

FEBRUARY 2025

## HIGHLIGHTS

- Get leadership tips from current and former members
- Learn how you can network like a pro
- Be ready to Reach New Horizons at our upcoming conferences!

## EDITOR'S NOTE

FROM YOUR VP OF EDUCATION

Colorado FBLA,

As we embark on this new month of the year, I am incredibly eager to see what it has in store.

February will be filled with districts, meetings, and excitement across the state as we approach our peak event season.

Our team has been hard at work curating the conferences ahead- the district state officers have almost finished their conferences that will be happening in this first week and the executive team is hard at work planning the first details of SLC!

As you continue in this membership year, know that our team is here to assist you in any need you have!

Talk to you all soon!

*Annabelle  
Russo*

## PHOTO REMINDER

Remember to tag @coloradofbla in any photos from your chapters for a chance to be featured in a future newsletter! We love to see what you're all up to!

## UPCOMING DEADLINES



February 21st: SLC School Based Enterprise Competition Deadline

March 3rd: SLC Student Ambassador Application

March 3rd: SLC Scholarship Application

March 7th: CBAM Student Scholarship

March 14th: Selection Committee Application

March 17th: Peak Awards Submission

# JANUARY IN REVIEW



## DISTRICTS SOON

The State officers for the district and district officers have been hard at work ensuring conferences run smoothly!

## LESSONS AND CONNECTIONS

Members had the chance to connect with each other at events like the MMM and their chapter meetings!

## PREP FOR FBLA WEEK

The President's Council has some great things in store for FBLA week this month!



MEMBERS ARE READY TO COMPETE AND HOPE TO EARN A PLACE COMPETING AT SLC



WE LOVE TO SEE YOUR PHOTOS! TAG US ON SOCIAL MEDIA!



BENJI IS COLORADO FBLA'S NEW MASCOT!



THE STATE OFFICERS FOR THE DISTRICTS HAVE BEEN BUSY COORDINATING THEIR EVENTS

# HOW I FOUND *My leadership style*

By: Addison Hoozee

When I was younger, everyone would talk about **leadership**. Whether it be at work, school, or in an organization. However until I joined FBLA, I never really knew what leadership really was, much less my style of leadership.

Since then, I've been in many leadership positions, but that isn't necessarily how I found my style. As a part of a job interview competition my sophomore year, I was required to have a letter of recommendation. So naturally I asked a good family friend of mine, who has also been my speaking coach for the past two years, if she would write one for me. She, of course, said yes; however, in the letter, one sentence in particular stuck out to me. It read, "**Leadership by example is the key to Addison's leadership style.**"

This style, by definition is modeling the behavior you want to see in your team members. No truer words have been spoken about me, but I would never have thought of that on my own. This small comment not only got me in touch with my leadership style, but also helped shape me into the leader I am today because **it got me thinking about the leader I want to be**. It's funny how sometimes it only takes one sentence or comment to completely shift your perspective.

My advice to you, is that everyone has different styles, and different styles are more effective for different people. Just like one key won't work for every lock, one leadership style won't work for every person. Therefore, when thinking about the kind of leader you want to be, **first find your style, then make actions towards it. However, realize that you might have to tailor that style to fit your audience. This will help you to effectively communicate with and lead others around you.**



# GETTING OUT OF *networking edition* YOUR SHELL

By: Josephine Langdon

Before FBLA, I was one of the shyest and most awkward people. I could barely talk to new people as I would always be awkward and embarrassed.

My comfort zone was keeping to myself and talking to people as little as possible.

It was scary at first trying to get out of that. I felt weird by any interaction I had and didn't know what to say or what people would think of me. I didn't immediately fix this issue. It was through slow, intentional steps. **I had to learn how to not overthink and just start a simple conversation.** It was hard at first, but as I practiced more, I realized that a lot of people are similar to me. The biggest thing that helped me was acknowledging that most people feel the same way I do but we are both pushing through. Once I did this, it became so much easier for me to go up to new people and have conversations. I can now go up to anyone without feeling nervous or shy, which I am really proud of.

I encourage all of you, at the next conference you attend (districts!) **talk to at least two new people.** Even if you are feeling uncomfortable about it, push yourself out of your comfort zone and see where it takes you. I guarantee that it won't be as awkward as you think and who knows, you may even make a new friend! At NLC last year I connected with so many people and even got pictures with them—which made them happy and made me happy.

**Seize the opportunity to step out of your comfort zone and meet new people!**



April 21-23, 2025  
Gaylord Rockies  
Resort  
Aurora, CO



## Start with a Genuine Introduction

When meeting someone new, skip the generic What do you do? and ask about their interests or goals. A personal connection goes a long way. **Quality Over Quantity** Networking isn't about collecting the most contacts; its about building meaningful relationships. Focus on a few key conversations rather than trying to meet everyone.

## Offer Value, Not Just an Ask

Networking is a two-way street. Look for ways to help others whether its sharing a resource, making an introduction, or offering encouragement.

## Be Present and Engaged

Put your phone away, make eye contact, and actively listen. Genuine attention makes you more memorable and respected in any conversation. (Inspired by LinkedIn )

# DISTRICT *spotlight* OFFICER

## Lucy Krumwiede

### Name and district?

Lucy Krumwiede D11 VP of Service

### How many years have you been a district officer?

This is my first year as a district officer!

### What's your favorite memory as a district officer?

My favorite memory being an officer is organizing a food drive for all the CTSOs at our school, it was great to work with all the other officers!

### What do members have in store for your district conference?

Our district conference has a really great service project that people can have a lot of fun with while make an amazing impact on our community

### What's a fun fact about yourself?

My fun fact is that I love watching hockey!



## Ayan Agarwal

### Name and district

Ayan Agarwal District 2

### How many years have you been a district officer?

This is my first year being a district officer

### What's your favorite memory from being an officer?

I absolutely loved the interactions and connections that I had with the other district officers. It was an all around fun experience prepping and getting to know other people associated with FBLA!

### What do (did) members have in store at your district conference?

Members had various opportunities to get to know one another and express their creativity through engaging interactive workshops.

### What's a fun fact about yourself?

I am a 2nd degree black belt in Taekwondo



# LEGACY LESSONS

## Kailen Yost



### Tell me a bit about yourself

My name is Kailen Yost, and I was born and raised in Johnstown, Colorado, a town I love and plan to call home for years to come! I recently graduated from Colorado State University with a Bachelor of Science in Business Administration, concentrating in Real Estate, Management, and Innovation. I'm also a proud 2021 alumni of Roosevelt High School. I am a licensed real estate agent with Tallent Co. Real Estate, a wonderful boutique brokerage here in Johnstown. In addition to real estate, I run my own home organization business, where I help individuals create functional and stress-free living spaces.

### How did FBLA influence your choice to become a business owner?

FBLA was an incredible experience that reinforced my lifelong desire to become a business owner. I've always been drawn to the business world as it operates differently than any other profession, and I love the challenge and creativity it offers. Growing up in an entrepreneurial family shaped my mindset early on, and FBLA allowed me to connect with like-minded individuals who shared my passion. Being part of that environment helped set the foundation for my future in business.

### What skills from FBLA do you use most in your business?

Communication and customer service are the two biggest skills I use daily. In my sophomore year, I placed at the FBLA state competition in the Customer Service category, and that experience taught me how to navigate professional interactions with confidence. FBLA prepared me to communicate effectively in the business world and provide exceptional service—both of which are essential in real estate and entrepreneurship.

### How do you approach leadership and decision making?

I believe in leading with integrity and empathy by treating others the way I would want to be treated. When making decisions, I take a step back to look at the bigger picture, ensuring my choices align with my values and positively impact those around me. Leadership to me is about serving others first and fostering an environment of trust and respect.

### How does your business give back to the local community?

At Tallent Co. Real Estate, we believe in giving back. Our team actively supports the local community by sponsoring school programs, volunteering our time, and assisting families in need. One of my favorite ways we help is by preparing home-cooked meals for families facing difficult times. Community involvement is at the heart of what we do, and we love making a difference where we can.

### If there was one piece of advice you had to give someone, what would it be?

"The days are long, but the years are short." Work hard, but don't forget to enjoy the journey. Life moves quickly, and it's important to appreciate each stage rather than constantly looking ahead to the next. Find joy in where you are right now, and make the most of every opportunity along the way!



# TALK IS CHEAP, CONNECTION IS KEY

## NAVIGATING MEANINGFUL COMMUNICATION AMIDST THE DIGITAL DIVIDE

By: Lyndi Huelskamp

Teachers say teenagers are really good at talking. They talk in class, in the halls, during their tests and every other time when they probably shouldn't be talking. The question is, **are they making significant connections through meaningful communication?** Amidst the digital divide, it is now harder than ever for teenagers to build concrete connections as they fight the battle with social media apps and texting culture, hindering the ability to understand each other's emotions and pick up on body language. Social media and text messaging allow teens to communicate with people from all over the world without having to catch a plane just to talk to them but without the ability to actually see who they are speaking with, a lack of nonverbal cues, personal connection, attention, engagement and personalization arises. With no sign or need for social media to "go away," **it is more important now than ever to educate our generation and those following it ways to make purposeful connections through the means they have accessible.**

When texting it becomes hard to understand things like body language, voice inflection and tone. To somewhat combat this issue, be intentional. When communicating with someone, make sure you're minimally distracted, just as you would be when having an in-person interaction. Although you can't really "listen," still be sure to practice the principles of active listening, making sure you thoroughly understand the other person's message before crafting your response to it. You can also share personal and relatable stories, giving whoever you're speaking to room to feel safe. **Additionally, take time to prepare your response, quickly typing up a few sentences leaves even more room for a potential misunderstanding.**

To make sure your tone and/or body language is interpreted correctly, use things like video calling or voice memos. A video call allows for a more natural conversation, almost like you are face to face with the other individual, letting them pick up on your body language and facial expressions, elements that are lost when having a texting conversation. Voice messages are also a great way to better convey your emotions while speaking. **So teens, as you go through your stories, open your snaps and check your DMs, make sure you're conscious that the connections you build will serve you well in the long run.**





# MAKE THE MOST OF YOUR CONFERENCE

## *Networking*

CONTINUED

### Tips

Networking might seem scary or difficult, but with these tips, you become a networking pro!

**Be yourself-** Other people will be able to relate to you and form a connection with you when you show them who you really are. People do not like talking to someone who seems fake.

**Go to networking events-** The people who go to these events are looking to network with others- including you!

**Start a conversation-** While waiting in line or hanging out at a coffee shop, don't be afraid to start a conversation with someone. You can do this anywhere at any time so even if you are a busy person, you can still find time to network.

**Be a good listener-** People like to be heard and when they feel heard, they will be more likely to form a relationship with you.

**Build an online network-** Platforms like LinkedIn are great tools to form new relationships from the comfort of your own home. It also helps you be more visible to potential employers.



*Meet Benji  
Our New Mascot*



# WE WANT TO HEAR FROM YOU!

Submit your ideas, articles, and more using the link on our website! We love hearing your thoughts and ideas!



## DID YOU KNOW?

Leadership Readiness was Identified as a Top Challenge by 86% of HR Professionals

Via Digital Defyned



# FBLA: TRANSFORMING *into leaders* STUDENTS

By: Darray Robinson | CPA/PPOS FBLA

FBLA has the power to **transform its members**, and I have experience just that. My journey began in my sophomore year, when my school's chapter was newly established. With little knowledge of FBLA, I attended an informational session out of curiosity. Soon after, I was elected chapter secretary, a role that gave me my first glimpse into what makes FBLA so impactful.

From the start, FBLA challenged me to **grow**. My first year was filled with responsibilities, from creating meeting presentations to delivering leadership workshops for middle school students. I quickly learned that FBLA is more than a business club, it instills discipline, punctuality, and a dedication to community.

Competing in Broadcast Journalism and a Marketing test during districts opened my eyes to the incredible talent in my district. Qualifying for the State Leadership Conference was even more inspiring. Spirit Night was a highlight of my journey, where I proudly received the BAA Advocate Award alongside one other classmate. Watching my fellow chapter officers' hard work, leadership, and unwavering encouragement continue to inspire me, even now, as a Junior.

FBLA is more than an organization; **it is a community that pushes students to achieve greatness together while inspiring others to follow. For me, it has been a life-changing experience.**

# FBLA Week 2025 At A Glance

**February 9–15**

Spotlighting FBLA with inspiring workshops and amazing prizes to build community and recognize members.

*Get ready for FBLA Week 2025!*



## **Service Sunday (Feb. 9)**

Promote service projects and showcase FBLA's partnership with the Alzheimer's Association.

## **Marketing Monday (Feb. 10)**

Sponsor an FBLA video contest, highlight members wearing FBLA merch, or develop a guide for creating a winning LinkedIn profile.

## **CTE Tuesday (Feb. 11)**

Encourage members to meet with administrators and policymakers to emphasize the importance of career and technical education (CTE).

## **Why Wednesday (Feb. 12)**

Join us for the National Presidents' Forum and encourage members to share their "Why FBLA" on social media using #FBLAWeek2025.

## **Thankful Thursday (Feb. 13)**

Send thank you notes to FBLA sponsors and school administrators, submit a photo and short description of why you appreciate your adviser, or show other acts of kindness locally.

## **Fundraising Friday (Feb. 14)**

Raise funds to support FBLA programs and scholarships using ideas from the Fundraiser Guide. Recognition will be given to the High School, Middle School, and Collegiate state chapters that raise the most money.

## **Success Saturday (Feb. 15)**

Celebrate local, state, and national successes and post an FBLA Week recap on social media using #FBLAWeek2025.



**Download the 2025  
FBLA Week Toolkit**