



January 21, 2019

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Important dates to remember (State Deadlines shown in **BOLD**):

- January 22 – Spring Stock Market Game begins
- January 23 – LifeSmarts Spring Competition begins
- **January 28 – Northeast Region WLC Registration Deadline**
- February 3-9 – FBLA Week
- **February 15 – Registration Deadline for SBLC Role Play Testing**
- **February 18 – SBLC Role Play Testing Opens**
- **February 26 – Online Testing for SBLC Role Play closes at 5 p.m.**
- March 1 – Action Awareness Ends

Greetings, Advisers!

Real World Branding Open State-only Competitive Event

Be sure to check out this new event, Real World Branding, sponsored by Succession. The winning design will be used on their 2020 red blend wine series release, and the winning member will receive a \$500 award. Students interested in participating in this real world branding event have the opportunity to meet with Succession through a video Q&A on **Wednesday, February 20, 2019, at 5:30 p.m.** To join this conversation via computer visit this link, <https://redbooth.com/vc/36d4d07f3aa04d24>, or to join by phone dial 415-762-9988 and use the meeting ID of 950-461-145; no participant ID is required.

[Guidelines](#) and [Rating Sheet](#) can be found on our Web site on the Competitive Events page.

State Officer Corner

Tips & Tricks Tuesdays. In this week's episode of Tips & Tricks Tuesdays, Capital Region members reflect on what they wish they knew before WLC. If your region has not competed yet, please show this video to your members to help them prepare for WLC.
<https://www.instagram.com/p/Bsrtd8vgRht/>

We are still looking for volunteers to appear in our Tips & Tricks Tuesday video series! Please have some of your members fill out the form here: <https://leadable.info/TipsTricksStarringRole> Starring in a T&T video awards champion chapter points and helps other members learn more about FBLA.

We hope you are enjoying this day of celebration of the life and achievements of Martin Luther King, Jr.