



# Executive Committee

Manya Khatri, President;  
Angela Lala, Executive Vice President



Committee Goals	Competition	Description
<b>Individual Challenges</b>		
<p>To increase membership knowledge of the complexities involved in running a successful business.</p>	<p>Mock Business Model</p>	<p>Members have been “hired” as the Chief Operations Officer of the new five-star hotel, "Khatri &amp; Lala Inc," which has recently opened in a nearby town. Members are tasked with developing an infographic discussing potential tactics for one (1) of the following departments:</p> <ul style="list-style-type: none"> <li>• Marketing: Innovative approaches to attract and retain guests within the digital world.</li> <li>• Sales: Highlight "Khatri &amp; Lala Inc.'s" unique features and advantages compared to local competition.</li> <li>• Financial Initiatives &amp; Concerns: Describe ways to face potential challenges and recommendations for achieving profitability.</li> </ul> <p>The top three (3) submissions will receive plaques at the State Leadership Conference.</p>
<p>To foster achievement among members by encouraging goal setting.</p>	<p>Growing Goals</p>	<p>In the Growing Goals challenge members are tasked with creating a SMART goal pertaining to FBLA and must construct a timeline to achieve this goal. The goal should be achieved within 6 to 12 months of its establishment. The timeline must include at least 4 milestones to achieve that goal. The description of the goal, timeline &amp; milestones must be in slideshow format and uploaded as a PDF.</p>
<p>To highlight and recognize the exceptional figures within NYS FBLA.</p>	<p>FBLA Icons</p>	<p>In the FBLA’s Icons Challenge members must look within FBLA and choose one individual that inspires them to interview. Members must submit a 250-500 word reflection explaining why they chose their individual and how the specific individual impacts the member’s life.</p>
<p>Participants will receive a ribbon at the State Leadership Conference for completing each challenge.</p>		
<p>By completing all three (3) challenges, the member will receive the Super Ribbon for the Executive Committee.</p>		

NYS FBLA EXECUTIVE COMMITTEE

# MOCK BUSINESS MODEL

**CHALLENGE:** The new five-star hotel, "Khatri & Lala Inc" has recently opened in a nearby town. You have been hired as the Chief Operations Officer and are tasked with developing an infographic discussing potential tactics for one (1) of the following departments:



1. **Marketing:** Innovative approaches to attract and retain guests within the digital world.
2. **Sales:** Highlight "Khatri & Lala's Inc.'s" unique features and advantages compared to local competition.
3. **Financial Initiatives & Concerns:** Describe ways to overcome potential challenges and recommendations for achieving profitability.

Participants will receive a ribbon at the State Leadership Conference. The top three (3) submissions will receive plaques at State Leadership Conference. Submit a PDF version by February 15, 2025 by 11:59 PM





## Executive Committee Mock Business Model

Goal: To increase membership knowledge of the complexities involved in running a successful business.

Members have been “hired” as the Chief Operations Officer of the new five-star hotel, "Khatri & Lala Inc.," which has recently opened in a nearby town. Members are tasked with developing an infographic discussing potential tactics for one (1) of the following departments:

- Marketing: Innovative approaches to attract and retain guests within the digital world.
- Sales: Highlight "Khatri & Lala Inc.'s" unique features and advantages compared to local competition.
- Financial Initiatives & Concerns: Describe ways to face potential challenges and recommendations for achieving profitability.

Participating members will receive a ribbon and the top three (3) submissions will receive a plaque at the State Leadership Conference.

The deadline for submission is February 15, 2025, at 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, & Infographic.

**Challenge Rubric**

Criteria	Not Present (1 Point)	Below Requirements (2 Points)	Meets Requirements (3 Points)	Exceeds Requirements (4 Points)	Points
<b>Infographic: Images</b>	Images are not present and/or are irrelevant	Images are minimal and/or are somewhat irrelevant	Images are present and/or are mostly useful	Images are present and are completely effective and useful	
<b>Infographic: Content</b>	Content is not present and/or inaccurate	Content minimal and contains inconsistencies	Content is present and mostly accurate	Content is very thorough and completely accurate	
<b>Creativity</b>	Content on Infographic was not original	Infographic is original but lacks detail	Infographic is creative and original	Infographic exceeds standards of detail and uses unique visuals and innovative design elements	
<b>Grammar and Spelling</b>	Four (4) or more errors	Three (3) errors	Two (2) errors	Zero to One (0-1) errors	
<b>Final</b>					/16

NYS FBLA EXECUTIVE COMMITTEE  
PRESENTS

# FBLA ICONS

DUE BY FEBRUARY 15, 2025 BY 11:59 PM

MEMBERS MUST WRITE A ONE-PAGE DESCRIPTION OF AN INDIVIDUAL WITHIN THE FBLA ORGANIZATION WHO INSPIRES THEM. THIS COULD BE ANOTHER MEMBER, AN OFFICER, AN ADVISOR, OR ANYONE ELSE WITHIN THE ORGANIZATION.

PARTICIPANTS WILL RECEIVE A RIBBON AT THE STATE LEADERSHIP CONFERENCE.

THE DESCRIPTION SHOULD CLEARLY EXPLAIN WHO THE INDIVIDUAL IS AND HOW THIS PERSON INSPIRED THE MEMBER, FOCUSING ON THEIR GOALS, ACHIEVEMENTS, AND PERSONAL ATTRIBUTES. ADDITIONALLY, IT SHOULD DESCRIBE HOW THIS INDIVIDUAL POSITIVELY IMPACTED THE MEMBER'S LIFE AND CONTRIBUTED TO THEIR SUCCESS WITHIN FBLA.





## **Executive Committee** **FBLA Icons**

Goal: To highlight and recognize the exceptional figures within NYS FBLA.

Members are tasked with finding and interviewing an individual within the FBLA organization who inspires them. They must also submit a 250-500 word description clearly explaining who the individual is and how this person inspired the member, focusing on their goals, achievements, and personal attributes. After interviewing their “icon”, members must obtain a verification email or letter from the person you interview. Additionally, it should describe how this individual positively impacted the member's life and contributed to their success within FBLA.

### **Examples of Items to Discuss:**

- Personal/Professional Goals
- Leadership Style
- Achievements & Accomplishments
- Personal Attributes

Participating members will receive a ribbon at the State Leadership Conference.

The deadline for submission is February 15, 2025, at 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, 250–500 Word Description, Verification Email/Letter.



**EXECUTIVE COMMITTEE**

# GROWING Goals



- ⇒ **Members are tasked with creating a SMART goal pertaining to FBLA**
- ⇒ **Members must create a timeline outlining 4 steps needed to achieve their goal**
- ⇒ **The description of the goal, timeline & milestones must be in slideshow format and uploaded as a PDF.**



**PARTICIPANTS WILL RECEIVE A RIBBON AT THE STATE LEADERSHIP CONFERENCE**

**DUE FEBRUARY 15, 2025 BY 11:59 PM**



## **Executive Committee** **Growing Goals**

Goal: To foster achievement among members by encouraging goal-setting.

In the Growing Goals challenge members are tasked with creating a SMART goal pertaining to FBLA and constructing a timeline to achieve this goal. The timeline must include at least 4 milestones within it. The description of the goal, timeline & milestones must be in slideshow format and uploaded as a PDF.

Participating members will receive a ribbon at the State Leadership Conference.

The deadline for submission is February 15, 2025, 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, and Chapter Adviser Email, SMART Goal Description, Goal Milestone Descriptions, and Timeline PDF.