



## ASU-Jonesboro has Strong Showing in Orlando

The ASU-Jonesboro Chapter of Phi Beta Lambda is already on the "Gateway to Greatness" this year. Seven members attended the 2011 National Leadership Conference (NLC) in Orlando, Florida, with several members achieving recognition. Andrew Todd won 9<sup>th</sup> place in Accounting Principles and 6<sup>th</sup> place in Business Law, and Qianwen Chen won 8<sup>th</sup> place in Website Design. Member Aaron Carroll was also elected to serve as the 2011-2012 National Secretary.

The Chapter assisted ASU's Career Management Center and College of Business in conducting a Professional Presence Conference at ASU-Jonesboro on September 9<sup>th</sup>. This conference allowed business stu-

dents to attend mock interviews and resume review sessions conducted by various business professionals, a professional dress fashion show, sessions on "interview do's and don'ts" and many other topics.

Several ASU-J PBL members also participated in the "Heart and Sole" 5k, benefiting the Cardiology Associates Foundation. "Heart and Sole" raised money to help provide health screenings and heart disease risk assessment throughout Northeast Arkansas. Members walked as a team as well as assisted in various administrative and support capacities.

Currently, sixteen faculty members are competing in ASU-Jonesboro's second annual Penny Wars to benefit

the Phi Beta Lambda Chapter, as well as assist various charitable organizations. The faculty member who receives the most donations must wear a Halloween costume to school all day on October



ASU-Jonesboro members before the award ceremony at the 2011 NLC in Orlando,

31<sup>st</sup>! Part of the proceeds from the event will benefit Arkansas Children's Hospital, as well as an organization selected by the winning faculty member.

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## ASUMH has Fun Start to Year

ASUMH Phi Beta Lambda has had a fantastic and fun filled start to the year. Membership is up from 19 to 23. A number of community service and fundraising activities have been completed, and a group of seven will be attending the State Fall Conference.

PBL members donated time in service to the campus by selling merchandise at a university sponsored concert held in the Vada Sheid Community Development Center. Our mem-

bers have contributed to the community by assisting the Baxter County Fair Association conducting exit surveys during the County Fair. In addition to polling at the fair, members compiled the results and presented them to the Fair Board.

For the third consecutive year, ASUMH PBL sold School Spirit Coffee. This fundraiser resulted in a profit of more than \$1000 for the chapter. The chapter's "fishing" booth at the

ASUMH Fall Festival & Kids' Bash also had its most successful year.

Officers for 2011-2012 are Bethany Crawford, President; Ashley Whitehead, Vice President; Leann McGovern, Secretary/Treasurer; Megean Wilcoxson, Public Relations Coordinator; Nick Rice, Information Technology Coordinator; Suzette Drozdinski, Historian; and Andrew Lane, Parliamentarian.

## ASU-Beebe Expects Good Year



Arkansas State University Beebe has many great plans for the upcoming year. We reactivated our chapter this year. With a strong officer team who has a vision for our chapter, we are getting ready to rise to unprecedented heights for this chapter. Already we have almost doubled our membership goal. We plan on sending 50% of our members to represent our chapter at both the state and national conferences. We are also speaking to members about the possibility of having competitors for the spring conference. Many members have never attended a PBL conference and are

looking forward to the new experiences, networking, and workshops.

Our chapter is currently working on helping our community. Plans are in the working for a can food and diaper drive before the Thanksgiving holiday. All donations will be given to people associated with the school (students mostly) who are in need. We are also working on plans for raising funds for the Angel Tree project, which provides gifts to the families of students who cannot afford to give Christmas to their families. The fundraiser will be a service project in and of itself.

Called "Letters from Santa," children are sent letters from Santa and postmarked from the North Pole. It is always an interesting and enjoyable project. The community is a central part of our chapter and we are constantly looking for way to help out.

With all that is underway we are still always looking for new and innovative ideas to help benefit our chapter and PBL as a whole. We are constantly taking the information we learn to increase membership and to raise awareness of state projects. We are looking forward a great year in PBL!



2011-2012 ATU-Ozark Officers.

## ATU-Ozark Makes a Difference

In observance of the national Make A Difference Day, the ATU Ozark Campus PBL spent a day assisting the maintenance department cleaning the campus and weeding and cleaning the landscape around the school. Several members volunteered their time working around the campus. ATU Ozark PBL is hoping to have the Make A Difference Day project an annual event.

The chapter is also planning to sponsor fall and spring blood drives, and hopes to participate in the Read Across America project in the spring.



Northark PBL members preparing for upcoming Project Hope Tree!

## NorthArk has busy Fall

North Arkansas College Phi Beta Lambda has had a very busy fall. The Chapter began with the concession stand when the Arkansas Symphony Orchestra came to town. On October 22, the Chapter sponsored the first annual 5K Run/Walk called the

Pioneer Wilderness Challenge held at the new cross country track on North Arkansas College's campus.

The Chapter has begun work on Project Hope Tree for disadvantaged children for Christmas. The chapter has also been

very busy with the BOSS project for area high schools. The BOSS project has involved 11 high schools.

We are looking forward to attending the State and National Fall Leadership Conference in Little Rock.

## SouthArk Enjoys Orlando, Selects Turning Point

Members of Sigma Epsilon Chapter of Phi Beta Lambda at South Arkansas Community College competed at the National Leadership Conference in Orlando, Florida. The chapter was recognized as an outstanding chapter and for its CMAP completers. The chapter also placed 10<sup>th</sup> in the Local Chapter Business Report. Noah Moses, placed third in Telecommunications, Bobbie Freeman Placed fifth in Telecommunication, and

April Goble received fifth in Word Processing. SouthArk students attended many of the workshops that were held throughout the conference. Members said the trip was fun, fun, fun as well as a great learning experience.

Phi Beta Lambda has selected Turning Point as one of its community service projects for 2011-2012. Turning Point provides outreach and emergency shelter for victims of domestic violence and

sexual assault and promotes community awareness and education.

PBL members selected Turning Point as one of its main community service projects this year when one of the PBL members who is employed at Turning Point asked for help. PBL members hope to raise enough money to purchase a new freezer for the facility.



SouthArk Members at the 2011 NFLC in Orlando, Florida.

## SAU Sees High Involvement

Southern Arkansas University PBL is a very active chapter that is involved with everything that happens on-campus. At the first of the year the newly elected officers of SAU PBL attended a one day leadership training retreat. The day consisted of interactive leadership development and planning sessions.

For the past 21 years, SAU PBL has hosted an event called DogFest. This is event is where the officers and chapter adviser, Ms. Traci Hughes, grill hot dogs and hand them out free of charge to any student that wants one. Our tents and tables were set up right in front of our Business Building. While students would come up and grab a hot dog, the PBL team would tell them about PBL and also hand out fliers about upcoming events. This was a great way for the team to recruit new members and also remind the old members about chapter meetings. DogFest

was a success and helped us gain many new members.

SAU PBL also got involved in Homecoming Week. The week of Homecoming was October 10 – October 15, there are many organizations that always plan fun events leading up to the Homecoming Game on Saturday afternoon. Phi Beta Lambda was no different. We participated in the Banner Contest - this was very enjoyable and our banner turned out great. Our PBL members also participated in the Street Painting Contest. The street painting was timed and each organization had a time limit on how long they had to complete their painting. The members really enjoyed this and the competitiveness of all the organizations on campus really came out. This was a great event because not only did the members of PBL interact but also all the other organizations at Southern Arkansas University interacted with our members. It

was a very fun event and even got a little messy at times, but it turned out to be a great night. Our Chapter President, Tommy Clark, represented the chapter as a member of the 2011 SAU Homecoming Court.

One of our biggest events of the year is coming up, the Diaper Drive. SAU PBL is collecting diapers from anyone that is willing to donate. The Diaper Drive started on October 1 and end on October 31<sup>st</sup> with a drop-off day in the Reynolds Center Plaza. It is for a great cause and as of today we already have over 1,000 diapers donated. There are prizes for the community organization, the campus organization, and the individual who donates the most diapers. SAU PBL is already having a very successful year and the members are looking forward to the upcoming events.



SAU PBL Members during Homecoming week activities.



## UAFS PBL Making Great Strides

The Phi Beta Lambda chapter at the University of Arkansas Fort Smith is putting their best foot forward this year! An intensive membership recruitment campaign launched the week after classes began and concluding with “Dogs with the Dean,” our College’s annual student appreciation event, yielded numbers surpassing the year-end total from 2010-11. Chapter president Grace Stengel credits the majority of the increase to personal visits by the chapter officers to each section of the College’s freshman experience class, “Planning for Success.” Officers were able to present the many benefits of PBL as well as distribute recruitment cards and brochures.

Vice president of professional membership, Tabatha Plymale, reports that the chapter’s efforts to recruit professional members are also going well. Each officer was given a list of faculty members to visit personally regarding potential membership, and Tabatha encouraged both officers and members to distribute professional membership forms at their places of work as well as any other place of business they frequent. The chapter hopes that by recognizing its professional members in a listing on monthly meeting agendas as well as printed event media, more businesses will be motivated to sign up.

Not only has PBL been diligently working on recruiting new members, but they have also been participating in numerous activities as well. New PBL members were given an immediate opportunity to get involved by participating in Homecoming week at UAFS. October 10-15 was a week full of events to showcase Lion spirit in the theme of “Rock and Roar.” Our chapter proudly supported both a Homecoming king and queen candidate, Josh Brown and Brittany Christian. PBL also participated in tailgating before the Lady Lion volleyball game against St. Edward’s University. One of the most memorable moments of Homecoming week was the “Yell like Hell” event in which our chapter performed our school spirit chant just before the men’s and women’s basketball teams took the court for Midnight Madness. The chapter earned two recognitions for its participation in Homecoming festivities: 2<sup>nd</sup> place in tailgating and 3<sup>rd</sup> place in theme board painting. Our board featured an Elvis Lion and the words, “King of Rock and Roar.”



Members of the UAFS PBL Homecoming Committee as they take a break from grilling burgers to showcase their spirit banner and bean bag toss game.

## State Farm Vice President Speaks on Leadership

Clarksville, Ark. --- Rendi Black, State Farm vice president of agency for the Arkansas and Oklahoma market areas, presented a lecture titled "Leadership Matters" at 11 a.m., Thursday, Sept. 22, in Baldor Auditorium.

The event is part of the University of the Ozarks' 2011-2012 Distinguished Speakers Series, presented by student organizations Students in Free Enterprise (SIFE) and Phi Beta Lambda (PBL).

A native of Adair, Okla., Black earned a bachelor's degree from University of Tulsa. She joined State Farm in 1984 as a scratch agent in Claremore, Okla., and became agency training coordinator in the Tulsa, Okla.,

office in 1990. She later served as agency manager and director of agency recruiting in North Texas. She was named agency education consultant at corporate headquarters in 1996 and returned to North Texas in 1997 as an agency field executive. Black became director of agency for field office development at corporate headquarters in 1998, where she was named assistant vice president of agency in 1999 and executive assistant to the Chairman's Council in 2000. She joined the Central Zone in 2002 and currently serves as the vice president of agency for the Arkansas and Oklahoma market areas.

Black focuses her energy on providing her leadership

teams what they need to perform their best when it matters most, including identifying and developing winning game plans. This also includes figuring out systems and processes in order to get results. Her leadership style lends itself to coaching and developing people and building effective teams. She has earned her Chartered Life Underwriter (CLU) and Chartered Financial Consultant (ChFC) designations. She and her husband Randy have two adult daughters, Erin and Whitney. She enjoys spending time with her daughters, playing golf, and boating.



Rendi Black, State Farm vice president of agency for the Arkansas and Oklahoma market areas.