

Colorado



FBLA

Today

2024
November

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HIGHLIGHTS

- October Recap
- The Basics of Enterprise
- American Enterprise Day
- School Based Businesses
- Student Entrepreneurs
- Advice, tips, and more!



WALK TO ANAHIEM

National FBLA has created a virtual gameboard with the Alzheimer's Association. Gain recognition, rewards, and more while you participate in the game! Want more information? Visit the National FBLA website or...

[REGISTER HERE](#)

EDITOR'S NOTE

FROM YOUR VP OF EDUCATION

Colorado FBLA,

October was filled with so many laughs, new connections, and amazing events designed to help us reach new horizons. We started the month with the Fall Leadership Conference, before hosting Finance Feud, and the Monthly Membership Meeting. None of this work would be possible without our members- who serve as the backbone of what we do. I can't wait to see the times to come!

Janabelle Rusco

SERVICE SUNDAY

Has your chapter been involved in any service activities or events? Do you want to gain statewide recognition? Submit your Service Sunday Standout using the link on the Colorado FBLA website!

OCTOBER IN REVIEW



CFLC CONFERENCE

Colorado FBLA hosted the Fall Leadership Conference offering workshops, speakers, and resources for FBLA and DECA members.

FINANCE FEUD CONTEST

Members competed in the Finance Feud contest where they were quizzed on all things money!

OCTOBER MMM

Guest speaker Mason Lytle, the National VP for the Mountain Plains Region, attended the Monthly Membership meeting focused on competitive events!



THE COMMUNITY SERVICE PROJECT AT CFLC WAS A HIT!



CHAPTERS ACROSS THE STATE HOSTED HALLOWEEN EVENTS AND MORE!



FINANCE FEUD COMPETITORS FROM THE OCTOBER CHALLENGE



CHATFIELD FBLA/DECA CONFERENCE READY!



WHAT IS *American Enterprise Day?*

By: Shriya Ginjupalli



Celebrated on November 15th, American Enterprise Day is all about recognizing the spirit and importance of free enterprise and entrepreneurship. To backtrack, let's start with what "Enterprise" means. Enterprise is an economic system where individuals and businesses can operate competitively for profit with little government interference.

American Enterprise Day was established in 1980 by President Jimmy Carter. Given the economic challenges faced in the 1970s, such as inflation and unemployment, this proclamation was a way to promote confidence in the American financial system and highlight the importance of private sector contributions to economic stability and growth.

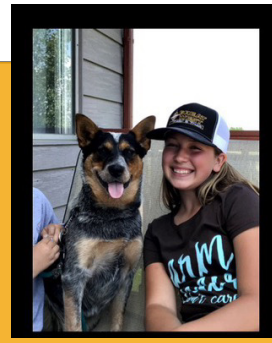
In a fast-paced world, it sometimes becomes easy to forget the contributions of small businesses and startups to the American economy. Almost 44% of the US economy comprises small businesses, and small businesses create two-thirds of the net new jobs in the US.

November 15th is not just a date on the calendar, it's an opportunity for individuals and communities to make a real difference. By choosing to shop, dine, or use services from local small businesses, we can directly contribute to the strengthening of our local economy. This day also provides a platform for schools and educational institutions to inspire the next generation. By organizing events, teaching lessons about entrepreneurship, or inviting small-business owners to share their stories, we can show our students that they too can be innovators and business leaders in the American economy.

Lastly, through FBLA, students have the power to make a difference. By using their voice to highlight the importance of recognizing and supporting small businesses across the country, they can give back to a community of leaders that help build the backbone of the American economy. This is not just a call-to-action, it's a call to make a difference.

STUDENT *Spotlights* BUSINESS

By: Lyndi
Huelskamp



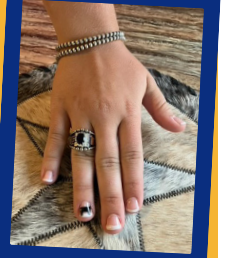
Nearly all FBLA members know that FBLA stands for Future Business Leaders of America, but some special students take becoming a business leader into their own hands while still in high school. These students include Bryn Reinick, Lilly Gutierrez and Kassidee Kindley. Read along to hear about their businesses and advice they have for others who want to start their own businesses.

Bryn is a junior at Prairie High School. Bryn is very involved in her school, serving as her FFA chapter vice president as well as being involved in FBLA. In her free time, Bryn loves to ride horses, work with her show cattle and spend time with her family and friends. Inspired by her dog, Hope, Bryn started her business with the goal to “make a mark on something that will make a memory”, naming it, Memory Marks. Starting in July of 2024, Memory Marks began by selling dog tags as well as nail decals, stickers and anything along those lines. According to Bryn, the best part about owning your own business is the freedom to do whatever you want, in the sense of creating your own designs of course! Bryn’s advice to other students wanting to start their own businesses is to believe in yourself and remember that it always helps to have family and friends by your side.

Lilly is a senior at Pine Creek High School who credits business oriented CTSOs like FBLA and DECA as major stepping stones on her journey with her jewelry business. In 2021, Lilly started what she believed would just be a Covid hobby. She picked flowers, pressed them and then turned them into beautiful resin jewelry. As her business grew, Lilly started selling on Etsy but has more recently devoted her time to selling at in person events like farmers markets. She says “I have always loved the idea of being an entrepreneur!” If you asked Lilly her advice for young people wanting to start their own venture, she would say to just go for it! The hardest part of starting a business is actually getting out there and selling your products!

Finally, Kassidee is a sweet and bubbly sophomore at Flagler High School. Kass started crocheting when she was in 8th grade but recently started her business, Krochet by Kass, this summer after being inspired by Genna Tatu, a crocheter who shares her creations on different social media platforms, and the joy she was brought from others loving her creations. Kass loves owning her own business because she loves to interact with people and make them happy with her cute stuffed animals. Similar to Lilly, Kass’ advice for students like her is to just try it and to not be afraid of failing!

We are extremely proud to see so many different students pursuing their dreams of creating their own businesses. When starting a business, especially as a high school student, it can be frightening at first, but in the words of Lilly, “you never know until you try!”



ENTREPRENEURSHIP BY SELF

BY VIVIAN LANG

Have you ever thought about how businesses start? Well, the reality is that most of these businesses start with an idea, often one that can be catalyzed when one is really young. Within today's article, a key topic that will be discussed is how to effectively start the journey of entrepreneurship by yourself!

One of the most important steps is to brainstorm and organize your thoughts. Having a bunch of ideas is good, but if it's all scrambled in your brain it can be hard to execute every thought. Thus, the next step is to plan it all out: being able to write out a project deadline and schedule is crucial. Once you figure out your organization, having an effective schedule and dates planned out can help keep you on track and make your business ideas come to reality. After you have your program of work, it's important to actually execute what you planned and get the advice of other people! Having a fresh set of eyes can help catapult your success. A famous quote is, if you want to go fast, go alone, but if you want to go far, utilize the help of others. When you feel that your business idea is all finished, get editors and others to look at it before launching the project. When launching, also remember that it's okay if it starts out slow!

The beauty of business is that you tried and you chose to be brave and adventurous. This inspiration is exactly the spirit of entrepreneurship. Hopefully, this article has given you a good idea on how to start your new business, and best of luck on your adventures!



Did you know?

The term "unicorn" is sometimes used to describe a privately held startup company valued at over \$1 billion



The first product to have a barcode was Wrigley's gum.



BASICS OF BUSINESS

1. E-commerce Platform: Amazon's core business is its online marketplace, where it sells products directly and allows third-party sellers to list items. It earns revenue from direct sales, seller fees, and subscription services like Amazon Prime.
2. Technology and Services: Amazon Web Services (AWS) provides cloud computing and storage solutions for businesses worldwide, generating significant revenue through subscription-based services for digital infrastructure.
3. Customer-Centric Innovation: Amazon constantly innovates to enhance the customer experience, offering fast delivery options, personalized recommendations, and competitive pricing. This customer-focused approach drives loyalty and encourages Prime membership, further boosting recurring revenue.

By combining these elements, Amazon maintains high customer satisfaction while expanding its reach across various industries, from retail to cloud technology.

(VIA. The Harvard Business Review)

SCHOOL BASED ENTERPRISES

BY ANNABELLE RUSCO

Explain SBE in one sentence.

- School Based Enterprises are learning opportunities where students explore their creative and business skills as they emulate large scale business operations in their local communities.

And anything else you would like to add?

- We all learn differently. SBE gives students a second chance to learn something so meaningful.

Why should schools promote student based businesses?

- Co-curricular activities like SBE and FBLA exist as a function for students to explore their learning in a way that defines their futures, a community impact, and in a system that provides experiential feedback on how to grow.

Tell me a bit about your experience working in your school based business- what did you do, and what did you learn?

- As an extension to FBLA and my business program, I worked in and helped manage my high school's SBEs, the Prep Stop, food and drink, and Vista Prints, a merchandising business. In four years I discovered each fundamental business department, the dynamics of them and what my future career may look like. My community made me realize what matters most is servanthip and education, that it takes a team to build a brand, deliver on a promise, and build something meaningful. In this time we built companies that made \$120,000 in revenue each school year, and with that you learn management, accounting, supply chain, and overall teamwork competency.

What are some unexpected areas students see enterprise in their lives?

- Everything as concepts, as discussions, and products are a business. Students explore enterprise everywhere. What matters is that students have the awareness to later make themselves successful.

How does having a school based enterprise enhance a student's understanding of the business world?

- One of the things a textbook fails to do is describe how passion works with enterprise. That as graphic designers, as writers, as people with passions we have a business context to how we will live our lives. Exploring those perspectives in a hands-on environment is empowering and nonstressful, as we set our life paths for college.



An interview with our FBLA National Treasurer, Gabriel Hankins, helps us learn more about SBEs.

CHAPTER IDEAS

- Create posters to hang up around the school sharing about the enterprise system
- Host a "Shark Tank" or another social event
- Tour a local business or company
- Teach a lesson to middle school students
- Host a fundraiser in the month of November





AMERICAN ENTERPRISE PROJECT

BY: CALEB COLE

This month, FBLA celebrates the importance of educating our community on the American Enterprise System. One of the ways you can make a lasting impact is through the American Enterprise Project Chapter event. This event allows you to showcase your chapters educational initiatives throughout the year and potentially gain national recognition. This article will focus on some tips and tricks for being successful in this event.

1. Start early: To be successful in the Chapter Events, it is vital that you begin planning and working on your projects as soon as you can. The best projects are the ones that are neatly put together. Additionally, the actual competition takes a lot of work, requiring a 17 page report and presentation. Thus, staying ahead will ensure your competition and project run smoothly.
2. Identify and solve a problem: If you are struggling to create a project, look out for areas in your community where there is a lack in financial education resources. Then set out to those identified communities and provide assistance.
3. Record your impact: Now that you have done your research and your project, it's time to record your chapter's impact within the community. This can be done in a variety of ways and is super important to include for your competition.

Overall, the American Enterprise Project is a super rewarding experience and great way to get involved within your community. I've personally done this event twice and am always available to offer a helping hand. Just reach out to me if you have any questions or need any help!