

# WELCOME BACK DISTRICT 3S!



AS THE 2024 - 2025 SCHOOL YEAR BEGINS, ALONG COMES FBLA! WE HAVE SO MUCH IN STORE FOR THIS YEAR LIKE OUR FALL AND SPRING DISTRICT MEETINGS! EVERY YEAR IS ANOTHER OPPORTUNITY FOR YOU ALL TO GET INVOLVED - OR INCREASE YOUR INVOLVEMENT- IN FBLA, SO TAKE ADVANTAGE OF IT!





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# FALL DISTRICT MEETING

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The District 3S Fall District Meeting (FDM) will take place on October 24, 2024 at Mamaroneck High School. This meeting is a great opportunity for us to come together as a district, network, meet members from other schools, and share ideas.



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## WHAT TO EXPECT

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**keynote speaker:** Our Keynote speaker will be Sunder Reddy, the Chief Financial Officer (CFO) of LaserAway. Additionally He has a background in M&A investment banking and was previously the CFO of SoulCycle.

**workshops:** learn and develop your skills in various business related topics through workshops run by real world business people.

**Networking:** Get to know fellow future business leaders from around the area!



# program of work

## CAREER DEVELOPMENT



New York  
**FBLA**

### PITCH IT TO WIN IT!

MEMBERS WILL CREATE A COMPELLING BUSINESS PITCH FOR AN ORIGINAL INVENTION OR ANY ENTREPRENEURIAL IDEA.

THE TOP 3 SUBMISSIONS WILL RECEIVE A **PLAQUE** AT THE STATE LEADERSHIP CONFERENCE

PARTICIPANTS WILL CREATE A 5-10 SLIDE PRESENTATION WITH THE DETAILS OF THEIR INVENTION/IDEA

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

### PITCH IT TO WIN IT!



New York  
**FBLA**  
Career Development Committee

### 30-SECOND SPOTLIGHT

RECORD A 30-SECOND ELEVATOR PITCH VIDEO PRESENTING YOURSELF TO A CEO AS A BUSINESS GRADUATE AND CONVINCE THEM THAT YOU WOULD BE A KEY ADDITION TO THE COMPANY

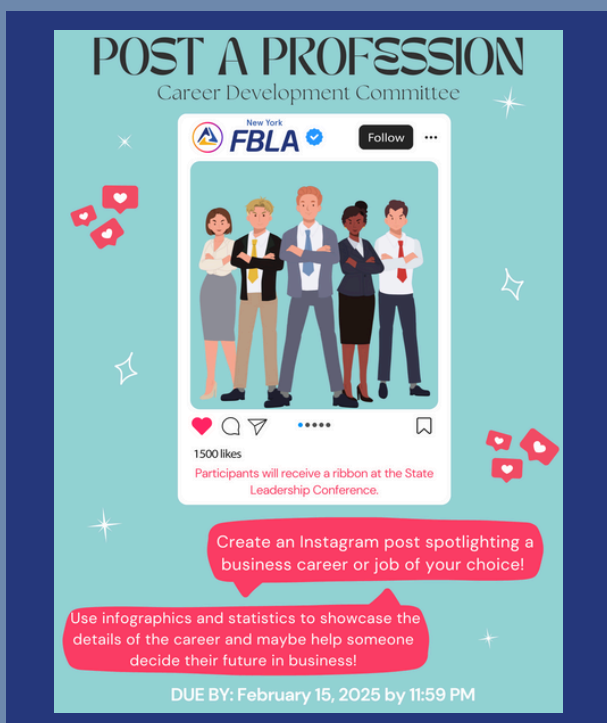


Participants will receive a ribbon at the State Leadership Conference

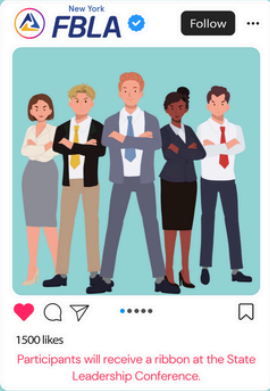
**Due by February 15, 2025 by 11:59PM**

New York  
**FBLA**

### 30-SECOND SPOTLIGHT



**POST A PROFESSION**  
Career Development Committee



1500 likes  
Participants will receive a ribbon at the State Leadership Conference.

Create an Instagram post spotlighting a business career or job of your choice!

Use infographics and statistics to showcase the details of the career and maybe help someone decide their future in business!

**DUE BY: February 15, 2025 by 11:59 PM**

### POST A PROFESSION

#### COMMITTEE GOALS:

- TO INCREASE MEMBERSHIP AWARENESS OF DIFFERENT BUSINESS CAREER OPTIONS.
- TO HAVE MEMBERS GAIN CONFIDENCE IN THEIR PRESENTATIONAL, CRITICAL THINKING, AND PROFESSIONAL COMMUNICATION SKILLS.
- TO ENCOURAGE MEMBERS TO USE THEIR CREATIVITY AND COMMUNICATION SKILLS TO PURSUE ENTREPRENEURSHIP OPPORTUNITIES.

# program of work

## COMMUNITY OUTREACH + ENGAGEMENT



New York  
**FBLA**

# TRASH TO TREASURE

Members of participating chapters will receive a ribbon and the top three (3) chapters will receive a plaque at the State Leadership Conference.

- Chapters must work together to clean their community.
- Use collected materials to create an artistic masterpiece.
- Write a summary (150 words) describing the collection process and the creation of the masterpiece.
- Chapters are judged based on the attached rubric.

Due by February 15, 2025 by 11:59 PM  
Community Outreach & Engagement Committee

### TRASH TO TREASURE



# ARTS for HEARTS

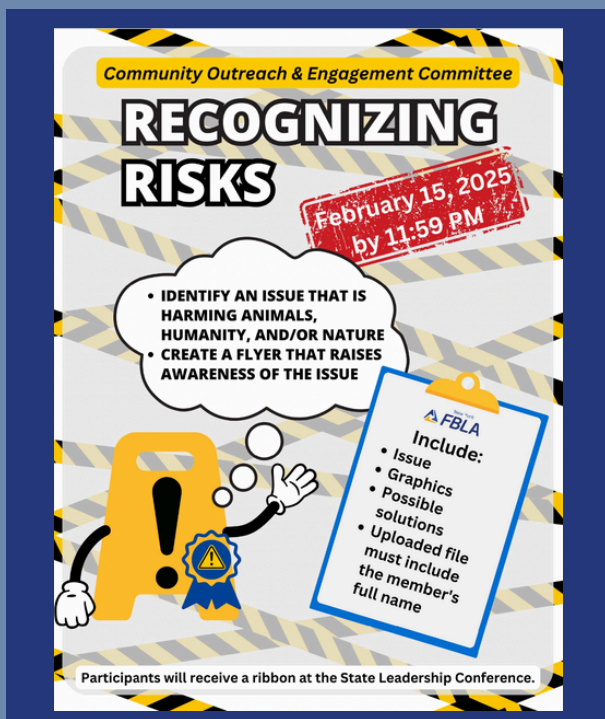
Members of participating chapters will receive a ribbon at the State Leadership Conference.

- Chapters must make cards for hospital patients or nursing home residents
- Chapters must submit pictures of members delivering cards

Due by February 15, 2025 by 11:59 PM

Community Outreach and Engagement Committee

### ARTS FOR HEARTS



Community Outreach & Engagement Committee

# RECOGNIZING RISKS

February 15, 2025 by 11:59 PM

- IDENTIFY AN ISSUE THAT IS HARMING ANIMALS, HUMANITY, AND/OR NATURE
- CREATE A FLYER THAT RAISES AWARENESS OF THE ISSUE

**FBLA**  
Include:  
• Issue  
• Graphics  
• Possible solutions  
• Uploaded file must include the member's full name

Participants will receive a ribbon at the State Leadership Conference.

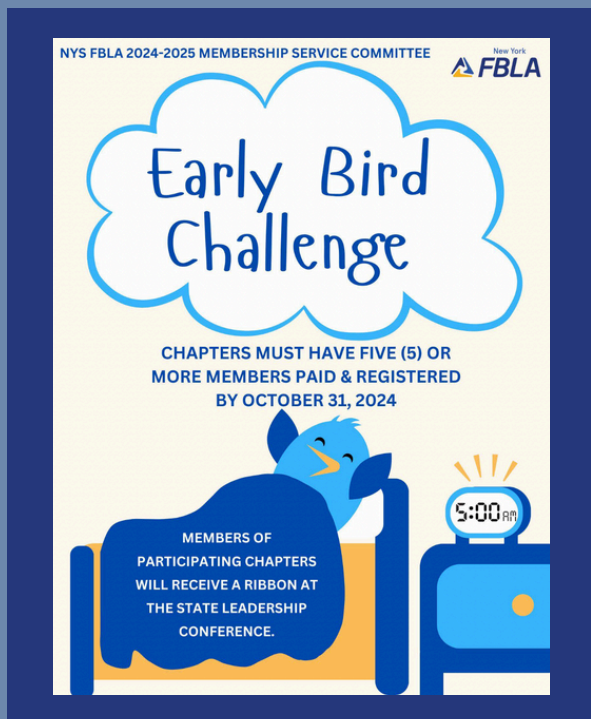
### RECOGNIZING RISKS


#### COMMITTEE GOALS:

- TO RECOGNIZE ENVIRONMENTAL ISSUES AND FIND SOLUTIONS FOR THEM.
- TO INCREASE MEMBER PARTICIPATION WITHIN THEIR COMMUNITY AND ENVIRONMENT
- TO RAISE HEALTH AWARENESS AND HELP MEMBERS SUPPORT THEIR COMMUNITIES.

# program of work

## MEMBERSHIP SERVICES



NYS FBLA 2024-2025 MEMBERSHIP SERVICE COMMITTEE 

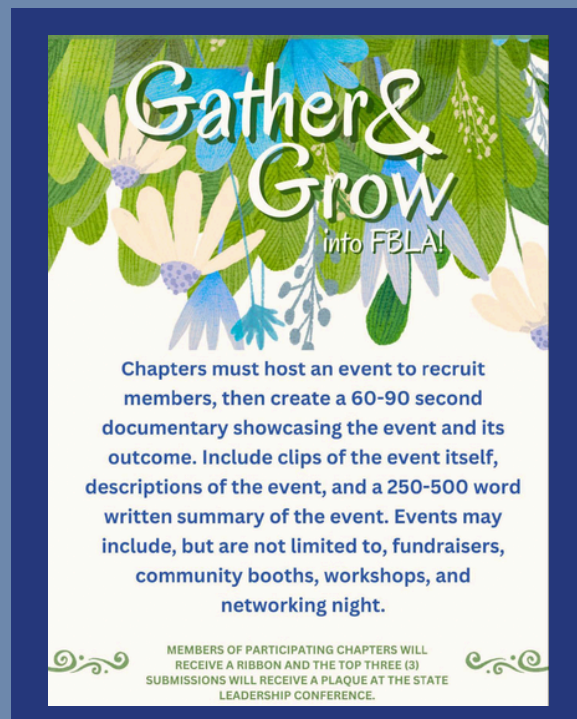
### Early Bird Challenge

CHAPTERS MUST HAVE FIVE (5) OR MORE MEMBERS PAID & REGISTERED BY OCTOBER 31, 2024

MEMBERS OF PARTICIPATING CHAPTERS WILL RECEIVE A RIBBON AT THE STATE LEADERSHIP CONFERENCE.

The poster features a blue cartoon bird sitting up in bed, looking at a digital alarm clock showing 5:00 AM. The background is light blue with a white cloud shape containing the title.

### EARLY BIRD CHALLENGE



### Gather & Grow

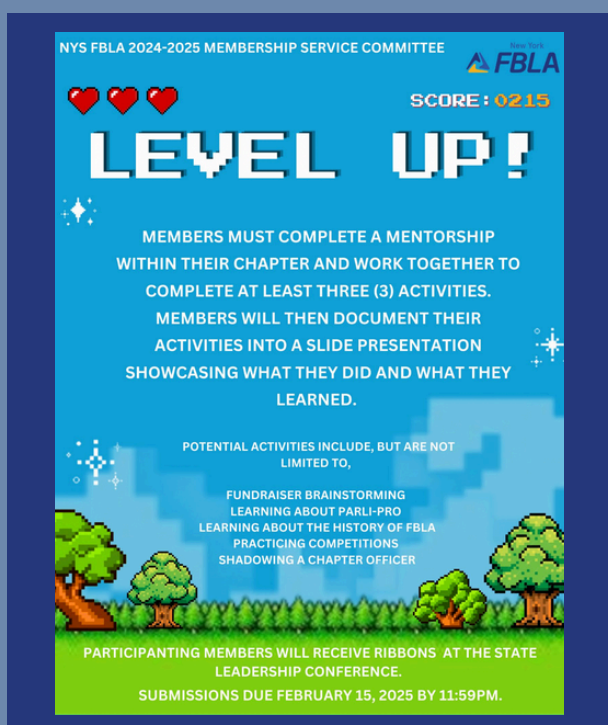
into FBLA!


Chapters must host an event to recruit members, then create a 60-90 second documentary showcasing the event and its outcome. Include clips of the event itself, descriptions of the event, and a 250-500 word written summary of the event. Events may include, but are not limited to, fundraisers, community booths, workshops, and networking night.

MEMBERS OF PARTICIPATING CHAPTERS WILL RECEIVE A RIBBON AND THE TOP THREE (3) SUBMISSIONS WILL RECEIVE A PLAQUE AT THE STATE LEADERSHIP CONFERENCE.

The poster has a green and blue floral theme with illustrations of leaves and flowers. The text is centered and easy to read.

### GATHER AND GROW



NYS FBLA 2024-2025 MEMBERSHIP SERVICE COMMITTEE 

SCORE: 0215

### LEVEL UP!

MEMBERS MUST COMPLETE A MENTORSHIP WITHIN THEIR CHAPTER AND WORK TOGETHER TO COMPLETE AT LEAST THREE (3) ACTIVITIES. MEMBERS WILL THEN DOCUMENT THEIR ACTIVITIES INTO A SLIDE PRESENTATION SHOWCASING WHAT THEY DID AND WHAT THEY LEARNED.

POTENTIAL ACTIVITIES INCLUDE, BUT ARE NOT LIMITED TO,

- FUNDRAISER BRAINSTORMING
- LEARNING ABOUT PARLI-PRO
- LEARNING ABOUT THE HISTORY OF FBLA
- PRACTICING COMPETITIONS
- SHADOWING A CHAPTER OFFICER

PARTICIPATING MEMBERS WILL RECEIVE RIBBONS AT THE STATE LEADERSHIP CONFERENCE.

SUBMISSIONS DUE FEBRUARY 15, 2025 BY 11:59PM.

The poster has a blue and green pixelated theme with a background of trees and a blue sky. It includes three red hearts at the top left and a score of 0215.

### LEVEL UP!

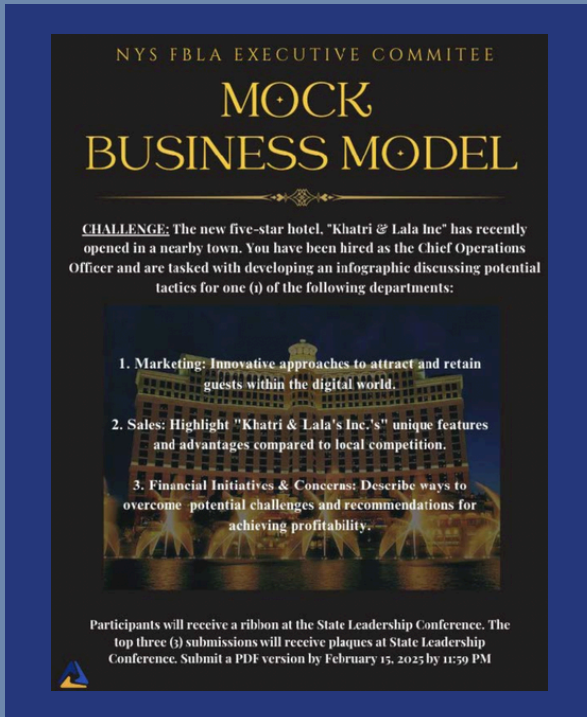
### COMMITTEE GOALS:

- TO ENCOURAGE CHAPTERS TO TAKE A CREATIVE APPROACH IN INCREASING THEIR MEMBERSHIP BY 5%
- TO INCREASE MEMBER KNOWLEDGE AND EXPERIENCE THROUGH MENTORSHIP WITHIN THEIR CHAPTER.



# program of work

## EXECUTIVE COMMITTEE



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

## MOCK BUSINESS MODEL



New York FBLA

EXECUTIVE COMMITTEE

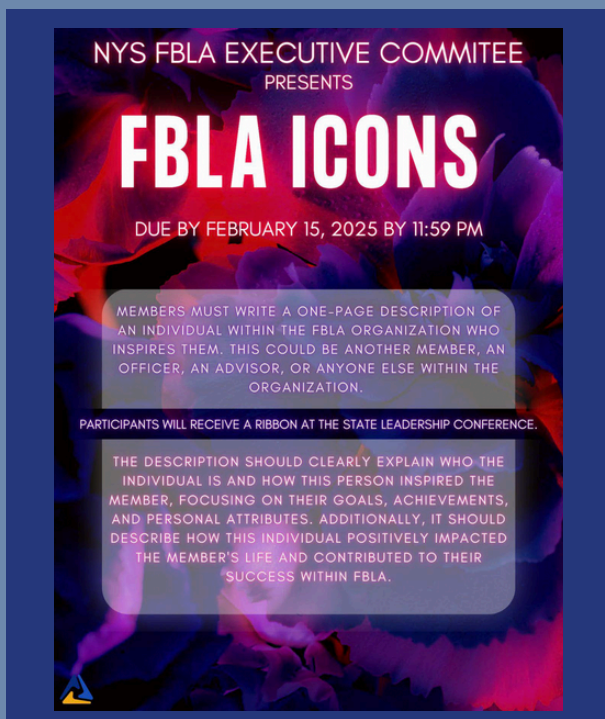
### GROWING Goals

- 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**

## GROWING GOALS



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.

## FBLA ICONS

### COMMITTEE GOALS:

- TO INCREASE MEMBERSHIP KNOWLEDGE OF THE COMPLEXITIES INVOLVED IN RUNNING A SUCCESSFUL BUSINESS.
- TO FOSTER ACHIEVEMENT AMONG MEMBERS BY ENCOURAGING GOAL-SETTING.
- TO HIGHLIGHT AND RECOGNIZE THE EXCEPTIONAL FIGURES WITHIN NYS FBLA.