



Entrepreneurial Development in the Slate Belt: Building up from the Youth

**For Mr. Victor Rodite,
the Slate Belt Council of Government,
and the Slate Belt Chamber of Commerce
Lafayette College
Technology Clinic
Final Report, Fall 2015**

Our Team

- **Emily Evanko ('16)** is majoring in BA Economics with a Finance certificate and a Philosophy minor.
- **Elizabeth Pierce ('17)** is majoring in BS Psychology with a minor in Geology.
- **Enia Xhakaj ('17)** is majoring in BS Physics with a minor in Mathematics.
- **Tamerlane Asher ('17)** is majoring in BA Mathematics and Economics and German with a Finance certificate.
- **David Angel ('17)** is majoring in Chemical Engineering with a minor in Economics.
- **Emma Spencer ('17)** is majoring in BA International Affairs with a minor in Spanish.



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Our Team



- **Prof. Lawrence Malinconico** is an Associate Professor of Geology at Lafayette College and Director of the Technology Clinic Program. His areas of study include applied geophysical tectonic, structural, and environmental studies, volcanology.
- **Prof. Dan Bauer** is a Professor Emeritus of Anthropology at Lafayette College and the founder of the Technology Clinic (Tech Clinic) Program. He is interested in engineering, journalism and photography.

Our Liaison

Mr. Victor Rodite is our primary contact and client for the Technology Clinic 2015-2016 project. He is a certified community planner and a part of the American Institute of Certified Planners (AICP). He is also the Executive Director Emeritus of the Slate Belt Council of Governments (COG). Mr. Rodite has been both a client and collaborator with past Technology Clinic projects.



http://imgick.lehighvalleylive.com/home/lvlive-media/width620/img/slate-belt_impact/photo/13012540-large.jpg

Mission Statement

The Slate Belt Council of Governments and the Slate Belt Chamber of Commerce identify the opportunity for additional economic and community development within the Slate Belt. Specifically, they aim to attract small businesses and entrepreneurs in order to spur economic growth locally.

One approach identified by Mr. Rodite, is to inspire entrepreneurial spirit by engaging with the youth within the Slate Belt.

Viabile Projects

The Technology Clinic (Tech Clinic) has established several viable options that would attempt to inspire and encourage the youth to pursue entrepreneurial opportunities in the Slate Belt. The Tech Clinic explored the following ideas:

- The establishment of a Junior Achievement program (an organization that is devoted to educating students about entrepreneurship and different types of career paths), which would be implemented in one of the local high schools.

Viabile Projects Continued

- The organization of a video competition where high school students would create their own videos displaying a career path of interest and they would present the videos in a competition format.
- An online database that connects high school students with small businesses and entrepreneurs in the Slate Belt region.
- The development of a Future Business Leaders of America program (an extra-curricular that guides students in applying entrepreneurial skills in real life scenarios).

Completed Projects

In addition to the ideas discussed, the Tech Clinic decided to pursue the following:

- The development of a website that would provide information about becoming an entrepreneur
- A series of videos interviews that highlight successful business owners and entrepreneurs in the Slate Belt that target the youth and would be displayed on the website.

Website

Tech Clinic built a website that will function as an online resource for high school students that have an interest in pursuing entrepreneurship in the Slate Belt region.

Among the different resources, the website will house the video interviews of successful entrepreneurs as part of our media campaign.

URL link to the website: <https://sites.google.com/site/entreneurshiplatebelt/>

Why a website?

A website has some advantages over creating a physical directory or document. For instance:

- It can be easily updated when information changes and new opportunities arise
- It is accessible to everyone, including high school students
- It can hold several resources from different locations regarding entrepreneurship
- It would act as a “one-stop-shop” for all the collected information regarding entrepreneurship

How will the website function?

The website will assist high school students in:

- Learning about important skills needed to start a private business as problem-solving, motivation, marketing etc.
- Connecting with resources that help in establishing a private business
- Learning more about possible organizations that are designed to develop life skills in careers, entrepreneurship and business management
- Getting to know successful examples of private businesses in the Slate Belt area

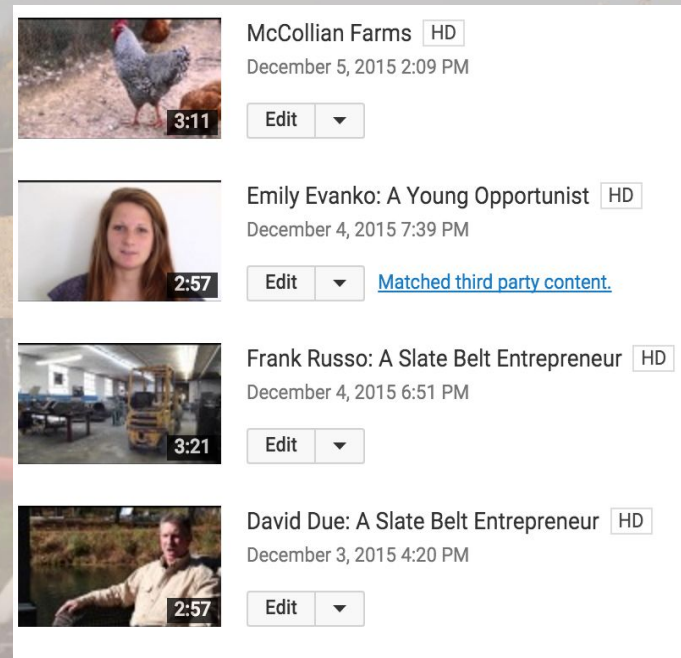
Managing the website

At the end of this project the website management will be transferred to _____, which/who will be responsible for keeping the announcement page up to date as well as adding more video interviews recorded by high school students.



Video Interviews

One way to catch students' attention is through a visually stimulating experience. We have created four video interviews. Each interview demonstrates individuals with interesting and unique career paths, and the videos present individuals as relatable while showing that anyone can start his or her own business based on a variety of interests. In addition, these videos encourage entrepreneurial activities in the region. Overall, the videos are short, powerful, and inspiring.



The screenshot displays four video interview thumbnails arranged vertically. Each thumbnail includes a video player preview, a title, a date and time, and an 'Edit' button. The first video is 'McCollian Farms' (3:11) featuring a chicken. The second is 'Emily Evanko: A Young Opportunist' (2:57) featuring a woman. The third is 'Frank Russo: A Slate Belt Entrepreneur' (3:21) featuring a yellow tractor. The fourth is 'David Due: A Slate Belt Entrepreneur' (2:57) featuring a man in a field.

- McCollian Farms** HD
December 5, 2015 2:09 PM
Edit
- Emily Evanko: A Young Opportunist** HD
December 4, 2015 7:39 PM
Edit [Matched third party content.](#)
- Frank Russo: A Slate Belt Entrepreneur** HD
December 4, 2015 6:51 PM
Edit
- David Due: A Slate Belt Entrepreneur** HD
December 3, 2015 4:20 PM
Edit

Featured Individuals

Young Opportunists:

Kelly McCollian
(McCollian Farm)



Emily Evanko
(Construction Project Manager)



Featured Individuals

Slate Belt Entrepreneurs:

David Due
(Country Springs Farm)



Frank Russo
(Tellus Underground Technology)



Source: [linkedin.com](https://www.linkedin.com)

The McCollian Farm

The McCollian farm has 120 acres of land between Bangor and Martins Creek, Pennsylvania and is run by Patrick McCollian and his family. Over the years their method for growing crops has changed and new innovative techniques are being used. The McCollians have created a greenhouse where they use a hydroponic method of growing lettuce. Hydroponics is the process of growing crops without the use of water.

This allows for the nutrients to reach the plants directly without having to search for nutrients within the soil. This process is more effective and productive.



Meet Kelly McCollian

Kelly is the daughter of Patrick McCollian. She studies criminal law and justice at Desales University. Apart from her academic obligations Kelly is also in charge of running the egg business at the farm.

Under Kelly's management, the number of eggs the farm produces and sells has increased by 11 doz a week to 70 doz a week. Her passion for farming has driven her to take on her own role in the family business.



Why this Video?

Kelly is a perfect example of a young woman who is relatable to the youth but is also unique in her own way; apart from conducting the casual daily activities, she is also responsible for managing a business. We believe that Kelly could inspire any young students to pursue a career in farming.

Kelly and the McCollians portray that farming provides many business opportunities. For instance, the McCollians produce eggs, honey, vegetables, crops and beef cows.



Why students can pursue agriculture?

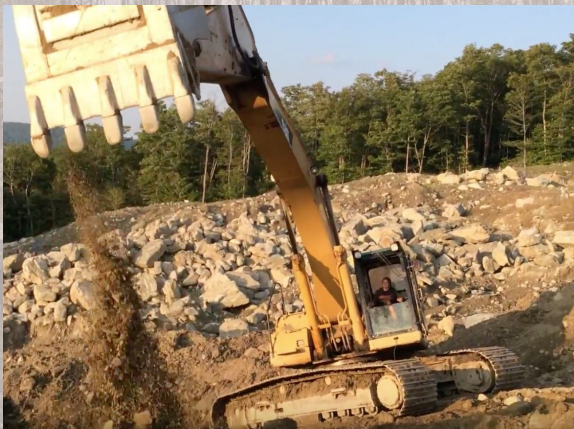
As our population continues to increase, it is essential that we have enough farmers, especially since there will be a higher demand for fresh and local food. In the Slate Belt of Pennsylvania there is a large quantity of land that is ideal for farming crops which could lead to potential business opportunities for students interested in farming. Not only is the demand for farming increasing but technology is also expanding and new methods for farming are being used that increase innovation, quality and productivity.



Sources: beefmagazine.com/
and landwatch.com

Meet Emily Evanko

Emily Evanko is a Senior at Lafayette College. Last summer she was given the opportunity to work on a construction site as a steam roller operator. During the summer, she also took charge of the fuel purchasing and coordinating repairs for the equipment. Because of her devotion and hard work she was promoted to Project Manager. Emily was chosen as a case study to attempt to inspire the youth of the Slate Belt to consider career opportunities that may be otherwise considered unconventional.



Meet David Due

Mr. David Due is a charismatic entrepreneur from Roseto, PA. He is the owner of David F. Due Construction and currently, with his wife, Rhonda Due, he runs a fish farm called Country Spring Farms. Together, they raise and sell a variety of fish such as trout and catfish, to local restaurants in the Slate Belt.



David Due Continued

Mr. Due has always been inspired to incorporate his interest in the outdoors and fishing into a business. Therefore, when he was able to acquire land in Roseto, he wasted little time setting up the farm with his wife. Two years ago, with collaboration with the Tech Clinic, Mr. Due pioneered a floating solar-powered device for his fish ponds. These panels garner energy from the Sun, while also providing shade for the fish.



David Due Continued

Mr. Due is in the process of *two* new and inventive projects located in the Slate Belt:

The first has to do with the construction of an air chilling mechanism for his ponds at Country Springs Farm. Mr. Due found that it was difficult to keep the water temperature in all of the pools at a constant 52 degrees Fahrenheit, even with the solar panels. As a result, he came up with an idea to build an air chiller.

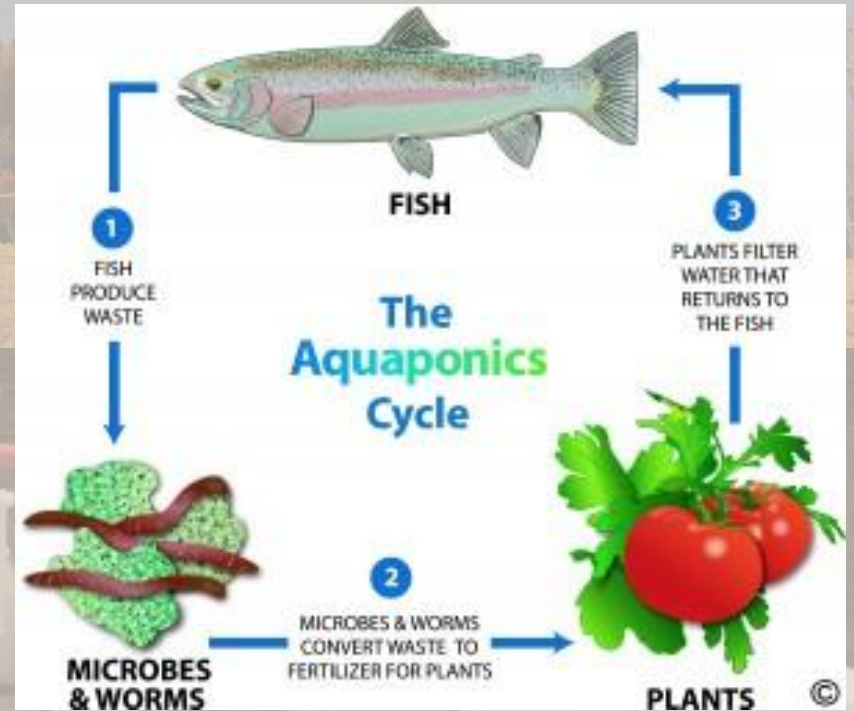
In the Spring, he will drill air through the bottom of each buried tank so that a cavity will either emit cool *or* warm air (depending on temperature of the water at a given time). Mr. Due also plans on planting grass upon the air chiller itself.



Aquaponics

The second project is a long term venture. It involves the renovation of a facility in the Town of Roseto. Mr. Due and his wife are transitioning into the aquaponics industry but will maintain their fish farm.

Aquaponics is a system in which the raising of fish and the growing of plants hydroponically (without soil) are combined into one sustainable system.



http://theaquaponicsource.com/wp-content/uploads/NEW.AQS-Cycle-Icon.cmyk_C-300x255.jpg

Source: <http://theaquaponicsource.com/what-is-aquaponics/>

Other Entrepreneurial Projects

The Dues hope to create a sustained symbiotic relationship between their current fish farm and the aquaponics facility.

The Roseto facility will not only house the Dues' aquaponics farm but may also include a floor for a bait and tackle shop, a small cafe, and a floor with batting cages for the local High School softball team.

Mr. Due hopes that this new building will not only provide the Slate Belt with fresh fish and vegetables, but also a sense of community as he invites the youth to participate in recreational activities. What will he do next?



David Due: Why this video?



Mr. Due is a well-established entrepreneur in the Slate Belt who is constantly looking for new ways to improve and to expand his noteworthy businesses. Although he started in the construction industry, Mr. Due seamlessly transitioned into the fish farming industry because he was enthusiastic in pursuing a passion of his.

The Tech Clinic hopes that Mr. Due will inspire the youth in the local communities to find something they are interested in, perhaps even relating to fish, so that they may pursue a career out of it.

Meet Frank Russo

Mr. Frank Russo is the owner of Tellus Underground Technology, Inc (Tellus). His company is responsible for designing ground breaking engineering technology that removes underground material that may obstruct utility infrastructure.



Frank Russo: what problem?

Drawing upon his engineering background, Mr. Russo found that construction companies were hitting the subsurface utility lines, which could cause dangerous effects such as the destruction of homes and lives.



Source: cenews.com



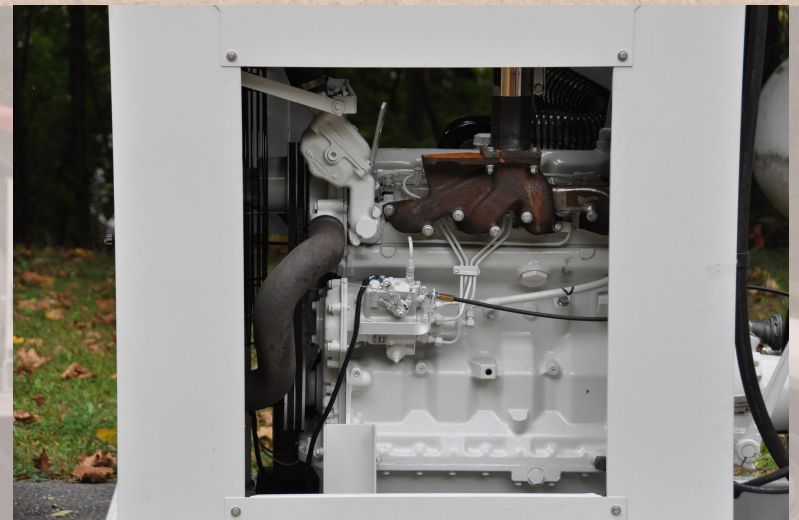
Source: nola.com

Frank Russo: Solution to the problem

Therefore, Mr. Russo took it upon himself to fix this problem by creating new vacuum excavation technology. His vehicles are the product of innovation in that he is first person to mount a ground vacuum upon a truck. Even though his business is located in the Slate Belt, he operates worldwide.



Source: tellusunderground.com



Frank Russo: Keyhole Technology

In addition to vacuum excavation, Tellus uses its own tools and equipment to locate, repair and replace subsurface utility infrastructure through small, precisely controlled excavations. This technology is more cost-effective and safer for companies who conduct their work on subsurface utilities as opposed to those with larger equipment, such as backhoes.



Sources: tellusunderground.com; gastechnology.org

Frank Russo: Why this video?

After recognizing this problem, Mr. Russo solved it through vacuum excavation technology at Tellus.



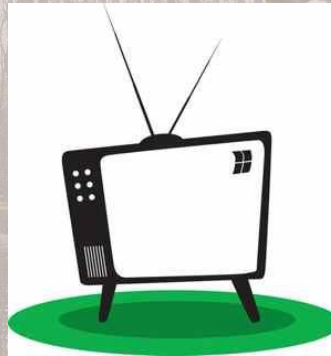
With this technology, Tellus has expanded its inventory to facilitate the operations of construction companies by implementing keyhole technology. Not only did Tellus solve the problem for monetary gain, but also for the greater good.

Collaborations: Channel 69

Tech Clinic determined that one viable option for encouraging the youth to pursue entrepreneurial opportunities was to collaborate with the local television channels. As a result, the Tech Clinic contacted Mr. Brad Rinehart, the News Director of Channel 69, to discuss the ways in which we could work together to televise the videos, which in turn could inspire youth to pursue economic and entrepreneurial opportunities in the Slate Belt.



https://pbs.twimg.com/profile_images/3788000/00771725033/29b1508ad73f20d01ae488e3bd7eb3ba_400x400.png



http://www.eurweb.com/wp-content/uploads/2010/01/tv_icon2010-med.jpg

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Collaborations: Channel 69

Through email correspondence, Mr. Rinehart supported the collaboration with the Tech Clinic and considered how to exhibit the videos as they are approximately three minutes apiece. There appears to be a few different ways in which the Tech Clinic and Channel 69 can collaborate: either through the main broadcasting channel or through their Business Matters Program.



Source: http://www.lehighvalleychamber.org/uploads/4/4/5/3/44535475/3880429_orig.jpg

Conclusion

- **The Tech Clinic group of 2015 hopes that the creation of a website will provide relevant resources on entrepreneurship for high school students in the Slate Belt. It will also allow the videos to be located in a central location for optimal viewing.**
- **We believe the videos we have produced will inspire the youth to pursue entrepreneurial opportunities and interesting career paths as the videos are visually engaging and short. They highlight local entrepreneurs and successful local businessmen and women.**
- **Overall, the Tech Clinic aims to encourage entrepreneurship and to spur interest in different types of career paths by providing resources for the youth, which in turn may increase economic development in the Slate Belt.**

Appendices

Some important information in regards to the two nationally recognized organizations mentioned in the body of the report: *Junior Achievement (JA)* and *Future Business Leaders of America (FBLA)*, are included here in the appendix in the following order:

- A. Junior Achievement Programs**
- B. Stroudsburg High School FBLA report**
- C. Letter from Stroudsburg High School to other schools in the Slate Belt region interested in FBLA**

Appendix A: Junior Achievement

JA sponsors a variety of programs. We have identified the one that best aligns with our mission: JA Be Entrepreneurial. The figure on the right describes the elements of the program. The key for the success of any JA program is to identify dedicated community volunteers to manage the programs.

JA Be Entrepreneurial

Program Overview
 JA Be Entrepreneurial introduces students to the essential components of a practical business plan, and challenges them to start an entrepreneurial venture while still in high school.

Following participation in the program, students will be able to:

- Recognize characteristics and practices of successful entrepreneurs
- Evaluate an entrepreneurial idea based on product, customer, and competitive advantage criteria
- Demonstrate business-planning skills for venture start-up, marketing, financing, management, and ethical decision-making.

Session Overviews and Objectives

<p>Session One Introduction to Entrepreneurship Students are introduced to the elements of successful business start-ups, myths and facts about entrepreneurship, and early product development.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> Recognize the elements of a successful business start-up Evaluate myths and facts about entrepreneurship Compare product-development options.
<p>Session Two What's My Business? Students continue to develop their product or service idea by analyzing various sources of successful entrepreneurial ventures, considering their selection of a product or service as the basis of their business plan.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> Recognize the importance of carefully selecting their product or service before starting their business Apply their passions, talents, and skills to a market-needs assessment to determine the basis of their business plan.
<p>Session Three Who's My Customer? Students examine how market needs and demographics contribute to successful entrepreneurial ventures.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> Recognize the importance of analyzing their market Apply a needs assessment to the market available to a specific product.
<p>Session Four What's My Advantage? Students learn the importance of intentionally selecting and applying competitive advantages to an entrepreneurial venture.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> Define competitive advantages and recognize them in other businesses Demonstrate the importance of selecting competitive advantages that give their product and market an edge on the competition.



Session Overviews and Objectives

<p>Session Five Competitive Advantages Students apply competitive advantages to entrepreneurial ventures.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> Evaluate competitive advantages Select competitive advantages that give a developing business venture.
<p>Session Six Ethics Are Good For Business Students learn to anticipate ethical dilemmas and consider consequences in making ethical business decisions.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> Evaluate short- and long-term consequences in making ethical decisions Express that being ethical can be good for business.
<p>Session Seven The Business Plan Students apply the six elements of successful start-ups to a business plan for their product or service.</p>	<p>Objective Students will be able to:</p> <ul style="list-style-type: none"> Compile essential entrepreneurial elements into a sample business plan.


Program Basics

- Includes a series of seven sessions recommended for high school students.
- Average time for each session is 45 minutes.
- Materials are packaged in a self-contained kit that includes detailed plans for the volunteer and materials for 32 students.
- Resources available online, including additional full-length lessons, business-plan podcasts, and On Your Own activities for students.
- Prepares students to develop the essential components of a business plan.
- Session-specific, student-friendly materials included to increase student interaction and emphasize JA's experiential approach to learning.
- Complies with state social studies, English, and math standards, as well as the Common Core State Standards in English/Language Arts.

Program Concepts and Skills
 JA Be Entrepreneurial enhances students' learning of the following concepts and skills:

Concepts—Advertisement, Business plan, Competitive advantages, Customer, Demographic, Entrepreneur, Entrepreneurial spirit, Ethical dilemma, Ethics, Financing, Franchise, Long- vs. short-term consequences, Management, Market, Market needs, Marketing, Nonprofit business, Product, Product development, Profit, Social entrepreneur, Social responsibility, Stakeholder, Value.

Skills—Analyzing information, Business planning, Categorizing skills, Decision-making, Evaluating alternatives, Expressing multiple responses, Graphic presentation, Oral and written communication, Presenting information, Reading for understanding, Weighing consequences, Working in groups, Working in pairs.

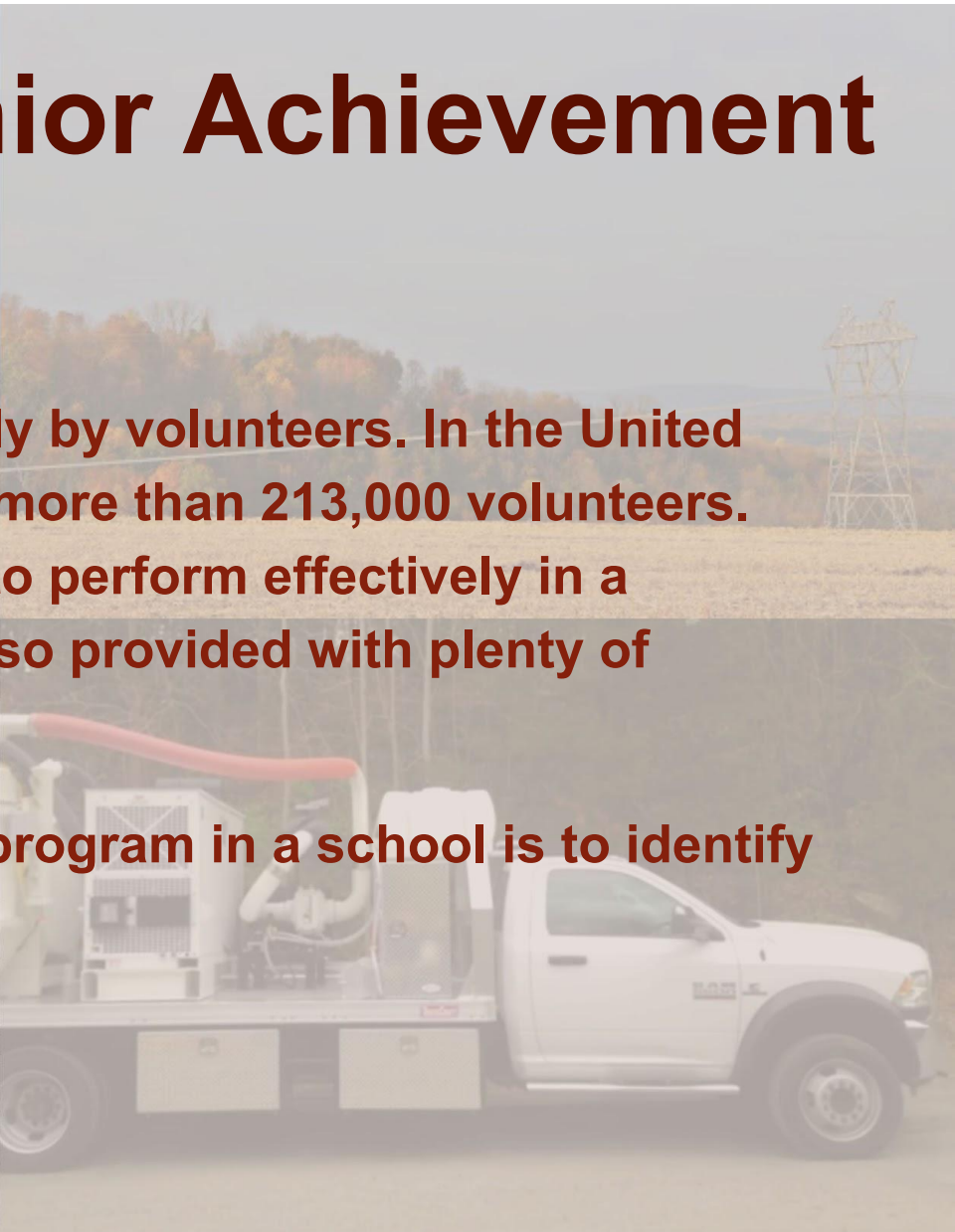


Appendix A: Junior Achievement

Starting a JA program:

Step 1: JA programs are run entirely by volunteers. In the United States alone, the organization has more than 213,000 volunteers. Volunteers are thoroughly trained to perform effectively in a classroom environment, and are also provided with plenty of teaching materials.

The first step in starting a new JA program in a school is to identify willing community volunteers.



Appendix A: Junior Achievement

Starting a JA program:

Step 1 continued: The following is the profile of one of the most engaging volunteers working with JA. Hopefully this will provide some inspiration to anyone interested in being a volunteer.

Becky Hamilton - Enterprise Support Delivery Manager, SAP Americas, Inc.

Becky Hamilton has been involved with Junior Achievement since 2012. She started as a volunteer mentor in the JA Company Program, and became a co-coordinator in 2014. Becky, along with her co-lead Brian Jones, coordinate 15-20 volunteers and 20 students each week from November to April. Becky also serves as the coordinator for SAP's JA in a Day with Marple-Newtown School District, which takes place during SAP's October Month of Service. She is responsible for organizing over 30 volunteers at four elementary schools in the district.

Her previous volunteer experience and background in education made Becky a great fit for Junior Achievement. When asked what drew her to the program, Becky responded, "It provided me an opportunity to work with students and volunteer my time to a valuable program, both of which I am greatly passionate about. As I chose a career path with SAP and not education, being able to work with students was something that was missing and I knew I still wanted to be a part of empowering our future leaders. The JA Company Program opened this whole new world for me."



Becky's warm smile, welcoming personality and overall business has an effect on everyone. She is one of the reasons that many students return year after year to SAP for the JA Company Program. "Over the last two years in the JA program, I had the pleasure of knowing Becky - one of the most energetic and creative people I have ever met," commented Julie Lee, a returning student. "With her contagious smile and encouraging attitude, she spreads positive energy to everyone around her, making it impossible not to have an amiable atmosphere. Becky's dedication and passion has inspired me in endless ways, and I am looking forward to working with her again this coming year!"

Junior Achievement of Southeastern Pennsylvania chose Becky for the Volunteer Spotlight because she is a shining example of a JA volunteer who goes above and beyond their role. She is always willing to offer a helping hand, whether to a fellow volunteer, student, or staff member. Her commitment and enthusiasm is apparent with everything that she does. "I say it to just about anyone who will listen when talking about volunteerism. One of the best decisions I made working at SAP was becoming a mentor for the JA Company Program because of the incredible students, the dedicated mentors I am now lucky to call friends, and the supportive staff of JA of Southeastern Pa. To say I am proud of what the students accomplish each year would be a true understatement and I am grateful for the opportunity to be a part of something so special!"

Thank you to Becky for your volunteer work, and good luck with the 2015-2016 year!

Appendix A: Junior Achievement

Starting a JA program:

Step 2: Once several community volunteers have been identified, the next step is to contact the regional office of JA where the school is located. In the case of the Slate Belt, that would be the office of Southeastern Pennsylvania.

A lot more information about this process can be found in their website: <http://japhiladelphia.org> or by contacting the director of the office: Laura Yohe at laura.yohe@ja.org or at (610) 230-3379.

Appendix B: Future Business Leaders of America


An FBLA chapter provides a variety of incredibly valuable experience for high school students. FBLA promotes financial education and competitiveness across their members. The activities in which the members of the FBLA members engage with range from public speaking competitions to trips to national conferences and talks.

Appendix B: Future Business Leaders of America

Stroudsburg High School's FBLA chapter performance is proof of the effectiveness of the program. As can be seen in the images attached below of Stroudsburg High School's annual report, FBLA is an incredible platform to promote entrepreneurship in the youth.

Stroudsburg High School Local Chapter Annual Business Report

2014-2015



FBLA Stroudsburg H.S., 1100 West Main St., Stroudsburg, PA 18360

Dear Fellow Student:

Pennsylvania Future Business Leaders of America, an educational association of student members with an interest in the American free enterprise system, would like to invite you to become part of our organization.

FBLA provides our members with numerous leadership development opportunities, the ability to take part in community service activities, the chance to learn more about a possible career in the business world, and the possibility of earning special recognition through our competitive events program.

FBLA is the premier organization for students preparing for careers in business. It is the largest student business organization in the world with over 250,000 members. FBLA prepares students for "real-world" professional experiences. Members gain the competitive edge for college and career success.

Membership is open to any student in Grades 9-12, regardless of whether they have had a business course. To become a member of FBLA, each student must submit dues in the amount of \$15.00 (\$6.00 national, \$6.00 state, \$3.00 local). Dues are required by the FBLA organization to fund both regional and state workshops and competitions. Therefore, dues must be paid in order to participate in these. Upon receipt, each member will receive an official membership card from the national level.

Anyone interested in joining FBLA should complete a membership form, detach it, and return it to Mrs. Sickler (H.S. - G107) or Mrs. Haggerty (Jr. H.S. - F714) with a check made payable to Stroudsburg FBLA or cash in the amount of \$15.00.

Sincerely:

Jessica Pyett

Jessica Pyett
President

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Stroudsburg High School Local Chapter Annual Business Report

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On October 16, 2014 chapter officers, and a select number of other members, attended the Region 21 Workshop. The workshop was hosted at Palmerton High School. Students came together in order to engage in various team-building activities. The challenges enforced communication, interpersonal, and critical thinking skills.

Business Competitive Events

All FBLA members are highly encouraged to enter competitive events at the regional, state, and national level conferences. The diverse list of competitive events offered to students gives them the opportunity to study many different business topics. Recognition for outstanding performances at the competitions gives incentives to students to study hard and test well.

Attendance at SLW


On November 2-3, 2014, Stroudsburg FBLA chapter officers and active members traveled to the Penn State Convention Center in State College, PA for the FBLA State Leadership Workshop. They spent two days participating in leadership building activities and workshops with other FBLA members from across the state.

Business Classes

Stroudsburg High School offers many business courses, including:

- Accounting 1
- Accounting 2-H
- Web Page Design
- Advance Web Page Design
- Virtual Animation
- Keyboarding
- Computer Skills
- Career Planning
- Web Tools
- Advanced Computer Applications
- Digital Multimedia
- Marketing
- Business Law
- Personal Finance
- Business Practices & Procedures
- Entrepreneurship
- International Business
- Office Apprenticeship Introduction to Business

These courses offer students the opportunity to gain



Stroudsburg FBLA at SLW in State College 2014

Preparation of Students for Business Careers

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Stroudsburg High School Local Chapter Annual Business Report

2014-2015

critical business-related financial, legal, and technological knowledge. Many FBLA members are enrolled in business classes and take advantage of the early exposure to business education.

Service to the School and Community & Cooperation with Community Groups

Red Cross Blood Drive


FBLA continued its service with the American Red Cross this year by volunteering at the two blood drives the school hosted this year. FBLA recruits students, teachers, and friends to donate blood. On the date of the drive, members set up donation tables and equipment in the school gym. Volunteers worked at the registration desk, donation stations, and refreshment area. They assisted in sorting and delivering blood donations to the appropriate Red Cross employee.

Participation in Public Relations Posters

Throughout the year, Stroudsburg FBLA created posters advertising the club and various club events. In the fall, hand-decorated posters publicized the time and place of our first meeting and invited new students to come. Posters were also used to promote the many FBLA events.


Social Networking Sites

Stroudsburg FBLA has used social networking sites to communicate with members and promote club activities. The officer team created a Facebook group page where members can post messages, view photos, and stay updated on chapter news. The group page is exclusively for FBLA members, who must be invited by one of the officers, who are also the administrators of the Facebook page. The officers also hold a Twitter account, where Stroudsburg



Go Green Project

Stroudsburg FBLA is participating in the "Go Green Project" for the first time this year. We have begun to organize our service activities including a school clean-up, donating energy



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Appendix B: Future Business Leaders of America

FBLA annual report continued.

Stroudsburg High School Local Chapter Annual Business Report

2014-2015

FBLA will "tweet" to subscribers about the upcoming events being held.

Find Stroudsburg FBLA on Facebook
Or on Twitter @sborgfbla

Biweekly Chapter Agendas

To keep our busy members informed of FBLA activities, the chapter secretary created an agenda that was distributed at meetings. The agenda gave reviews of past chapter activities and promoted future events.

Support of FBLA National and State Projects

American Enterprise Day



On November 15, 2014, Stroudsburg FBLA recognized National American Enterprise Day. It is a day to appreciate, understand, and promote the American enterprise system and the opportunities it gives to people pursuing business. To celebrate the occasion and teach members about American Enterprise, the chapter officers created posters that

presented information about the history and purpose of American Enterprise Day.

FBLA-PBL Week

The week of February 9, 2015, Stroudsburg FBLA joined the national PBL division in celebrating FBLA-PBL week. The week is dedicated to promoting

FBLA and its values of progressive business education. At our meeting on February 11, which was also FBLA Adviser

Day, we presented our advisers with flowers and cupcakes to show our appreciation for all that they do.



Some Stroudsburg FBLA members dressed for success during FBLA-PBL week.

Participation at State and National Conferences

2014 State Leadership Conference
In April 2014, Stroudsburg FBLA traveled to the Hershey Lodge and Convention Center to attend the annual

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Stroudsburg High School Local Chapter Annual Business Report

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Pennsylvania State Leadership Conference. Stroudsburg was involved in chapter and individual events. Stroudsburg FBLA had 42 members attending the 2014 SLC.



Stroudsburg State Leadership Conference Attendees

National Fall Leadership Workshop

Stroudsburg FBLA had 24 members travel in Washington, DC for the National Fall Leadership Workshop. At this workshop members attended several workshops and got to do some sight-seeing in our nation's capital.

Stroudsburg FBLA got recognition because of our 9 members that went to the national leadership conference in Nashville this past summer.



Stroudsburg FBLA at the Washington Hilton. 2014 NLC in Washington, D.C.



Stroudsburg FBLA getting a tour of the Capitol building from former Stroudsburg student, Officer Brian Morgan.

Recognition

FBLA Events

Life Smarts Challenge

This fall, eight teams from Stroudsburg

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Stroudsburg High School Local Chapter Annual Business Report

2014-2015

FBLA competed in the FBLA Life Smarts Challenge. For this event, each team used their combined knowledge to answer questions on random topics. Though no teams qualified or won, all the teams will be participating in the spring session and are eagerly waiting the topics so they can study up.

2014 SLC Results

On April 10, 2014 Hershey, Pennsylvania hosted the 63rd annual State Leadership

Conference. Stroudsburg FBLA had 42 students qualify to attend Hershey. Stroudsburg placed third for the largest chapter in Pennsylvania with 245 members. Stroudsburg also placed tenth for fundraising for the state charity.

Donate Life Pennsylvania. Stroudsburg had several top 10 award winners including 1st Place winners Eric Wolf, Praniha Pothuri, Micaela Rodas, Danny Diehl and the team of Taylor Flanagan, Tristan Flanagan, and Stewart Yaden. Also qualifying for the NLC were Abby Hendry and Kelly Lewis. Our Marketing and Management Information Systems teams placed 5th, Banking & Financial Systems team placed 6th and our Parliamentary Procedure team placed 10th.

2014 NLC

In Nashville, Stroudsburg FBLA had an unforgettable experience. Eric Wolf placed first for Agribusiness. He was Stroudsburg FBLA's overall 2nd National Winner. Praniha Pothuri placed 9th in the nation for Insurance & Risk Management. When not at workshops or ceremonies, Stroudsburg went sightseeing around Nashville. Their favorite stop was Elvis' House!



Stroudsburg FBLA NLC Competitors with Adviser, Mrs. Slicker



Stroudsburg NLC Competitors enjoying a tour of Graceland with other PA FBLA members

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Appendix B: Future Business Leaders of America

FBLA annual report continued.

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2014 RLC Results

On December 12, 2014 Stroudsburg traveled to Lehigh Carbon Community College for the Regional Leadership Conference. Stroudsburg had 22 students place first, eight students place second, ten students place third, and five students place fourth. Also, at the Regional Leadership Conference, Pranitha Pothuri became the new region 21 secretary. Fifty-five students will be competing at Hershey this spring, including 10 state-only event competitors, and will be studying for the opportunity to attend the NLC in Chicago.



Stroudsburg FBLA members attending the Regional Leadership Conference

Our chapter secretary submitted two articles to the state publication *Penn Pal* publicizing the chapter's efforts to recruit new FBLA members and to promote Twilight Wish. The chapter made people of the general public, as well as its members, aware of the promise and functions of Twilight Wish and had handouts for people to read.

Pocono Record

Stroudsburg FBLA was mentioned in the local newspaper *The Pocono Record* for its success at both the State and National Leadership Conferences. The paper outlined the major goals of FBLA and exactly what could be accomplished by joining this prestigious organization.

Tomorrow's Business Leader

In the winter 2015 edition of *Tomorrow's Business Leader*, Stroudsburg FBLA was mentioned. On page 14 there is an overview of a charity event we did with the Salvation Army. Members rang bells outside of hightraffic areas around town. We raised over \$1,000 for the Salvation Army.



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School, Community, Business Activities

Penn Pal

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Stroudsburg FBLA members helping to raise money for the local Salvation Army

Businesslike Procedures

The Stroudsburg FBLA maintains all business-like standards, as stated in *Robert's Rules of Order Newly Revised*, the official handbook for FBLA principles and procedures. This has created an easier way for communication between the officers and the members. Thus, the chapter has been more dynamic and better controlled.

Chapter Management

All the officers and members of Stroudsburg FBLA worked for the upkeep of the chapter. On November 2 and 3, 2014, the officers attended the Pennsylvania State Leadership Workshop in State College, to attend workshops and increase their familiarity about chapter management and other FBLA-related topics to share with their fellow members.

Chapter Meetings

Stroudsburg FBLA meets every first and third Wednesday of each month after school. Each meeting lasts about 30 to

60 minutes and is held in the cafeteria. Upon entering, members are given a copy of the meeting agenda and any fundraising pamphlets, informing them of the upcoming fundraisers we are hosting. The members also sign a registrar to record their attendance. Chapter President Jessica Pyett calls each meeting to order.

Financial development

Fundraising and Dues

Frisbee Tournament

This year is Stroudsburg High School's first year to host a Frisbee tournament. In the past we have held dodgeball tournaments. However, the officer team this year decided to change things up. We will be holding this tournament in March and charging \$5 per player, \$40 per team. We will also have a concession stand and all proceeds will go towards the state charity, Twilight Wish Foundation.

T-Shirt Day

Many organizations at Stroudsburg High School fundraise for different charities. We are fundraising for the

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Twilight Wish Foundation; the color that represents this charity is purple just like pink represents breast cancer. On the day of the Frisbee tournament, we are allowing the students and teachers to pay \$3 so that they can wear a purple shirt. T-shirt days usually raise \$2,000 for the other organizations; we hope to have similar results.



Gertrude Hawk Candy



Gertrude Hawk candy is a delicious treat that everyone enjoys. We sell the chocolates during the holiday season and there is a competition to see who will sell the most candy to encourage members to sell more. Many people buy the candy and help raise money for Twilight Wish. This year our top seller was Alex Wisser who sold over six-hundred dollars worth of chocolate.

Club Dues

As of February 11th, 2015, Stroudsburg FBLA has collected \$2,865 in membership dues for the 2014-2015 school years for our 191 Stroudsburg FBLA members. Club dues this year were \$15 dollars per person, including local dues of \$3. The local dues help to provide refreshments during some of our meetings in addition to assisting with leadership development programs.

State/National Dues

PA FBLA state dues were \$6 and FBLA/PBL national dues were also \$6.

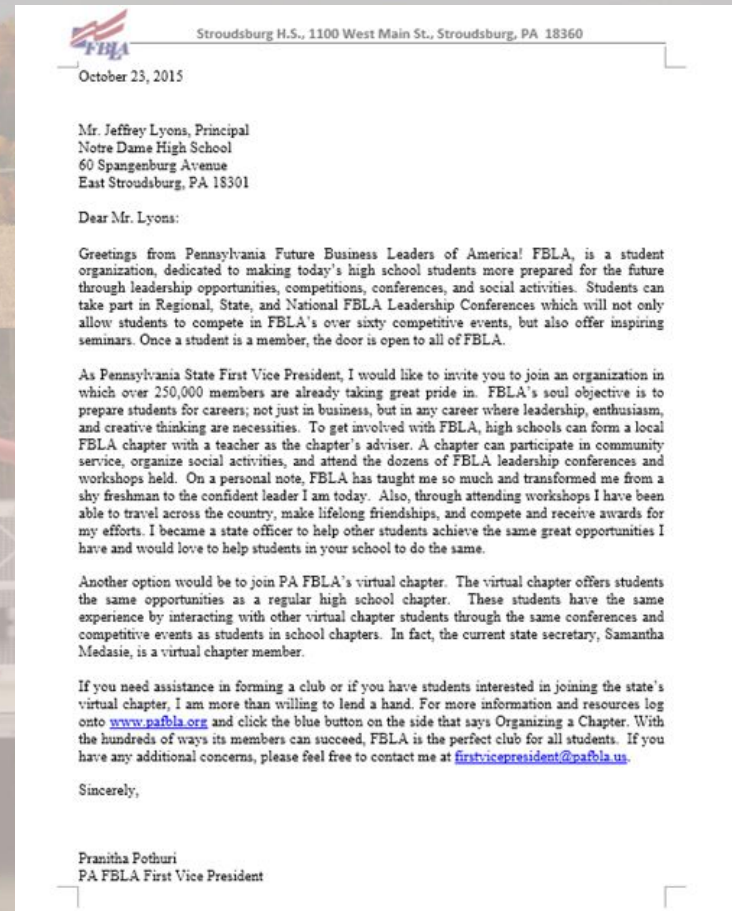


FBLA students help unload wreaths to be delivered

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Appendix C: Stroudsburg FBLA Recruitment letter

Stroudsburg High School's FBLA chapter has been actively encouraging other high schools to start their own FBLA chapter. The following image shows a letter sent to Notre Dame High School encouraging them to start their own FBLA chapter



Appendix C: Stroudsburg FBLA Recruitment letter

Starting an FBLA chapter:

Step 1: the key to the success of any FBLA chapter is to identify an engaging and committed faculty chapter adviser and to have an interested student body.

Step 2: After the faculty advisor has been identified, the process of starting the local chapter is rather simple and can be accomplished entirely online by visiting the FBLA official website at: www.pafbla.org and clicking in the Organizing a Chapter tab.

Appendix C: Stroudsburg FBLA Recruitment letter

Alternative to a local FBLA chapter:

Students that may be interested in the opportunities that FBLA provides can join the Pennsylvania virtual chapter. This is also a simple process and can be accomplished entirely online by visiting the FBLA official website at: www.pafbla.org

In any case, the president and the faculty advisor of Stroudsburg High School's FBLA chapter expressed a sincere interest in helping other high schools in the process of getting involved with FBLA. The faculty advisor Katy Sickler can be contacted at kcsickle@sburg.org