



Table of Contents

A Note from the Editor

FBLA Texas State Reporter/Historian
Marrah Moreland

Get Ready for the Beacon to Shine Into Your Future!!!

State Officer Advisor
DAnn Matlock

FBLA Competitive Events: Partnership with Business Project

FBLA Texas State Area I Vice President
Molly He

Area I Fall Leadership Conference

FBLA Chapter President
Lubbock High School
Tan Li Sun

Area VII Fall Leadership Conference

FBLA Texas State Area VII Vice President
Danielle Keuss





Note from the Editor

Marrah Moreland
State Reporter/Historian

Hey Texas FBLA! So far this year has flown by in a whirlwind! It seems like just yesterday that we were gearing up for the new school year and now it's almost time for SLC! YOUR Texas State Officers have already begun planning this year's SLC to be held in Corpus Christi April 8th through the 10th and hope for it to be the best one yet! You're not going to want to miss this great event in FBLA history so be sure to work hard on your event in order to qualify!

Let your message be heard and let The Texan be your voice! In addition, for every article you submit your name will be entered in a drawing to win a New IPOD!! The grand prize will be raffled off at SLC! To be included in the drawing, you must submit an article by December 31, 2009. The more articles you submit the more chances you'll have to win! So send, send, send in your articles!



Get Ready for the Beacon to Shine Into Your Future!!!

BY: MRS. DANN MATLOCK, STATE OFFICER ADVISOR

Wow, I hope everyone has had a wonderful semester. It is hard to believe that we are almost mid-way through the school year. I hope you all have had a productive year so far and are ready for everything that FBLA has to offer in the spring.

Get ready to compete at your area conferences. Your advisors should be getting information about the conference in the next few weeks. Make sure you are studying your materials for your events. The State Leadership Conference will be in Corpus Christi this year. This is a wonderful place to have our SLC. You will be able to see the Gulf of Mexico from your hotel room. The dates for SLC are April 8-10. Your advisors want you to do well at the SLC so that you can go to Nationals that will be in Nashville this coming July.

Consider running for a state officer position. You need to start talking with your advisor so that they are ready for the commitment. If you need information about the state officer positions you can talk with the officer from your area or you can contact me at dannmatlock@smcisd.net. I will be glad to help you in making your decision to run. This is a chance for you to develop your leadership skills, travel, and meet members from across the state.



FBLA Competitive Events: Partnership with Business Project

MOLLY HE, AREA 1 VICE PRESIDENT



FBLA members have the opportunity to participate in over 50 different competitive events at a local, state, and national level. One event in particular provides members with real-life experiences and connections with the community: The Partnership with Business Project. It is a chapter event that encourages participation from all of the members to get involved with a community business.

The goal is to have a mutual relationship that will benefit both the chapter and the business. Team members will develop and implement a business plan for the company, along with handling marketing and advertising aspects to attract more customers. In exchange, FBLA members will gain valuable insight on how to run a business more efficiently.

This project helps develop technical, communicative and real-life skills. The team will write a 30-page professional report on the development and implementation of the project and describe the benefits it had for the community. Members will have the chance to network with other businesses and professionals to learn the most efficacious way to go about establishing their plan, putting it into action and watching the fruits of their labor grow and receive recognition at district, state and national leadership conferences.

This is an interactive and applicable way to get involved in the business community. Through this project, members will recognize the work it takes to run an innovative and effective business.



Area I Fall Leadership Conference

By Tan Li Sun, Chapter President
Lubbock High School

The Lubbock High School Future Business Leaders of America seeks to inspire and educate students about the importance of a college education. The FBLA students hosted this year's Fall Leadership Conference at Texas Tech University on November the 11th. This conference was a huge success and brought much publicity to the south plains region.

FBLA is a student organization that sought to bring business, professionalism, and learning through creative leadership programs. The purpose of this community service project is to assist the Closing the Gaps Coalition and the Texas Higher Education Coordinating Board in their goal to build a first generation college-bound students. The Lubbock High chapter, sponsored by Rose Llanas, brought together over 200 students to learn about college admissions, standardized testing, scholarships and grants, and the importance of attending college. Many workshops were established and many speakers were invited to participate. The FBLA members, who consider education to be the ultimate oracle of success in today's world, worked to motivate younger students to consider getting a college degree before entering the work force. Many students and parents are not familiar with the college education process or how to prepare for the post-secondary level, and these FBLA students are here to change that.

The theme of this leadership conference is, "Survival Skills: It's A Jungle Out There."; stating the adversity young people generally face when stepping away from parents and family and into independence. Much emphasis is placed on exploring the different career choices available. Pros and Cons of professions are given to students along with valuable personal experiences. Denise Tijerina spoke to students about the value of safeguarding one's identity, cash, and peace of mind. She described, in detail, the obstacles to dodge in order to avoid a crash course. Joe Duke introduced some career assessments and self evaluation questions that can help students in choosing a major. Marcy Ventle, on the other hand, taught pre-college students the significance of time management, long term planning, goal setting, and living a balanced life.



The many speakers and FBLA students all came together to inform first-generation college bound students the values of higher education and success. The FBLA students believe that learning should start at a young age, therefore also plans to instruct elementary level students over core areas of mathematics, sciences, and English. The Lubbock High School FBLA chapter hopes to continue this flow of positive influence throughout the community.

Area VII Fall Workshop

BY DANIELLE KEUSS, AREA 7 VICE PRESIDENT



The Texas 2009 Future Business Leaders of America held their Area 7 Fall Workshop last month at Aledo High School with a theme of "FBLA... Your Beacon into the Future." Hosting the daylong conference was AHS junior, Danielle Keuss, Area 7 State Vice President. Area 7 extends from Arlington east to Perrin-Whitt west. High schools represented at the conference were Weatherford, Arlington (Sam Houston, Bowie and Juan Seguin high schools), Azle, Perrin-Whitt, Lewisville, Aledo and Trinity. Dr. O. Homer Erekson, John V. Roach Dean at TCU's Neeley School of Business, was the keynote speaker. He specializes in the areas of Corporate and Public Policy, Environmental Economics and Business Ethics. Other sessions for attendees included "Marketing Made Me Do It," "Leadership by Decision" and "Public Speaking." The Workshop lasted from 8 a.m. to 12:30 p.m. on Saturday, October members attended the five workshops being presented by the great speaker line up! The chapters learned skills from public speaking, leadership, professionalism, and marketing.

