



HOTLINE

leader feature

Former businesswoman turned FBLA adviser shares story to a successful FBLA-Middle Level chapter

Teaching middle school students can be, well...exciting! And, being an FBLA-Middle Level adviser is out of this world—just ask Byron Middle School (BMS) FBLA Adviser Stephanie Johnson.



As a former businesswoman, Johnson is in her seventh year of teaching and sixth year as an FBLA-Middle Level adviser in Georgia. By the passion in her voice, this has been a very rewarding experience.

"I came from the business world, and I have always been involved in the community. I would say at the middle level, it has to be in your heart. I like to see the students get excited and to realize they can achieve if they work hard."

"We currently have 94 members and are striving to reach our 100-member goal," Johnson said.

At the beginning of each year, BMS FBLA kicks off the first meeting with officers sharing their experiences.

"One of the most important things we talk about is our motto—service, education, progress—and the different activities that we center around the motto. And of course, you must have food."

The first event they attend is the Georgia Fall Rally, and this year over 50 students attended. Once they return to school, other students get excited about FBLA and membership numbers climb.

Each year, she encourages her chapter officers and members to participate in the Membership Achievement Program (MAP).

"This year, I have a core group of 20 members working on at least one level of MAP. We are able to integrate some of the MAP activities into the classroom and chapter projects."

BMS is located next door to the elementary school—a great resource for chapter projects and future recruitment.

"We do several things with the elementary students like



Internet safety, helping the teachers with reading to students, and tutoring. We have even seen some of these elementary students join FBLA when they get to the middle school."

BMS also contributes their success to their chapter officers and their parents. Parents will help members find their success, and they find different ways to involve parents into their projects.

Each year, Johnson integrates different FBLA curriculum pieces into the classroom.

"Sixth graders are beginning to learn keyboarding and business fundamentals. There is a competitive event, Technology Concepts, which covers many of the things we are learning in class. I integrate many of the questions that may appear on the test into my teaching. Seventh and eighth graders are learning more advanced document formatting and business grammar. There are various events they can compete in as well."

The chapter is involved in service learning, clocking community service hours, and participating in March of Dimes activities.

"We just raised \$500 for the March of Dimes with a pick-a-pumpkin project, and we are getting ready for WalkAmerica. Our students love to participate in the walk!"

"I am always looking for ways to defray the costs for students to attend conferences or participate in activities. You have to keep your eyes open for grant opportunities."

Recently, BMS received a \$500 grant from Wal-Mart and a \$1,000 grant from Weyerhaeuser Corporation.



Celebrate!

FBLA-PBL Week—Feb. 11–17

FBLA-PBL sets aside the second week of February each year as National FBLA-PBL Week. Chapters are encouraged to use this time to publicize their activities and successes, boost their membership, and gear up for their spring activities. In addition, FBLA-PBL recognizes the Wednesday of this week as Adviser Appreciation Day. Members are encouraged to use this day to pay special tribute to the dedicated individuals who make the association possible on the local and state level.

Many chapters plan special activities for each day of the week. These include everything from Professional Attire Day to FBLA-PBL T-shirt Day to Faculty Appreciation Day and Career Awareness Day. As FBLA-PBL Week coincides each year with National Career and Technical

Education Month, this is an excellent time to inform the public about the purpose of school-to-work activities and programs. The momentum of a national event provides the perfect occasion to spotlight the value of membership and career, technical, and business education.

Starting at your next chapter meeting, plan how you can celebrate FBLA-PBL Week. Many chapters have a different event each day of the school week.

In-school promotion

Make sure FBLA-PBL Week appears on the school calendar, e-mail update list, or marquee boards. Put up posters or banners around the school the Friday before FBLA-PBL Week announcing the weeklong celebration.

Plan your media

Have a media plan in place as soon as possible—the earlier the better! Call your local media and seek out your media contact. Send a press release about FBLA-PBL Week to the local newspapers, radio stations, and television stations, including the local community access cable station.

In the community

Attend a local chamber of commerce, Rotary, or other community business meeting to talk about FBLA-PBL Week and how they can get involved as sponsors, speakers, or sign up as Professional Division members. Share the FBLA-PBL mission and goals.

EntrepreneurshipWeek USA creates spirit with new activities

From Feb. 24 to March 3, 2007, entrepreneurs, educators, community leaders, and young people across the United States will celebrate the power of entrepreneurship and ignite the nation's consciousness about the importance of being entrepreneurial.

FBLA-PBL partner, EntrepreneurshipWeek USA, offers a tremendous opportunity to engage and encourage the next generation of entrepreneurs. Each chapter is encouraged to work with local entrepreneurs to promote entrepreneurship during this week. Here are a few of the planned FBLA-PBL activities:

- Members can shadow local entrepreneurs/business leaders, and chapter members also can go on a business tour.
- Host an entrepreneurship breakfast or luncheon by inviting local entrepreneurs and business leaders to speak to chapter members.
- Create an entrepreneurship panel by inviting several local businesspersons to attend a meeting and discuss their careers and how to become an entrepreneur. Be sure to include time for questions and answers.
- Work with elementary students on a special project to promote entrepreneurship in their school and community.

You can get creative and develop a unique project to help celebrate EntrepreneurshipWeek USA. Also, your chapter can:

- Gain recognition on the national Web site and *Tomorrow's Business Leader* by sending an article and photos from your activity to communications@fbla.org.
- Create additional media opportunities for your chapter and EntrepreneurshipWeek USA in your local community.
- Involve your Professional Division members in your activity. You can also give a Professional Division membership to your local entrepreneurs/business leaders assisting with your project.

EntrepreneurshipWeek USA will recognize entrepreneurs, those promoting entrepreneurship, and those teaching entrepreneurship. Above all, it will celebrate the creativity, imagination, and innovation of entrepreneurship in all its forms—including business start-ups, social entrepreneurship, and enterprising employees within existing organizations.

EntrepreneurshipWeek USA is targeting students and young adults, as they are our next generation of leading entrepreneurs. But, entrepreneurship is not just for the young or those currently in an education setting. Chapters can coordinate activities that help spread the word about the power of entrepreneurship to many audiences. For more ideas and activities visit www.entrepreneurshipweekusa.com.

What's your **BIG** idea?
take it on!



EntrepreneurshipWeek **USA** .com
Feb. 24-March 3, 2007