

August 2020

Welcome Iowa FBLA to a new school year. **This year's theme is "Aspire."** After the last few months, we could say Aspire to be Great with the New Normal!! As we adjust to the changes that the pandemic has brought our way, we are still focused on doing Great for kids. I hope your year is off to a great start even though it may be different from the past and you are excited to get your members involved.

There are other changes as well. We now have a Board of Directors for Iowa FBLA and our former State Committee is now referred to as the State Staff. Members of the board include FBLA, PBL, and Business and Industry Reps. We have been meeting and planning new opportunities for your members.

One of the first items we are offering your members is a **Fall Programming Experience** called BOB (Blast Off Box) which will get their leadership skills off to a great start. This SFLC alternative experience will include a virtual keynote speaker and two of his personal books for you. There will also be an adviser binder with 9 different lesson plans which can be used virtually or in your present curriculum. The box will have a flat chapter price. Additional information will be coming soon including a promotional flyer.

Also, those schools who ordered the Leadership Curriculum Kits should be looking for them to arrive in late August to get your officer team going for the year.

Make sure to check the Iowa and National websites for updates on other conference experiences.

Stay healthy and we will hopefully see you in person soon. Make sure to email if you have any questions. Also, Perkins V requires all schools to have a CTSO in the near future. If you know a school near you that I can contact, please let me know.

Lou Voss

Adviser Resources

Iowa FBLA Adviser Welcome Zoom Meeting

Plan to join all of the Iowa FBLA local advisers for a beginning of the year Zoom meeting on Wed August 12 at 5:00 p.m. Notice the time change.

Join Zoom Meeting

<https://uni.zoom.us/j/98175284863>

FBLA Welcome Guide

Adviser Resources....

New this year!!! Nationals has published a Welcome Guide to inform you of national programs, help with adviser duties, the yearly

calendar, and much more. Check it out at this link.

<https://www.nxtbook.com/fbla/fbla/FBLAAdviserWelcomeGuide/index.php>

Iowa FBLA Website

www.iowafbla.org

Check the website for updates, forms, pictures, news, and much more. If you have a question, check the Resources Tab for many adviser documents first.

National FBLA Website

www.fbla-pbl.org

This is where you will sign up your students as members, enroll them in programs such as BAA, and help them prepare for competitive events with YouTube videos and practice tests. You will also register for all national conferences at this webpage.

Social Media

Twitter – @IAFBLA

Facebook – Iowa FBLA

Instagram – iowafbla

Adviser Area on FBLA-PBL website

Stay Connected with the national level by logging in to the Adviser Area to receive information on awards, competitive events, etc. Go to www.fbla-pbl.org and Select Adviser Area in box on right of screen. Key in your chapter number and the password “service”.

Competitive Event Topics and Changes

We just came off a national conference where top winners were paid up to \$1,500. First place finishers at SLC are also able to earn money. Preparation is key to success!! Use all of the resources available to help your students succeed. <https://www.fbla-pbl.org/fbla/competitive-events/>

Click here to check out the Competitive Event Topics for this year:

<https://www.fbla-pbl.org/fbla/competitive-events/topics/>

Regional Conferences

We will again be hosting our Regional Conferences for some events. Make sure to check the Iowa website for updates on conference format. Students will compete against others in their region with the winners advancing to the state level.

Date – January 30 from 10 a.m. – 4 p.m.

- Performance Events at Regional Conference
 - Business Ethics

IOWA FBLA 2020-2021

THEME: Aspire

- Digital Video Production
- Graphic Design
- Impromptu Speaking
- Introduction to Business Presentation (9-10 level)
- Introduction to Social Media Strategy
- Job Interview (pre-judged)
- Sales
- Social Media Strategies
- Public Service Announcement

If a student competes at Regional Conference in an event and doesn't place, they will still have time to sign up for another event at the SLC.