

LOCAL CHAPTER ANNUAL BUSINESS REPORT



2018-19  FBLA-PBL



Dr. Dan Hanson, College President

Dr. Sheri Grotrian, PBL Advisor

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Peru State College Epsilon Tau Phi Beta Lambda Chapter #2725

Peru, Nebraska

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INTRODUCTION

This report is a review from the end of the 2018 Nebraska State Leadership Conference and extends until the 2019 State Leadership Conference. It is produced by the Epsilon Tau Chapter #2725 of Phi Beta Lambda at Peru State College (PSC). With the wide array of involvement, through community service and other campus engagements that take place in our local chapter, it has allowed members to gain a greater understanding of business practices and teamwork. This report will give an overview on how a small chapter in rural southeast Nebraska can show great success, and members can walk away with a new understanding in diversity, teamwork, and leadership qualities. This report has been an eye-opening experience to the chapter and demonstrates individual and group successes.



Members at the 2019 Nebraska State Leadership Conference





Epsilon Tau Chapter
Peru State College

August 23, 2018

Dear Phi Beta Lambda Members:

I am excited to inform you that you have decided to be a part of Phi Beta Lambda, which happens to be the largest organization of college students interested in leadership and business-related skills in the world. I am extremely appreciative you have chosen to be a member of such an awesome team! Phi Beta Lambda's main goal is to educate college students about leadership opportunities and the business skills necessary for the real world. Our organization helps members enhance skills in the following areas; communication, problem solving, time management, money management, critical thinking, and self-confidence.

The Peru State College Phi Beta Lambda chapter has experienced an abundance of success in the last few years and would like to continue the tradition this academic year as well! In 2016, we had twelve students place in the top 10 at nationals in Atlanta, Georgia; in 2017, we had sixteen students place in the top 10 at nationals in Anaheim, California; and just this last year, we had seventeen students place in the top 10 at nationals in Baltimore, Maryland! Our objectives this year include the following:

- * Participate in state competition in Kearney, Nebraska (March 2019)
- * Qualify for national competition in San Antonio, Texas (June 2018)
- * Take part in various community service/service-learning activities
- * Attain the highest chapter honor – the Gold Level Nebraska Phi Beta Lambda Excellence Award

I look forward to working with you all this year, and I hope you will take the advantage of the opportunities PBL offers you. We need your help to make this chapter as successful as it can be by being an active member! Let us all create, lead, and inspire this year!

Sincerely,

A handwritten signature in cursive script that reads "Lindsay D. Harlow".

Lindsay D. Harlow
Peru State PBL President

NUMBER OF MEMBERS

With our chapter maintaining a strong membership, we have a total of twenty-eight (28) members this year. Our chapter also has a total of two (2) professional division members this year. Below is a list of the members for the 2018-2019 year:

Student Members

Ashli Becker
Dawn Castle
Rachael Cole
Rozlyn Cole
Hannah Cook
Anthony De Abreu
Swaranga Fernando

Sara Granfors
Lindsay Harlow
Tyler Harms
Noah Harvey
Velma Hauck
Brooke Hays
Nadja Janjevic

Yorgelys Jaspe
Emma Johnson
Spencer Kerwin
Meredithe Ludwig
Brenda Lutz
Liam McClarnon
Dolores McGargill

Trey Nelson
Tristen Nelson
Emily Oestmann
Daisy Ramirez
Nancy Ramirez
Takiya Scott-Hamik
Noah Wynn



Members at the 2019 Nebraska State Leadership Conference

Professional Division Members

Ted L. Harshbarger
Dr. Sheri Grotrian



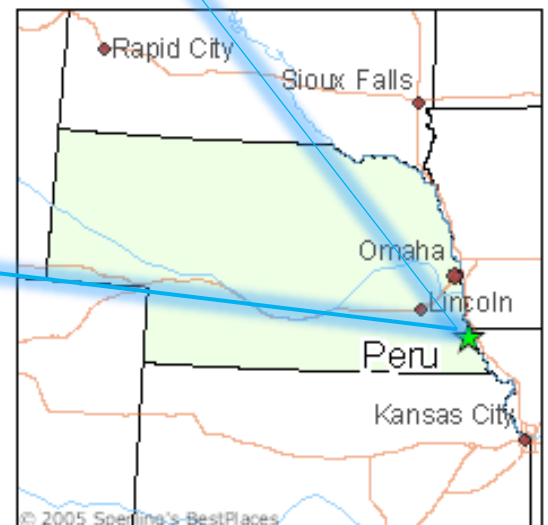
SIZE OF SCHOOL AND COMMUNITY

Peru State College (PSC) is a public four-year liberal arts institution in Peru, Nebraska, located in the rural Midwest. The college is organized into three schools: education, professional studies, and arts & sciences. The business department offers the most degree opportunities in comparison to any other professional studies department with eight majors and seven minors. Peru State College was the first college established in Nebraska in 1867, and is one of the three state colleges in Nebraska. Our sister schools are Chadron State College and Wayne State College.

PSC, known as “The Campus of a Thousand Oaks,” is nestled in rural southeast Nebraska with a total enrollment of roughly 2,114 students, with nearly half being on-campus students and the other half online students. The city of Peru has a total population of 760 people, and the closest neighboring communities include Auburn (population of 3,302) and Nebraska City (population of 7,313). Peru State College continuously undergoes renovations each year in hopes of attracting prospective students and retaining current students.



Nebraska



ACTIVITIES TO BENEFIT THE CHAPTER AND ITS MEMBERS

PROGRAM OF WORK

At the beginning of the year, the officers developed five goals as part of their Program of Work: #1 Increase Membership from Previous Year; #2 Participate in National Programs; #3 Collaborate/Partner with Local Business Professionals; #4 Increase Community Service Activity, and #5 Fundraise to Help Cover Conference Expenses for Members. For each goal, officers and committee leaders developed a specific directive, strategies to achieve that directive, who would be involved, resources needed, and how to follow-up/evaluate. Identifying these goals from the beginning helps to ensure all individuals within PBL are held accountable. The following provides more depth for each portion of the Program of Work:

Goal #1 – Increase Membership from Previous Year

Directive: *Increase by 2%
*2017-2018 Membership was 42 Members

Strategies: *Retain returning members
*Recruit Transfers
*Recruit Freshman
*PBL Week to Gain Attention

Involvement: *Officers and All Returning Members

Resources: *Budget for Candy for New Student Weekend
*Club T-shirts for Paid Members as an Incentive

Follow-Up: *Maintain Current Membership List throughout Year to Track Paid Members

Goal #2 – Participate in National Programs

Directive: *Activate all National Programs and Complete each of them

Strategies: *Advisor Introduction of Each
*Member Involvement to Gain Buy-in

Involvement: *Officers and All Members

Resources: *N/A

Follow-Up: *Follow-up at Conclusion of each Program to Show Members Success

Goal #3 – Collaborate/Partner with Local Business Professionals

Directive: *Invite Business Professionals to Campus for Luncheons and Meetings

Strategies: *Compile List of Desired Individuals to Invite
*Seek Assistance from the College to Host Individuals
*Market Success

Involvement: *Officer Team; Leadership Development Committee Leads this Effort

Resources: *Luncheon Expenses
*“Thank-You” Gifts

Follow-Up: *Marketing Press Releases of Events

Goal #4 – Increase Community Service Activity

Directive: *Participate in at Least 4 Community Service Activities each Semester

Strategies: *March of Dimes
*Clothing Drive
*Toy Drive
*Feeding 44
*Adopt-a-Highway
*Business Contest

Involvement: *All Members; led by Community Service Committee

Resources: *Drive Materials such as Boxes, Posters, etc.
*Flyers and Marketing Materials
*Transportation Expenses
*Volunteer Time

Follow-Up: *Committee Reports at the Conclusion of each Event discussing the Outcomes

Goal #5 – Fundraise to Help Cover Conference Expenses for Members

Directive: *Raise Funds through Various Fundraising Campaigns; Funds will help offset Conference Expenses for Students and Go toward Other Needs throughout the Year

Strategies: *Husker Raffle
*Silent Auction
*Bake Sales
*Sponsorships
*Split-the-Pot
*Little Ted’s %
*Valentine’s Day Sweetheart Gifts

Involvement: *All Members; Led by Fundraising Committee

Resources: *Flyers and Marketing Materials
*Raffle Tickets
*Volunteer Time
*Donated Items

Follow-Up: *Outcomes will be presented to the Club at Meetings

RECRUITMENT ACTIVITIES

Each semester PBL members take part in the club fairs that our Campus Activities Board hosts. During the fall semester, the club fair is hosted during New Student Weekend. This year PBL hosted a booth encouraging new students to join. A bulletin board located in the TJ Majors building also displays current news and pictures regarding club events. Members strive to attract other students to become interested and join our organization. Word-of-mouth plays a big role in our recruitment process. Members encourage friends and other students to join and benefit from PSC PBL. This year, additional recruitment activities were implemented to help achieve the goal of increasing membership:

- *On October 27, PBL members enjoyed a picnic and a haunted hayrack ride at Indian Cave State Park.
- *On November 15, PBL members held a Friendsgiving potluck in celebration of Thanksgiving.
- *On December 6, PBL members had a Secret Santa Exchange and dessert potluck in celebration of Christmas.
- *On February 7, PBL members held an Old School Valentine's Day party to exchange valentines.
- *On April 13, PBL members attended a Lincoln Stars hockey game in Lincoln, Nebraska.
- *On April 28, PBL members attended a Storm Chasers baseball game in Omaha, Nebraska.
- *Phi Beta Lambda recruitment announcements in business classes, supported by faculty.
- *Emails to students and posts on social media about upcoming PBL meetings and events.
- *Members receive points for participating in events, community service, attending meetings, etc. for incentives and justification of spending chapter funds.
- *Two members represented our chapter in an effort to recruit current FBLA students as future PBL members at the 2019 FBLA State Leadership Conference.



Secret Santa Exchange



*Picnic before
Haunted Hayrack
Ride at Indian
Cave State Park*



Lincoln Stars Hockey Game



Storm Chasers Baseball Game

LEADERSHIP DEVELOPMENT

Many of our members participate in leadership opportunities within our chapter, on our campus, and beyond. The following are specific examples from our membership this year experiencing various forms of leadership development beyond state and national PBL conferences. This includes our chapter officers, our chapter committee leaders and their responsibilities as well as leadership experiences with on-campus events.

Chapter Officers

President	Lindsay Harlow
Vice President	Rachael Cole
Secretary	Brooke Hays
Treasurer	Rozlyn Cole
Public Relations	Spencer Kerwin
Historian	Sara Granfors
Parliamentarian	Trey Nelson

Committee Leaders & Responsibilities

Business/Leadership Development- Trey Nelson & Noah Harvey

*Strives to connect with business professionals

Community Service- Ashli Becker & Meredie Ludwig

*Responsible for developing opportunities on & off campus

Fundraising- Brooke Hays & Rozlyn Cole

*Assists with helping raise money for club expenses

Social Activities- Dolores McGargill & Velma Hauck

*Generates ideas for social events for club member participation



SPECIFIC ACTIVITIES INVOLVING LEADERSHIP EXPERIENCES

October 17-20: NRMERA Research Conference

*Five PBL members and our chapter advisor collaborated with four other PSC faculty on three separate academic research paper/presentations related to business education, technology, and service learning in Salt Lake City, Utah

April 4: INSPRO Insurance

*Members attended and listened to a presentation by Jeff Greenwald, a 2019 Thousand Oak Alumni Excellence Recipient

April 4: Research Creativity & Expo

*Members presented research material at the college's first annual Research Creativity & Expo

February 13: Peru State College Business Contest for local FBLA chapters

*Several of our members volunteered in organizing and proctoring this annual event. PBL members also handed out snacks as a parting gift to all high school participants

CAREER EXPLORATION AND PREPARATION

Along with leadership development, Peru State PBL members are very interested in career exploration and preparation, as demonstrated by the following endeavors from this academic year:

- *Guest speaker, Matt Polt, discussed his role and the potential career opportunities at Spreetail as well as advice about resumes and job interviews on September 27.
- *Several underclassmen Phi Beta Lambda members attended the Southeast Nebraska Career Fair hosted by Peru State College on October 24.
- *Guest speaker, Blayne Behrends, discussed his new role with State Farm and the potential internship, part-time job, and career opportunities available on November 9.
- *Member, Swaranga Fernando, discussed the opportunities available through the CPA exam prep program, Gleim on November 15.
- *A few members attended the Rural Impact Hub speaker, Mike Flood, held at BCom in Auburn on March 9.
- *Many members participated in the Spring Business Etiquette Luncheon on March 27.
- *Several members are employed or serve as interns throughout the academic year



Guest Speaker, Matt Polt

BUSINESS PARTNERSHIPS

Business partnerships are critical to the long-term success of our PBL organization. Organizations partnering in some form over this current academic year include the following:

- *Merz Ink: provided at-cost t-shirts for the chapter members
- *62 Local Businesses: donated items to be part of a PBL Silent Auction at Homecoming
- *14 Businesses: sponsored for business advertisement on the chapter members' t-shirts
- *Various Organizations: provided the chapter with financial support in terms of monetary sponsorships and/or assistance with fundraising
- *Recognized Mike Gerdes of Auburn State Bank as Business Person of the Year at State Leadership Conference for his continued support of our local PBL chapter
- *Glenn's Corner Market, SunMart, & The Flower Shoppe: donated items for the Valentine's Day fundraiser



Mike Gerdes receiving Business Person of the Year Award

CHAPTER FUNDRAISING

This year, the Epsilon Tau Chapter participated in many fundraising events. These aid in covering expenses incurred by students for attending conferences, hosting events, and recruiting new members. One of the more successful events was a silent auction at our annual homecoming football game. All items auctioned off were donated from local businesses, resulting in 100% profit. Other fundraisers included the following:

**Nebraska PBL Husker Raffle-* State fundraiser in which items are donated; the top prizes are Husker football tickets and cash, and 50% of the proceeds stay with our local chapter. The club raised \$278.50.

**Split-the-Pot-* Event hosted during basketball games, split-the-pot raffle tickets are sold; the winning ticket earns 50% of the cash and the remainder stays with our local chapter. The club raised \$171.00.

**Valentine's Day Sweetheart Gifts-* PBL members sold roses, carnations, and Crush soda to students and staff on campus. The club raised \$550.00.

**PBL Silent Auction-* Local businesses donated items to be auctioned off by PBL members at Peru State Homecoming Football game; 100% proceeds to our local chapter. The club raised \$830.00.

**T-Shirt Sponsorships-* Local businesses are sponsors of various "levels" based upon their donation, and 100% of the proceeds stay with our local chapter. Each sponsorship business will be represented on our club t-shirts. The club raised \$875.00 and after t-shirt expenses our profit totaled \$469.00.

**Bake Sale-* PBL members sold baked goods to faculty and students on campus. The club raised \$139.00.

**Ted's Pub & Grill-* A local restaurant donated 15% of their night's proceeds to our chapter. The club raised \$350.00.

**Business Sponsorships-* Area businesses donated various levels of financial support. The club raised \$1,800.00.



Silent Auction



Valentine's Day Sweetheart Gifts

PUBLIC RELATIONS ACTIVITIES AND CHAPTER PUBLICITY

Our Public Relations (PR) officer's primary responsibility is to ensure materials are submitted to our campus marketing department and to our state officer team in a timely manner. Newsworthy items include participation in events (national programs, conferences, competitions, community service activities) or announcements of upcoming activities. Additionally, our PR officer posts announcements on social media platforms (i.e. Facebook, Twitter, Snapchat, and the Bobcat Life App). Other flyers are also developed and disseminated. Finally, these individuals ensure materials are adequately documented for national program applications.

Other Public Relations Activities and Chapter Publicity include:

- **Press Releases*- Numerous press releases are sent out by the college's media department related to student and chapter successes
- **Homecoming Float*- Theme was "Road Trip"
- **Member T-shirts*- Chapter t-shirts are proudly worn by members
- **Member Spotlight*- Monthly recognition of outstanding members presented on our bulletin board



Peru State College Press Release on 2019 NE SLC



Homecoming Float



Membership T-shirts



Membership Spotlight

ACTIVITIES TO BENEFIT OTHER INDIVIDUALS AND ORGANIZATIONS

STATE AND NATIONAL PROJECTS

The Epsilon Tau Chapter became engaged in a number of state and national projects:

Outstanding Chapter Recognition: completed national chapter recognition program

Gold Level Excellence Award: qualified for state chapter recognition program

Husker Raffle: participated in the fall state fundraiser

FBLA-PBL Week: participated in various activities to support the nationally-recognized week

OTHER COMMUNITY SERVICE PROJECTS

Over the course of the academic school year, the Epsilon Tau Chapter was involved in numerous community and school service activities:

Adopt-a-Highway

*Maintained two-mile stretch of highway for Nebraska Department of Roads

Peru State College Career Fair

*Volunteered to provide assistance to business persons

High School Business Contest hosted by Peru State College

*Volunteered to assist with various tasks throughout contest

Trunk or Treat

*Passed out candy to the community with decorated vehicles

Professional Clothing Closet

*Donated business attire to our college's professional clothing closet

Adopt-a-Block

*Volunteered to keep a specific block in Peru clean and litter free

Feminine Hygiene Drive

*Collected personal hygiene items for females in need on campus

Canned Food Drive

*Collected over 400 canned food items to donate to the local Southeast Nebraska Community Action group

Toy Drive

*Collected new and gently used toys to donate to Growing Great Kids in Auburn, Nebraska

TesLOVE Walk & Tshirts

*Participated in a 24-hour walk and purchased t-shirts in support of a former PBL member's recent diagnosis of ALS

TesLOVE 5K

*Planned to assist in hosting a 5K run in support of a former PBL member's recent diagnosis of ALS in Nebraska City, Nebraska

Campus of a Thousand Oaks Wellness Trail

*Volunteered and assisted with the maintenance of our campus wellness trail

Tread for the Trail

*Donated gently used or new shoes to raise funds to purchase a bench for the Campus of a Thousand Oaks Wellness Trail



Campus of a Thousand Oaks Wellness Trail



Adopt-a-Highway



Trunk or Treat

CONFERENCES AND RECOGNITION

Peru State Epsilon Tau students continue to express much interest in being involved in conferences and other related events. This year has been a record-breaking year!

PARTICIPATION IN PBL CONFERENCES

2018 National Leadership Conference

*Twenty-two (22) students competed at the 2018 National Leadership Conference in Baltimore, Maryland. Peru State Phi Beta Lambda had seventeen (17) members place in the Top 10 and our adviser was recognized as the Nebraska Adviser of the Year.

2018 Nebraska Fall Leadership Conference

*Twenty-one (21) students attended the Nebraska Fall Leadership Conference in Omaha, Nebraska on November 1st - 2nd. On the first day, students listened to a presentation by Ms. Johanna Boston about marketing and business at the Nebraska Crossing Outlet Mall in Gretna, Nebraska. The second day of the conference was held at Gallup where students listened to keynote speaker Alec Gornyski, participated in state officer workshops, networked with nineteen (19) surrounding area business professionals over lunch, and toured the Gallup Campus.

2019 National Leadership Conference

*Twenty-eight (28) students competed at the 2019 Nebraska State Leadership Conference in Kearney, Nebraska. Peru State Phi Beta Lambda was awarded seventy-one (71) placements in the Top 8, including twenty 1st place events. Members networked with other school chapter members and participated in the annual dodgeball tournament in support for March of Dimes. Peru State Phi Beta Lambda also proudly had two members elected as state officers this year.



Students at the 2018 Nebraska Fall Leadership Conference

OTHER CHAPTER AND INDIVIDUAL RECOGNITIONS EARNED

The Peru State chapter of PBL has earned other forms of recognition as well within the national organization. They include the Hollis and Kitty Guy Gold Seal Chapter Award of Merit, the Outstanding Local Chapter Award, the Largest Local Chapter Delegation at NE FLC 2018, Overall Excellence Award in Business Partnerships, Overall Excellence Award for 4-Year Colleges, and Largest Local 4-Year College Membership at NE SLC 2019. Additionally, the State of Nebraska, specifically the Governor and Deputy Director of the Nebraska Department of Education recognizes students who demonstrate excellence in career and technical organizations. As such, students who placed 1st, 2nd or 3rd at the National Leadership Conference were invited to the Nebraska State Capitol for an awards ceremony and reception.

OTHER SPECIFIC RECOGNITIONS

- *Dr. Sheri Grotrian, our chapter's adviser, was named the Nebraska Adviser of the Year at the 2018 NLC
- *Rozlyn Cole was awarded our State's first-ever Nebraska PBL Member of the Month at the 2018 NE FLC
- *Rachael Cole received the Nebraska Who's Who award at the 2019 NE SLC
- *Emily Oestmann was elected the 2019-2020 Vice President of Technology for NE PBL at the 2019 NE SLC
- *Rozlyn Cole was elected the 2019-2020 Vice President of Public Relations for NE PBL at the 2019 NE SLC



*Emily Oestmann & Rozlyn Cole
Elected NE PBL State Officers*



Dr. Sheri Grotrian, NE Adviser of the Year



*Rozlyn Cole
NE PBL Member of the Month*

COMPETITIVE EVENT WINNERS AND PARTICIPANTS

The 2018 National Leadership Conference in Baltimore, Maryland proved to be very successful for the Epsilon Tau Chapter at Peru State College:

- *1st place Client Services – Alexandra Kenney
- *2nd place Mobile Application Development – Amanda Jo Cleek Arnold & Ryan Arnold
- *2nd place Future Business Educator – Christopher Nwafor
- *3rd place Website Design – Haley Benedict
- *4th place Desktop Publishing – Haley Benedict
- *4th place Management Analysis & Decision Making – Trey Nelson & Tristen Nelson
- *5th place Local Chapter Annual Business Report – Rachael Cole
- *5th place Parliamentary Procedure – Anthony De Abreu, Rozlyn Cole, Brooke Hays & Tristen Nelson
- *5th place Strategic Analysis & Decision Making – Rozlyn Cole, Sara Granfors & Spencer Kerwin
- *6th place Organizational Behavior & Leadership – Hannah Cook
- *6th place Website Design – Rachael Cole & Lindsay Harlow
- *7th place Organizational Behavior & Leadership – Ashli Becker
- *8th place Business Decision Making – Trey Nelson & Tristen Nelson
- *8th place Forensic Accounting – Lindsay Harlow & Brooke Hays
- *8th place Justice Administration – Anthony De Abreu
- *10th place Global Analysis & Decision Making – Yorgelys Jaspe

In addition, the following individuals qualified for finals (top 15):

- *Community Service Project – Spencer Kerwin & Noah Temme
- *Sales Presentation – Ryan Arnold
- *Small Business Management Plan – Brenda Lutz
- *Small Business Management Plan – Ashli Becker & Velma Hauck

The 2019 State Leadership Conference in Kearney, Nebraska proved to be no different as many students were recognized for their knowledge, skills, and abilities in PBL events:

- *20 1st place awards
- *19 2nd place awards
- *12 3rd place awards
- *4 4th place awards
- *7 5th place awards
- *Many other Top 10 Finishes, as well as 1 member earned Who's Who in Nebraska PBL



Members at the Completion of the 2018 National Leadership Conference