

Nevada FBLA-PBL, Inc. Board of Trustees Meeting

DATES: January 13, 2006 **PLACE:** Circus Circus Resort
1:15 p.m. – 4:37 p.m. Reno, Nevada

The following Trustees, constituting all of the initial Trustees named by the Incorporator and a majority of authorized number of Trustees (thereby establishing a quorum) of the Board, participated in the meeting:

Board of Trustees Members

- Jeanne Joyce, Spring Creek High School, Board Chair
- Elly Hanks, Controller, Aristocrat Technologies, Board Secretary/Treasurer
- Dr. Greg Richens, Nevada DECA State Chair, Business and Marketing Consultant, Nevada Department of Education
- Ryan Underwood, FBLA-PBL Executive Director
- Derwin Lawson, FBLA Adviser, Chaparral High School
- Ashley Smith, Nevada PBL State President
- Bryan West, Nevada FBLA State President

Nominated Board Members (Not in Attendance)

- Tim Giere, Dean, Spring Creek High School

Nominated Ex-Officio Member in Attendance

- Glenn Morris, Nevada FBLA-PBL State Adviser
- Phyllis Dryden, Director of Career, Technical, and Adult Education, Nevada Department of Education

Guests

- Karen Chessel, Nevada FCCLA State Adviser

CALL TO ORDER

The first meeting of the Nevada FBLA-PBL, Inc. Board of Trustees was called to order by Nevada FBLA-PBL Board Chair Jeanne Joyce at 1:15 p.m.

APPROVAL OF MINUTES

The minutes of the September 22, 2005 Board of Trustees was approved with no corrections.

BUDGET & FINANCIAL REPORT

DISCUSSION

Glenn Morris shared the FY 2004-05 990 report with the Board of Trustees. The 990 filed as a sub-organization of FBLA-PBL, Inc. reported a positive net income of \$9,453.18. The cash on hand as of July 1, 2004 was \$25,971.36. The cash on hand as of June 30, 2005 was \$35,424.54.

It was reported that starting in FY 2005-06 that the legislature was able to reinstate the Nevada FBLA-PBL funding from \$18,000 to \$20,000 due to the work of the Department of Education. Funds may be spent on conference, facilities, and professional development. Food, meals, gifts, entertainment are not reimbursable through the Department of Education.

The Board reviewed the 2005-06 Budget and Year-to-Date results. It was reported that financially the State Chair Dr. Richens controls that actual transaction expenditure of funds. There is a secondary signature required along with full documentation. An American Express card is guaranteed by the Executive Director personally has been established new in the 2005-06 year. A pre-approval form is required to be authorized to use the American Express card for expenses. Duplicate copies of all financial documents are kept with the State Chair and State Management Team.

Auditing of Nevada FBLA-PBL financial records is conducted every two years by the Nevada Department of Education.

It was also pointed out that the purpose of meeting at the Circus Circus Resort was to take advantage of the free meeting space provided by the Resort in conjunction with the State Leadership Conference.

ELECTION OF BOARD OF TRUSTEE MEMBERS

DISCUSSION

The Board discussed the length of term for Board of Trustees members.

DECISION

It was moved by State Chair Greg Richens and seconded to nominate Karen Hertberg of RBF Consulting to the Board of Trustees representing Business and Industry. The motion passed unanimously.

ELECTION OF BOARD OF TRUSTEE OFFICERS

DISCUSSION

It was determined that the position of Vice Chair's term would run now through end of FY 2006-7. Then the Vice Chair would assume Chair position for 2007-08.

DECISION

It was moved by Derwin Lawson and seconded to nominate Karen Hertberg for the Board of Trustees corporate officer position of Vice Chair. The motion passed unanimously.

DIRECTION

Contact information for each of the new Board of Trustees members and their Board titles will be filed in the official corporate minutes book of Nevada FBLA-PBL, Inc.

FBLA STATE PRESIDENT REPORT

State President Bryan West reported on his efforts to contact each chapter in Nevada FBLA-PBL. He indicated that nearly 20 chapters had been contacted personally by the State President. He indicated that questions were asked about chapter events and activities. Good participation in the Stock Market Game and Virtual Business Challenge. Almost every single chapter has been using the state website and Chapter Management Handbook. No one planned on sponsoring Hurricane Katrina Relief. Only one or two chapters had participation in Business Achievement Awards. There are lots of community service activities being conducted by chapters. There was confusion reported about online testing and how those procedures will work. Overall chapters felt that communication is strong, but that participation is lacking.

Bryan West secured a \$3,000 competitive event sponsorship from Barrick Mining Company. The company is planning to send a representative from their headquarters to the Nashville NLC to present the check.

PBL STATE PRESIDENT REPORT

Ashley Smith reported that following the 2005 NLC held a call to areas of concentration for the year. Recruitment, Communications, Public Relations, and Programs are the emphasis for 2005-06. Each state officer has a title related to these offices.

Recruitment: Recruit two new PBL chapters and assist TMCC chapter has received recognition and elected officers. Community College of Southern Nevada and University of Nevada Las Vegas are coming on board for 2005-06 and are being processed and officially recognized. There are a total of five active chapters in Nevada. WNCC, Sierra

Nevada College, Nevada State College have been contacted and are being recruited for 2006-07.

Communications: PBL officers sent mail to all FBLA chapters to inform about projects and opportunities. The goal was to create a bridge for graduating seniors to get involved in PBL in college. Hold conference calls with PBL at UNLV to help mentor, support, and help. State officer team meets two times per month on Sunday to discuss POW and accomplishing goals.

Public Relations: Created a PR packet, March of Dimes. Geared at prospective colleges and advisers as well as business and community leaders. A sponsor form was created to invite businesses to do internships, financial support, in-kind, and speaker support. State newsletter distributed in February. A special newsletter for FBLA seniors was created by PBL called "Senioritis." Governor Gwinn wants to honor the students who placed at NLC.

Programs: Created an online chapter resource area. Sample bylaws, recruitment tools, marketing materials, meeting templates, and posted to the website. Compiled state bylaws for the first time ever and PBL state officer candidate and application.

Current priority is to achieve 50 paid members up from 38 last year. Goal to send 15 students to NLC. Last year 11 went to NLC and 7 placed in the top 10 in competition.

Ashley also reported that Warren Buffet coming to speak at University of Nevada and PBL has received special invitation.

EXECUTIVE DIRECTOR REPORT

Executive Director Ryan Underwood reported the following Nevada FBLA-PBL Operation activities:

- Two Fall Leadership Conferences were hosted (one in Lake Tahoe and one in Las Vegas)
- The state had developed a "5th of the Month Reports" online reporting system and that it was the first in the country.
- A new partnership with Sierra Nevada College was announced. They will be providing business leadership education programs at SBLC and helping with judge recruitment.
- An Administrator of the Year Award and Honor Society have also been created and offered for local chapters.
- It was also reported that regular Website Updates and healthy budgeting and financial procedures were in place for the state.

STATE CHAIR/NATIONAL BOARD REPORT

State Chair Dr. Greg Richens reported the following information on behalf of the Nevada Department of Education and in his role as National FBLA-PBL Board of Directors Representative:

National Board Report

Marketing and Vision: DECA is a marketing organization and adding business competitions. Board concerned about direct competition at a national level. Nevada perspective is not to worry about what other CTSOs are adding and put our time and energy into what we do best.

A Tiger Team was appointed by National FBLA-PBL to determine a “brand and marketing” strategy. All of this was based on positioning. Increase sophistication of competitive events and their tie to business education and academics. One concept is to regroup our events around Career Clusters and coming to the National Forefront. The need align events with NBEA national standards was also stressed. It was reported that Nevada standards already are closely aligned with NBEA standards. Need to more closely align with the way DECA administers their practice testing and it is now a priority. He recommended to the National Board to support bringing in more staff to head up improvements to testing and competition including validation of tests and support documentation tied to curriculum and tied to standards.

Business and Industry Relations: The importance of bringing national funds to the state local level was stressed and the National Staff agreed to make this a priority.

The concept of developing a recognition program for top performing students, tracking their performance over time, and providing proficiency certificates was offered.

Fall Leadership Conference: It was stressed that new adviser training needed to be incorporated into all FBLA events including State and National Fall Leadership Conferences.

Leadership Advisory Program Committee Proposed: Greg reported that he proposed to the National Board the establishment of a “Leadership Advisory Program Committee” to govern all non-competitive event related programs of FBLA-PBL. The idea is being considered.

National Awards Program Committee: The NAP Committee met and is submitting new competitive events. Highlights include allowing three entries per state approved written competition and two entries per state in all performance events. Computer Concepts changes to Introduction to Technology Concepts.

Year 1: (06/07) Management Event (Individual/Team, Written/Performance), Digital Media Production, Spreadsheet; E-business; modifying accounting II with production problem on computers; Business Financial Planning, International Business

Year 2: Help Desk Simulation, Database Administration, Cyber Security (individual/written event); FBLA-PBL Marketing to Community—best performance for how they marketed FBLA-PBL to community. HTML, Financial Literacy, Human Resource Management

Year 3: Modify Banking & Financial Systems to Banking and Financial Analysis with case study to solve; computer problem solving individual/written; Customer Service

DECISION

Board directed Nevada Staff to prepare a list of recommendations on ways to make FBLA-PBL better.

DIRECTION:

Ryan Underwood and Glenn Morris were charged with following up on specific recommendations for National FBLA-PBL and to present them prior to the 2007 FBLA-PBL National Summit.

STATE LEADERSHIP CONFERENCE

DISCUSSION

In conjunction with the marketing and branding conversations happening nationally, Ryan Underwood contributed the idea of re-branding the State Leadership Conference as the “State Business Leadership Conference.” The Board members discussed the importance of differentiation and that other associations have “SLCs” in the CTSO world. Board members also agreed that the term “business” is the one term that makes FBLA special and unique and that it should be stressed in our marketing and communications. It was pointed out that both Washington and Oregon had made this change over the past five years as well.

DECISION

Bryan West moved and it was seconded to rename the State Leadership Conference (SLC) the “State Business Leadership Conference” (SBLC). The motion passed unanimously.

DIRECTION

Staff and State Officers were instructed to begin using this new name in all future communication regarding the state conference. Greg Richens also recommended that staff notify the national association and encourage their usage of the term as well.

NATIONAL LEADERSHIP CONFERENCE

DISCUSSION

The National Leadership Conference travel package was discussed. The primary area of concern presented by staff was the high cost of airline tickets into Nashville. Ryan Underwood brought up the importance of letting local chapters work to secure their lowest possible price given that group pricing packages were coming in so high.

DECISION

The Board agreed for one year to make it optional instead of required to travel via group air.

DIRECTION

State Staff were asked to prepare a travel advisory and present it to the local chapters at the very first opportunity so they could prepare and make their own reservations.

LEADERSHIP PROGRAM OVERVIEW

Glenn Morris reported that Nevada FBLA-PBL would be one of the first three states in the country to implement online testing for Regional and State Conferences. The state is excited about this opportunity to give members a competitive advantage and to provide increased and cost-effective access to FBLA-PBL competition.

SBLC 2007 SITE SELECTION

Glenn Morris reported that the 2007 SBLC site selection had been underway for about five months for a Las Vegas conference venue. Site selection was proving very difficult in Southern Nevada and it was reported that FBLA was exploring a partnership with FCCLA to share space and mutual expenses.

Jeanne Joyce brought forth the idea of returning to Elko in future SBLC scheduling. Staff shared that Elko had been temporarily taken out of the rotation for a few specific reasons: a) the lack of convention hotel in Elko able to accommodate FBLA-PBL's conference format and lodging increased conference fees for participants because our current contracts in Reno and Las Vegas allow for free meeting space because of sleeping rooms used; b) that trends had shown that conference attendance was smaller in Elko because Reno and Las Vegas tended to limit participation based upon bussing (e.g. CCSD would secure three busses and limit participation based on not exceeding bus seats).

Staff shared their sensitivity toward returning Elko to the schedule and agreed to at least regularly schedule Fall Conferences in Elko and look at options for future SBLCs.

FLC 2006 SITE SELECTION

Ryan Underwood reported that the state would again coordinate Fall Leadership Conferences in the northern and southern areas of the state. The northern location was Elko County and the Southern location was Las Vegas.

APPROVAL OF BYLAW AMENDMENT

The Board approved the concept of amending the bylaws to change the position of Executive Vice President to be a person who is seeking a national officer position. State Officers were asked to prepare an official amendment and submit it to the membership at the next Annual Business Meeting at the SBLC.

STATE CHAIR RESIGNATION

DISCUSSION

State Chair Dr. Greg Richens announced that he will be departing the Nevada Department of Education and his role as State Chair to Nevada FBLA-PBL. Greg has accepted a new position at Weber State University as Director of Continuing Education. The Board expressed their appreciation for all of Greg's support over the past six years and for his leadership in creating the incorporation for Nevada FBLA-PBL. It was shared that under his leadership along with the state staff that the association had returned to great strength in terms of increased national competitiveness, state operations, opportunities for members, and financial standing. Phyllis Dryden expressed her appreciation on behalf of the Nevada Department of Education. Greg offered to continue supporting FBLA-PBL in any way he could.

Jeanne Joyce and Phyllis Dryden asked that Greg continue in a new role as State Adviser so that he could help in the transition and continue his representation of Nevada FBLA-PBL and Western Region FBLA-PBL on the National Board of Directors. The Board agreed on the importance of Greg's representation and help with transition.

DECISION

Phyllis Dryden affirmed on behalf of the Nevada Department of Education to have Greg Richens remain in the role of State Adviser to Nevada FBLA-PBL. Jeanne Joyce affirmed on behalf of the Board to have Greg Richens remain in the role of State Adviser to Nevada FBLA-PBL.

It was moved by Ashley Smith and seconded to nominate Greg Richens for Nevada FBLA-PBL Honorary Life Membership. The motion passed unanimously.

DIRECTION

Greg Richens was asked to communicate to the FBLA-PBL National Center his new status in Nevada FBLA-PBL and that he was leaving the Department of Education. Staff were directed to secure any confirmation of paperwork needed by National FBLA-PBL on behalf of the NDE or Board to confirm Greg's new role. Staff were further directed to make arrangements for Greg's transportation to the SBLC to be honored with the Honorary Life Membership.

Phyllis Dryden announced that Rob Campbell would be serving in the role as interim State Chair for Nevada FBLA-PBL and that she would pursue fulfillment of the State Chair position from the Nevada Department of Education with all possible speed.

ADJOURNMENT

The meeting was adjourned at 4:37 p.m.

Respectfully Submitted,

NEVADA FBLA-PBL, Inc.

Elly Hanks, Secretary/Treasurer

January 14, 2006
Date