

CALIFORNIA FUTURE BUSINESS LEADERS OF AMERICA



ADVISER SUPPORT GUIDE

California Future Business Leaders of America (FBLA) Mission Statement

California FBLA is a nonprofit 501(c)(3) co-curricular Career Technical Student Organization (CTSO) committed to preparing today's students for success in business leadership. With over 60 years' experience, California FBLA is the premiere organization for student leaders.

California FBLA

1812 W. Burbank Blvd. #1029
Burbank, CA 91506
Phone: 559.799.3639

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INTRODUCTION

This Adviser Guide is developed as a tool to offer tips and insights to new advisers and to serve as a refresher for the experienced adviser.

CAREER TECHNICAL STUDENT ORGANIZATIONS

Career Technical Student Organizations (CTSO) are an instructional tool that reinforces what the students learn in the classroom and on the job. Chapter activities provide opportunities for students to develop and use their skills, thus contributing to the overall effectiveness of CTE programs. An active CTSO is rewarding to both students and advisers and fulfills a CTE requirement.

GOALS OF A CTSO

While the goals of all Career and Technical Student Organizations are similar, each group focuses on the occupational area being studied and the needs of individual students involved. All activities should be designed to meet goals in at least one of the following areas:

- Career development
- Leadership development
- Personal development
- Citizenship development

Future Business Leaders of America (FBLA) is the CTSO for Business & Information Technology (CTE). FBLA has two levels—high school and middle school. PBL is the college level organization. Professional Division membership is open to advisers, parents, teachers and administrators, community leaders, and other adult supporters of the program.

As a chapter adviser, you are encouraged to become a Professional Division member. Your annual dues may be paid at the same time your chapter's student membership dues are paid to the national FBLA-PBL office.

KEY CONTACTS OF CALIFORNIA FBLA

CA FBLA STATE ADVISER: Molly Anderson

Contact Molly for questions regarding Pathways, CTE courses and credentials, Affiliation Agreements or additional California Department of Education information. Contact Molly at moanderson@cde.ca.gov or via telephone at: (916) 445-6217.

CA FBLA PROGRAM & EVENTS MANAGER: Melanie Dias

Contact Melanie for questions regarding FBLA programs, procedures, conference logistics, hotel/conference accommodations, in addition to Chapter and Adviser assistance. Contact Melanie at programmanager@cafbla.org or (559) 799-3639 (text or voice).

CA FBLA BUSINESS MANAGER: Sue Christensen

Contact Sue for questions about conference registration systems/payments, hotel payments, the California FBLA website, e-mail aliases for state leadership personnel or officers, or documents linked off this website. Questions regarding the National membership and Conference registration system should also be directed to Sue as well. Contact Sue at businessmanager@cafbla.org or via telephone at (909) 264-0458 or by U.S. mail at 1812 W. Burbank Blvd. #1029, Burbank, CA 91506.

CA FBLA COMPETITIVE EVENTS COORDINATOR: Nancy Sansot

Contact Nancy for questions about the California Awards Program/Competitive Events Guidelines, Skill Events administration, or Event Administration Guidelines. Contact Nancy at competition@cafbla.org.

STATE EXECUTIVE BOARD

The State Executive Board (student officer team) is made up of an elected State President, State Secretary, State Parliamentarian, and Vice Presidents from each of the six sections in CA FBLA. This team is led by State Officers Adviser Dr. Laurie Looker. Since State Projects are developed and monitored by the State Executive Board, please contact Dr. Looker with any questions about State Projects. Her contact is: stateofficersadviser@cafbla.org.

MANAGEMENT TEAM

The Management Team consists of experienced Section Directors who have had state officers and are deeply dedicated to the success of the organization. Also on the team is the State Staff and the current State President from the State Executive Board. Each Section Director oversee a specific region within California. **To find your Section go [here](#)**. Current Section Directors are:

- Bay: Graeme Logie - baydirector@cafbla.org
- Central: Jacob Avila - centraldirector@cafbla.org
- Gold Coast: Cathy Mason - goldcoastdirector@cafbla.org
- Inland: Lee Lara - inlanddirector@cafbla.org
- Northern: Nikole Burg & Kerrissa Schall - northerndirector@cafbla.org
- Southern: Samiya Hai & Joy Milliam - southerndirector@cafbla.org

BOARD OF DIRECTORS

The CA FBLA Board of Directors is comprised of Industry & Business Representatives from all over California, the State Adviser, State President, Management Team President, and State Staff. To contact the Board of Directors, **find their information [here](#)**.

GENERAL CONTACT INFORMATION

Names and e-mail addresses of the State Adviser, CA FBLA staff, state officers, their advisers, members of the Management Team and Board of Directors are posted under [ABOUT](#) on the state website - www.cafbla.org

| Website | URL |
|---------------------------|--|
| National FBLA-PBL | www.fbla-pbl.org |
| California State FBLA-PBL | www.cafbla.org |
| FBLA Marketplace | www.fblamarketplace.com |

HOW TO GET INVOLVED AND ORGANIZED WITH CA FBLA

COMPETITIVE EVENTS GUIDELINES

Familiarize yourself with the FBLA Competitive Events Guidelines. Additions and revisions for your high school [Competitive Events Guidelines](#) and middle level [Competitive Events Guidelines](#) will be posted on the national website. Bookmark the online FBLA Competitive Events Guidelines on your browser.

ONLINE CHAPTER MANAGEMENT HANDBOOK UPDATES (CMH)

The high school [Online Chapter Management Handbook](#) and the [ML Chapter Management Handbook](#) are updated in real time and need to be checked often. The information you will need for entering students in competitive events is important. Don't take the chance of missing an important component of competition because you were not familiar with the competition guidelines. Copies of the Competitive Event Guidelines for national competition may be downloaded from the national website. State competitive event information will be available for download from the state website. Check the state website periodically for updates.

NATIONAL PUBLICATIONS

Tomorrow's Business Leader® is published four times a year and mailed to FBLA high school, middle school, and Professional Division members. The magazine contains articles related to leadership, FBLA programs and awards, and college and career preparation. Some digital versions are posted to the national website. *FBLA Advisers' Hotline* is a digital publication posted three times a year to the national website.

CALIFORNIA PUBLICATIONS

The Californian News Magazine is available on the website under the ABOUT tab. The Adviser Alert is a monthly electronic newsletter. Chapter information can be submitted to both publications for future issues.

FBLA MARKETPLACE

Marketplace is the official source for FBLA-PBL products such as event study guides, winning report examples, banners, student items, and other promotional items.

PROGRAM OF WORK

Information on the annual Program of Work may be found under the Resources tab on the state website. You may take these suggestions and modify them for your use. This is a valuable resource of information for you. After developing your chapter's Program of Work, make copies available to all members. See [CA FBLA Program of Work](#) form here.

IMPORTANT DATES

Important dates for state and national FBLA-PBL activities can be found under the Calendar tab or Conferences tab on the state website. Print and post these in a visible location to aid in meeting deadlines.

CHAPTER MEETINGS

A minimum of four-chapter meetings per academic year are required for CTE programs throughout California and by most school districts. Advanced planning for each meeting is necessary for success. Scheduling and announcing the semester's or year's chapter meetings at the start of the year are highly recommended. Agendas covering specific items from your Program of Work must be provided for each meeting. Minutes should be submitted for approval after each meeting.

MEMBERSHIP REGISTRATION

The FBLA-PBL year runs from July 1 through June 30. Advisers must annually register their students as active members by logging into Membership Registration on the national website.

CONFERENCE REGISTRATION FEES

Advisers must register their students to attend CA FBLA-sponsored events through [Blue Panda](#) or as otherwise indicated in registration information posted for a specific conference.. Print at least two copies of the receipt, one for your records and one for your accounting office to submit with the payment to (unless other address provided):

**California FBLA
Attn: Sue Christensen, Business Manager
1812 W. Burbank Blvd. #1029
Burbank, CA 91506**

Please request your School Accounting, ASB or District office to include your school's exact name, and your Adviser name for tracking purposes.

MEMBERSHIP DUES

An invoice is generated when you complete your membership registration on the national site. Save one copy for your records and submit one with your school or district check request. Membership dues are submitted directly to the National Office at:

**Future Business Leaders of America-Phi Beta Lambda, Inc.
1912 Association Drive
Reston, VA 20191-1591**

TRAVEL/CONFERENCES

Review your local district's requirements for travel approval and arrangements at the beginning of the school year. Plan ahead! Events that require travel may include Officer/Adviser Training Days (OAT), Leadership Development Conferences (LDI-North and LDI- South), Section Leadership Conferences, State Leadership Conference (SLC), and National Leadership Conference (NLC).

Travel logistics include but are not limited to the following tasks:

- Review state calendar for conference dates and registration deadlines. Regular, and late registration fees may apply with different due dates. Registration fees are non-refundable after registration closes. Request payments for registration and other expenses at least two weeks prior to due dates.
- Review conference registration instructions online and/or via email from State staff. Instructions will include hotel instructions if applicable. Multiple documentation may be required for each conference. Check the state and national websites frequently.
- Discuss funding with appropriate district and/or school officials. Your CTE Director may be able to cover some of your travel expenses including the cost of your sub. Your local chapter may need to cover expenses for chaperone travel. Students may need to conduct fundraisers and/or pay out of pocket for their travel expenses. Local business sponsorships can be helpful in paying for travel. Create a budget for each conference to use in your discussions.
- Discuss the following topics with students and parents to assist in determining who will be registered for conference: Purpose of conference, location, mode of transportation,

attendance prerequisites, official dress code, code of conduct, parental permission forms, photo release forms, cost, payment deadline, fundraising, and commitment deadline.

- After compiling your list of attendees, follow your local policies regarding field trip approvals and teacher notifications of absences. Determine if a nurse must accompany any of the attendees. If so, decide according to local school policy.
- Follow your school's policies to secure a substitute for your absence.

Payments for conference hotel lodging should be mailed to:

California FBLA
Attn: Sue Christensen, Business Manager
1812 W. Burbank Blvd. #1029
Burbank, CA 91506

FUNDRAISING

Fundraising is essential for a successful chapter and presents numerous teachable moments in finance, sales, and development. The most successful fundraisers are unique and innovative. Many ideas are available from your state officers, other advisers, and the national website. Plan today to prepare for FBLA trips you and your students want to attend.

ORGANIZE

CA FBLA Management Team develop a calendar (electronic) of CA FBLA events, deadlines, and reminders. Print a copy for display in your classroom. Ensure students know where this calendar is located and encourage them to refer to it daily to assist with deadlines.

MARKETING AND VISIBILITY FOR YOUR FBLA CHAPTER

A successful adviser empowers student leaders to develop a successful chapter. You are the leader and advocate of FBLA. As your chapter executes their Program of Work, document and promote accomplishments using the established CA FBLA social media sources, the new CA *Adviser Update* newsletter, print media and other resources available.

FBLA AND LESSON PLANS

FBLA is an organization. FBLA is not a “club” or an “extracurricular activity”—it is an integral part of the CTE program. Integrate your Program of Work into your lesson plans by utilizing the competitive events for project-based learning. Each competitive event aligns with the California Course of Study and Common Core Standards. CTSOs are co-curricular; therefore, FBLA activities may be incorporated into the lesson plans and meetings may be held during class time. Lesson plans are available on the national website through your Adviser Login.

SUCCESS

The most successful FBLA adviser is one who is dedicated and is connected with the available FBLA resources. The CA FBLA staff team, State Adviser and Section advisers are available via email or phone call to answer questions and offer support.

FBLA GOALS AND CREED

FBLA GOALS

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

FBLA CREED

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

CHAPTER ORGANIZATION

After the annual Program of Work is approved by the local Adviser and Officer Team, chapter committees can be formed to plan all activities. Each chapter member should serve on at least one standing committee.

Suggested Standing Committees

Appointed committee chairs prepare brief project reports for every completed project. The following are suggested standing committees to build chapter involvement.

- **Professional Development:** Plans icebreakers and secures guest speakers for meetings; coordinates business tours and social activities.
- **Community Service:** Facilitates chapter's community involvement by coordinating service activities including nursing home visits, elementary school visits, March of Dimes, donations, presentations to service organizations, etc.

- **Fundraising:** Plans chapter fundraisers in support of chapter activities, including conferences, seminars, travel, March of Dimes, etc.
- **Recruitment/Membership:** Plans/coordinates recruitment and retention activities.
- **Social:** Plans social activities throughout the year to enhance the membership experience. Suggested activities could be the end of year banquet, mixers, quarterly member activities, cookouts and awards.
- **Public Relations/Communications:** Helps to maintain positive social media for the community and enhance the CA FBLA image. This committee may design t-shirts, flyers, pin, banners, and promotional materials to market the FBLA chapter.

BUSINESS ACHIEVEMENT AWARDS PROGRAM (BAA)

The Business Achievement Awards (BAA) are an aggressive, self-directed, results- based business and leadership program designed to complement academics while accelerating a student's leadership skills. The award activities focus on the words surrounding the FBLA-PBL Crest: Service, Education, and Progress. There is a strong emphasis on education with integrated classroom projects of required and optional activities chosen by the student. The individual recognition is a four-tier program (Future, Business, Leader, and America) aligned with the FBLA-PBL Goals, NBEA Standards, and Career Clusters and are easily incorporated into your lesson plans. Lesson plans are also available on the national website. The BAA program is designed to complete one level per year of high school; however, students may complete multiple levels in a single year. Students cannot move to the next level without completing the prior level. Submitted work is cumulative and may be completed at any time during their school career.

To begin, you create student BAA logins through your Adviser Login. Students select activities and upload documentation for completed required and selected activities between August 1 and March 1 for the first three levels and by April 25 for the America level. The adviser must click Submit by 11:59 PM ET on the March 1 and April 25 deadlines. The entire process will be fully explained in your District Workshop.

The Future and Business award pins are mailed to the chapter adviser. The Leader award pins are mailed to the state adviser and presented at the State Leadership Conference. America award pins are presented at the National Leadership Conference. Recipients who attend the NLC will receive America ribbons and certificates of recognition.

Visit this link for more info: [BAA Qualifications](#)

FBLA-PBL CONFERENCES

FBLA-PBL has several conferences throughout the year hosted at the section, state, and national levels. These [conferences](#) are:

OFFICER ADVISER TRAINING DAYS (OAT) – Section Level

OAT Days are one-day workshops held in the fall and hosted by each Section. New advisers are especially encouraged to attend. The dates will be announced in August. The seminars will include activities for both students and advisers. Registration materials are e-mailed and posted on the California FBLA website under the Conference tab.

LEADERSHIP DEVELOPMENT INSTITUTE (LDI) – State Level

LDI North and LDI South (Leadership Development Institute) Leadership Development Institute (LDI). This statewide leadership development experience is generally held in late October or early November for chapter officers, members with leadership potential, and chapter advisers. The LDI is planned and hosted by the state officers and the state management team. Sessions include motivational general sessions, workshops presented by state leaders, and training delivered by professionals from the business community.

NATIONAL FALL LEADERSHIP CONFERENCE (NFLC) – National Level

[NFLC](#) is a two-day conference hosted by the national office in November with a choice of three venues. Students and advisers participate in motivational general sessions, professional development, and career planning workshops. NFLC registration must be completed soon after the start of school. Therefore, approvals to attend, planning, and fundraising must be a start-of-the-year priority if your chapter participates.

SECTION LEADERSHIP CONFERENCES – Section Level

Section Leadership Conferences are held in each of the six Sections generally in February. Delegates at these events elect section officers, conduct section business, and participate in the first round of competitions leading to the State Leadership Conference.

STATE LEADERSHIP CONFERENCE (SLC) – State Level

State Leadership Conference (SLC) is the three-day conference held during April. This event usually rotates between Northern California (odd years) and Southern California (even years). It is often referred to as “state competition.”

The conference includes competitive events in addition to activities such as leadership workshops, motivational speakers, and state officer elections. Students and advisers prepare for competitive events throughout the school year.

Instructions for registration are emailed to advisers and posted on the state website in early spring. Registration materials are e-mailed, and links posted on the state website.

PREP FOR SLC – BEFORE THE CONFERENCE

1. Post the SLC dates early in the year. Include SLC general information when promoting FBLA.
2. Clear conference attendance through your administrator.
3. Verify that all competitors are paid members. Membership dues must be received by national office by March 1.
4. Issue the following items to interested students at the earliest date possible.
 - a. Dates and general times for departure/return

- b. Cost
 - c. Deadline for SLC registration and hotel reservations
 - d. Deadline for payments (Depending on adviser preference)
 - e. Conference activities
 - f. Conference expectations and consequences
 - g. Event participation options and event guidelines
 - h. Be sure that students entering events have not placed in state or competed nationally in their events in prior years. (See state and national competitive event guidelines for repeat competitors)
5. Register students for online testing. [Calendar of Events](#)
 6. Send home conference packet with permission forms and general information for participating students.
 7. Arrange for additional chaperones, if needed. Discuss expectations of chaperones prior to leaving for conference and provide chaperones with same information as students.
 8. Complete SLC online registration at <http://www.FBLA-PBL.org>. (See Calendar of Events for March deadline.)
 9. Follow registration instructions carefully and do not miss postmark and/or upload deadlines for hotel or conference materials including but not limited to reports, applications, resumes, etc.
 10. Arrange transportation.
 11. Send a reminder memo to students/parents the week prior to conference about what students need to bring.
 12. Provide faculty and staff with a list of participants, giving appropriate notice.
 13. Collect supplies and equipment to bring to conference. (See Competitive Event guidelines)
 14. Decide with students to prepare for performance events.
 15. Discuss dress code and hotel/elevator etiquette.
 16. Provide students with a general itinerary.
 17. Read all entry and registration materials carefully and thoroughly. Check your e-mail regularly for conference updates.
 18. Advisers are expected to assist with competitive events as Event Assistant during state and national conferences. Check your email for State Leadership Conference Updates from your State Officer team.

PREP FOR SLC – AT THE CONFERENCE

1. All FBLA Chapters are expected to stay at the designated hotel during SLC. Overflow hotels will be identified by the Conference Coordinator.
2. Request all students unload luggage in one area out of the flow of traffic in hotel. Ask students to wait together while you register at front desk or designated area.
3. Pick up your packets at the FBLA registration desk. Remember to check times for performance events with your members. Check the messaging systems frequently for updates or changes to schedules at each event.
4. Meet with students prior to conference activities. Review conference expectations. Distribute conference packet contents to students:
 - a. Name badge
 - b. Voter delegate ribbon
 - c. Miscellaneous ribbons for your members
 - d. Program
 - i. Have students review program for times and places to meet as a group and attend events.
5. Students should locate their competitive events room prior to start of conference.

Check in 15 minutes or earlier before competition time.

6. Advisers and students are expected to report on time to their assigned duties and events.

STUDENT EXPECTATIONS AT SLC

1. Follow Code of Conduct.
2. Wear name badge only for conference activities. Do not wear name badge outside of conference facilities.
3. Be in designated places at designated times.
4. Dress in business attire when participating in conference activities or when in conference areas. Shoes must be worn at all times.
5. Remember hotel and elevator etiquette; especially be considerate of noise level in the hallways at all times.
6. Be respectful of others, especially other hotel guests.
7. Attend workshops as specified by chapter adviser. **DO NOT** leave workshops, meetings, events, general sessions, or awards programs early.
8. Compete in events as registered. Arrive to event early. Return equipment and supplies to adviser.
9. Male and female students are not allowed in each other's hotel rooms even with the doors open.
10. If leaving conference facilities, inform adviser or designated chaperone. Be in groups of three or more and with a chaperone. Do not leave any student alone.
11. Do not wear swimwear or sleepwear in the hotel hallways or lobby.
12. Network with other students.
13. Be in assigned room by curfew.

INSTITUTE FOR LEADERS (IFL) – National Level

[IFL](#) is an additional training opportunity held prior to NLC. This high-energy, intensive, two-day seminar is a focused-leadership experience for state and local chapter officers, members, and advisers. This training conference prepares student leaders and members to fulfill their responsibilities and to develop valuable life skills.

NATIONAL LEADERSHIP CONFERENCE (NLC) – National Level

[NLC](#) is a four-day conference that is considered the pinnacle of the FBLA experience, especially for those running for national office. FBLA-PBL has forged partnerships with industry leaders to underwrite competitive events and scholarships for students achieving national ranking. Since some event guidelines vary from state to national level, it is best to check the National Competitive Event Guidelines before competing.

COMPETITIVE EVENTS PROGRAM

The FBLA-PBL National Awards Program recognizes and rewards excellence in a broad range of business and career-related areas. At the State Leadership Conference, students compete in events that test their business knowledge and skills. Top state winners are then eligible to compete for national awards at the National Leadership Conference each summer.

Each event is governed by specific guidelines and rating sheets that can be found in the Competitive Events on the national website. Check the national website regularly for updates and corrections.

Competitive events are organized into three categories: individual, team, and chapter. Individual and team events focus on skills useful in leadership and career development; chapter events recognize overall achievement and performance in chapter management and growth. For more information on each event, please use the following link: [Competitive Events](#).

- **RATING SHEETS**

It is important for students to utilize the rating sheet when developing their presentations and reports. Students should follow the order of the rating sheet when preparing for their events. Rating Sheets help students design their projects with the end in mind. Go to Competitive Events on the national website for the most current rating sheets.

At the conclusion of the SLC Awards Program, completed rating sheets are available to Chapter Advisers. These sheets can be used as feedback to prepare competitors for NLC.

- **FORMAT GUIDE**

The *Format Guide* is beneficial for both the adviser and students. Students can use it to understand the proper formatting for their competitive events. Participants in production events must be familiar with the *Format Guide*. A *Format Guide* will be available to the participant during the production event. Click here to download the [Format Guide](#).

- **COMPETITIVE EVENT CONTRACT**

Several competitive events require students to complete and submit a Competitive Event Contract prior to the event. This statement attests that the design, creation, and implementation of the event are the original work of the FBLA member(s). The student(s) agree that this event may be linked, promoted, and used in any way by the national FBLA-PBL, Inc. for purposes of promoting the association. Check specific event guidelines to see if a Competitive Event Contract is required. Go to [Competitive Event Contract](#)

- **EVENT TOPICS**

Topics for events change each year. Before your students begin preparing for their events or presentations, be sure to check the current year's topics. Not all events have topics. Go to [Event Topics](#) for the current year's topics. The state topics are always the same as the national topics.

SCHOLARSHIPS

FBLA is an excellent way to prepare for the future through state and national scholarships. The California FBLA-PBL Foundation offers the California FBLA District Scholarships, and the National FBLA offers more than 20 scholarships.

NATIONAL FBLA DISTINGUISHED BUSINESS LEADER SCHOLARSHIP

The FBLA Distinguished Business Leadership Scholarship is designed to recognize outstanding FBLA members for their activity and involvement in the association. The number of scholarships given depends on yearly contributions to the national FBLA scholarship fund. Chapters can make voluntary donations as part of their annual member registrations. The scholarship is open to graduating FBLA members who plan to pursue a post-secondary education and become actively involved in PBL at the college level. The application form is available on the national website between August 1 and April 1.

California FBLA Scholarship information is available on the state website under the Competition tab. Click here for info: [CA FBLA Scholarships](#).

THANK YOU FOR ALL YOU DO FOR YOUR CHAPTERS!

The leadership of CA FBLA greatly appreciate your dedication and commitment to your role as a Chapter Adviser. Without our Advisers CA FBLA would not be celebrating 70 years of programming in 2020.

