwriting must be legible!**

## *Netiquette*

Electronic communication is an essential means of business and personal communication. Because of convenience and speed, informality tends to dominate electronic messages. It encourages us to dash off haphazard notes, which is fine for friends and family. However, when used for a professional position, such as communicating to FBLA members, advisers, administrators, and other professionals, a state officer must write in a professional manner.

### **Tips for Good Electronic Communication**

- ❖ State officer email accounts should not be used for personal messages.
- ❖ When replying to emails, make certain the subject line is still relevant to the reply.
- ❖ Answer email daily.
- ❖ Never send a message you would not want your mother to read or you would not want your state adviser to see.
- ❖ Do not send confidential or sensitive information through email.
- ❖ Avoid critiques of activities or individuals. Your message may be forwarded to a person you did not intend to receive it.

### **If you are not able to answer the email immediately, do the following:**

- ❖ Reply with a short confirmation of the email indicating that a reply will be coming within a certain time period.
- ❖ Reply as soon as possible.
- ❖ Include important items such as dates, time, and location.
- ❖ Don't say, "See you next Tuesday." Instead, write "See you at 4 p.m. Tuesday, June 20, at the Ramada Inn Omaha Hotel, 72nd and Grover Streets."
- ❖ Respond to a message with a complete reply.
- ❖ Proofread your message once for accurate information, and twice for keying errors.

## *Cyberspace Guidelines*

- ❖ Do unto others as you would have others do to you.
- ❖ Remember the human element.
- ❖ When you communicate electronically, all you see is the computer screen.
- ❖ The impersonality of computer networks changes the meeting.
- ❖ Remember there are real people connecting to you.
- ❖ Would I say it to the person's face?
- ❖ Would you be delighted to have your state adviser read your postings and the postings of your friends?
- ❖ Standards of behavior are the same as in "real" life.
- ❖ The chances of getting caught are slim; therefore, I can say what I want.
- ❖ I'm trying a new way of expressing myself; I wouldn't do it in real life.
- ❖ The only ethics out there are what I can get away with.
- ❖ Respect the time of others.
- ❖ It's easy to forget that other people have concerns other than yours.

- ❖ Don't expect instant responses to your questions—allow time for a response.
- ❖ Don't assume readers will agree with you or care about your passionate arguments.
- ❖ Think twice before hitting the send key.
- ❖ In message groups, you won't be judged by the color of your skin, eyes, hair, weight, age, or clothing.
- ❖ You will be judged by the quality of your writing.
- ❖ Businesses may check your account when you are job hunting.
- ❖ Your communications are stored on a server and can be retrieved.
- ❖ Remember that anything you post to a newsgroup, forum, blog, and website or write as an email message becomes a public document.
- ❖ You never know who's reading it, who may copy it, or who may share it.
- ❖ It may come back to haunt you.
- ❖ Hitting the delete key does not make the message go away.

## *Potential Sponsorship Letter Example*

901 South Elm Street  
Minden, NE 68959  
June 1, 20—

Mr. Joe Smith, President  
Good Money Company  
298 East Cash Avenue  
Lincoln, NE 68509

Dear Mr. Smith

Thank you for your recent letter requesting information about FBLA and the possible involvement of your company in our current programs and projects. We are always happy to hear from prominent businesspersons, such as yourself, and are eager for your involvement in FBLA.

The enclosed brochures will give you an overview of the purpose and goals of FBLA at both the national and state levels.

A copy of your letter is being sent to our Alabama State FBLA Adviser. I am sure that Mrs. Newton will be in touch with you regarding Good Money's possible involvement with our association.

We appreciate your interest and hope that we may work together in the future.

Sincerely

Patricia Koch  
Alabama State FBLA President

Enclosures

C State Adviser

## *Declining Invitation Letter Example*

408 East 12th Street  
Crete, NE 68333  
June 1, 20--

Ms. Jane Doe  
Kearney FBLA Chapter  
Box 444  
Kearney, NE 68847

Dear Ms. Doe

Thank you for your invitation to speak at the Kearney FBLA Employer Appreciation Banquet on April 23, 20--. I am sorry to have to decline your invitation to attend as I have already made a commitment for that evening. You may want to consider inviting Joe Brown, FBLA State Treasurer, to be your speaker.

If the possibility of a virtual meeting would be something that you would like to consider, I would be happy to assist your chapter in making this happen.

Your program promises to be very interesting, and everyone should enjoy their participation in the activity. Showing our appreciation for the business community is of high importance in FBLA.

I wish you continued success in your FBLA program. Thank you again for inviting me. Sincerely

Tom Watt  
Alabama State FBLA Vice President

c State Adviser

## *Thank you Letter Example*

Box 107  
Geneva, NE 68361  
February 21, 20--

Mr. Sid Sidney  
Alliance FBLA Chapter  
Alliance High School  
Alliance, NE 68889

Dear Mr. Sidney

Thank you for the opportunity to bring greetings at the Alliance area meeting on February 14, 20--. Your meeting provided members with the opportunity to network with students from surrounding schools, all while learning more about career opportunities.

Your chapter is an outstanding example of the benefits that come to FBLA members through their active involvement in a chapter's program of work. The 60 members in your FBLA chapter is a tribute to the hard work of your recruitment campaign.

Congratulations on all that you have accomplished this year! I look forward to seeing you at the State Leadership Conference in Omaha.

Sincerely

Sue McDonald  
Alabama State FBLA Secretary

c State Adviser

## *Support or Encouragement Letter Example*

1300 Apple Way  
Aurora, NE 68818  
December 1, 20—

Congressman Adrian Smith  
Third District  
503 Cannon House Office Building  
Washington, DC 20515

Dear Congressman Smith

In middle school, my main goal in life was to remain invisible to everyone but my close friends. I had no expectations for high school. But in ninth grade, I joined the softball team where some upperclassmen encouraged me to attend my first Future Business Leaders of America (FBLA) meeting. Through this type of encouragement, my perception evolved.

Today, I serve as the State President of Alabama FBLA. My experiences in this organization have changed my life! I never dreamed I would have the courage to speak in front of 2,000 people. I never envisioned myself attending a weeklong officer training session or traveling across the nation to join thousands of other students at national conferences. However, these are only a few of the opportunities FBLA provided me. FBLA has allowed me to meet with remarkable people and to fine-tune valuable leadership skills for my career.

Thank you for your support of career and technical student organizations. I believe I serve as testimony to the importance of the opportunities that FBLA provides. I have grown in so many ways from the continuous opportunities to challenge myself. In addition, I have been exposed to many amazing students who have also grown from their FBLA and business education involvement. Again, thank you for your support!

Sincerely

Ryan Dominguez  
Alabama FBLA State President

c State Adviser

## *Email Message Example*

To: Allison Jamison  
Subject: September 9 Meeting  
CC: State Adviser

Dear Allison

Thank you for the invitation to speak at your monthly chapter meeting on Tuesday, September 9, at 6:30 p.m. in the Seward Community Center. As you requested in your invitation, I will be delighted to discuss FBLA leadership opportunities for about 15 minutes.

I plan to arrive at 6:10 p.m. and would enjoy the opportunity to meet the chapter officers before the meeting begins.

I look forward to meeting you, the other local officers, and members of your chapter.

Sincerely

Donna Manchester  
Alabama FBLA State Secretary



## *Helpful Tips to Remember...*

### **Know Yourself**

- ❖ Know your strengths, weaknesses, likes, dislikes, thoughts, and feelings.
- ❖ Then make the best decisions regarding your procedures for organizing your involvement in leadership conferences.

### **Plan Ahead**

- ❖ Start immediately following the State Officer Leadership Training to plan for your appearance at conferences and activities.
- ❖ Now is not the time to try an outrageous haircut or hair color.
- ❖ The business image is part of the image you portrayed when you were elected. It is an expectation that you continue that image.

### **Be Aware That Others Know You**

- ❖ Remember that at any time or place, someone will know you. They will know you as the Alabama FBLA State Officer, and you will not know them.
- ❖ Be polite and courteous at all times. Never speak negatively about another part of the state, a school, town or another state. You never know who will be offended by the statement.

### **Ask Questions**

- ❖ Be sure to ask: about the best way to get to the conference or meeting site, the expected date of arrival, the housing arrangements, meal arrangements, travel arrangements, and expected time of arrival.
- ❖ No question is a dumb question unless it is not asked!

## *When visible as a State Officer...*

### **Smile**

- ❖ Twenty-four hours a day, every day of the conference, tired or not tired, up or down, early or late, inside or outside, you must always be ready with a smile!

### **Give Introductions**

- ❖ Introduce speakers and present them with a gift.

### **Be on Display**

- ❖ Your every action is observed by someone at one time or another.
- ❖ The state officer must be very cognizant of his or her actions at all times.
- ❖ You have everyone's attention while you are at the podium; however, you are also being watched while you eat, walk, talk, sit, and socialize.

## Be Organized

- ❖ You do not have time to get organized at the conference so you must be organized before you arrive at the conference.
- ❖ Any paper you have with you should be part of a labeled folder.
- ❖ Your itinerary will guide you through the “to do’s” of the conference.

## Mingle . . . Mingle . . . Mingle

- ❖ Meet as many members, advisers, alumni, professionals, and special guests as you possibly can during the activity.
- ❖ You represent Alabama FBLA at all times you are at the conference; your involvement is the key to local, state, and national communication networks for our membership.
- ❖ It is up to you to initiate conversation—you are on a pedestal, even if you don’t think you are.
- ❖ With all of your mingling, be sure to remember to keep business standards at all times, too much mingling can get everyone in trouble!

## Present Awards

- ❖ At the SLC, you will present a variety of awards. You will be trained to present yourself on stage in a positive and professional manner.
- ❖ Learn how to graciously give and accept awards that are presented during the conference.

## Follow Curfews

- ❖ FBLA conference curfews must be followed by all officers, just as other individuals must do at the conference.
- ❖ You set the example for a vast majority of members at the conference.

## Project a Professional Image

- ❖ Wear your business attire at all times; you will always make a positive impression if you are overdressed rather than dressed equally or underdressed.
- ❖ You represent FBLA on the airplane, bus, train, or van just as much as you do at the conference.
- ❖ Your image is very important and in business that image requires business dress. Remember: FBLA dress uniform blue and gold does not mean blue jeans with gold stitching on the pockets.

## Participate in an Interview

- ❖ You could be called upon to interview with a radio or television station doing any coverage of the leadership conference.
- ❖ Have materials ready for an interview with the media: radio, television, or print. In preparing for such an interview, be sure to review state materials prior to the conference—state newsletters, state website, and *Alabama FBLA Handbook*.

## Be Positive

- ❖ Don't complain about the long trip, the van ride, the air service, or the small hotel; positive individuals talk about ideas, not about other people and their environment. Always remember that you should act accordingly.
- ❖ Utilize positive body language with chin up, shoulders back, good eye contact, and always a smile. Shake hands with members and advisers; initiate that handshake even if your peers are uncomfortable with it. It is your image you are building and the image of the association.
- ❖ You serve as the role model for officers and members to follow; set it high! Keep the "we" attitude during the conference versus the "I" attitude.

## Expect the Unexpected

- ❖ Be prepared to help move tables and chairs, run errands, fill in for a missing officer, pass out name badges, organize meeting areas, hold the leg of a projector stand, and serve as a member of a panel for someone that did not show, laugh, and make closer friends than you thought possible in such a short time.
- ❖ Take initiative—if something needs to be done, do it.
- ❖ Flexibility and adaptability and involvement are the keys to winning the leadership conference game.

## Follow-Up

- ❖ Immediately after the conference or activity write your follow-up letters.
- ❖ These follow-up letters are very important for your own public relations as a state officer. If you need the correct names and addresses of various people you met at the conference, contact the state office.

## And . . .

. . . Always remember that you are the image of the FBLA, and you are the most important ambassadors FBLA can have!

## *Tippling Etiquette*

Knowing a few guidelines can take the awkwardness and uncertainty out of tipping. Use common sense when tipping. The more difficult the task, the bigger the gratuity should be. Default on the side of generosity. Regard tipping as mandatory.

### Tippling at Restaurants and Food Delivery Services

**Wait staff at a sit-down restaurant:** 20% of the pre-tax bill.

**Food delivery service:** 10-15% per delivery.

## Tipping at Hotels

**Hotel porter toting your bags:** \$2-\$3 per bag at a basic hotel/motel; \$5 per bag at a posh hotel.

**Housekeeping:** \$1-\$2 per person in the room. Leave money every day for the housekeeping staff because they rotate; leave on the desk or counter. An alternate option is to leave the total amount at the front desk with your room number to be distributed by the hotel. A thank you note is always appreciated.

## Tipping While Traveling

**Airport curbside check-in:** \$5 per bag, a little more for over-sized suitcases.

**Airport shuttle bus driver:** \$3-\$5, more if the driver helps you with your bags.

*Bring a minimum of \$5 per day in \$1 bills for tipping*

## Packing List

The following items would be beneficial to pack in your suitcase.

- ❖ Pantyhose; minimum of 5 packs. Consider inexpensive brands so you can replace them easily.
- ❖ Febreze
- ❖ Tide-to-go
- ❖ Band-Aids
- ❖ Lint roller/lint sheets
- ❖ Umbrella
- ❖ Hand sanitizer
- ❖ Breath mints
- ❖ Charger(s)
- ❖ Extension cord
- ❖ Wrinkle release spray
- ❖ Dryer sheets for static cling
- ❖ Emergency contact card with phone numbers and insurance to keep in belongings
- ❖ Sewing kit
- ❖ Clear nail polish for pantyhose tears
- ❖ Mask
- ❖ Office supplies; pens, notepad
- ❖ Small bills in cash to assist with expenses other than tipping
- ❖ Toiletries; shampoo, conditioner, hairspray, face cleanser, toothpaste, toothbrush, razor, brush
- ❖ Driver's license/ID
- ❖ Nail clippers
- ❖ Dirty laundry bag



*A Great Source of Resources!*

**Alabama FBLA Website**

<https://www.alabamafbla-pbl.org>

*You can find...*

**ABOUT FBLA**

**ADMINISTRATIVE BOARD**

**EXECUTIVE COUNCIL**

**CONFERENCES**

**RESOURCES**

Resource Library

Student Scholarship

Competitive Events

Competitive Events Rating Sheets

Community Service

March of Dimes

Chapter Information Form

Blueprint for Success

Program of Work

Membership Recruitment Poster

FBLA Logos

FBLA Fact Sheet

*A Wealth of Knowledge & Information!*