



Dear Iowa FBLA Adviser,

Thank you to each of the returning advisers, and welcome to our new colleagues! My name is Kent Storm, and I am the Iowa FBLA Executive Director & State Adviser. In preparation for the 2024 - 2025 school year, I wanted to share some important information with you about our year ahead. Please reach out at any time throughout the year with questions.

Communication Channels

Every adviser has been opted into a weekly email each Friday from mail@fbla.org, titled *5 Things on Friday*. This includes upcoming events, deadlines, and helpful links. If you are not receiving the emails, please check your spam folder and save the email address as a trusted contact, or reach out to kent@iowafbla.org.

Iowa FBLA now has a private Facebook group just for Iowa advisers. You can find it under More > Communities. It is titled Advisers Lounge: Iowa Business/IT Educators, and is hyperlinked [HERE](#). Please use this space for networking, resource sharing, and as a message board to request room sharing ahead of State Conferences.

2024-2025 Updates

Competitive Events

Updated guidelines will be released by Nationals in August; the Iowa FBLA website will be updated accordingly at www.iowafbla.org. Please see the overview of event changes.

- Middle School
 - New – Exploring Computer Applications (production event)
 - Name Changes
 - Business Ethics Exploring Business Ethics
 - Leadership Exploring Leadership
 - Running an Effective Meeting Exploring Parliamentary Procedure
 - Elevator Speech Exploring Public Speaking
 - Multimedia & Website Development Exploring Website Design
- High School
 - Retired – Database Design & Applications
 - Name Change – Business Calculations Financial Math
- Collegiate
 - New Tests: Cybersecurity, International Business, Supply Chain Management
 - Name Change – Future Business Educator Future Business Facilitator

National Partners

National FBLA has discontinued its partnership with the March of Dimes and will now be supporting the Alzheimer's Association. Iowa FBLA will also be supporting this cause. Local chapters can select their own philanthropic organization if they do not wish to directly support the Alzheimer's Association.



Branding Updates

The FBLA delta symbol cannot be used by itself on any merchandise, materials, websites/social media, or any other collateral. The delta symbol can only be used in conjunction with the acronym "FBLA," with or without spelling out "Future Business Leaders of America." Please change any chapter web sites or social media properties to comply with the national brand. A full branding package can be found at www.fbla.org/brand-center/.

National Theme

The National FBLA theme is Dare to Dream, Dare to Lead. Logos for the national theme can be found at www.fbla.org/brand-center

Calendar of Events

You can find a full calendar of events at www.iowafbla.org/advisers. Below is a general overview of just some of the many events offered through Iowa FBLA.

Fall Events

Join Iowa FBLA for a Career Specific Event at Adventureland on September 21 in Altoona, IA. Learn more about this event at www.iowafbla.org/cse. This year's State Fall Leadership Conference will be held on October 20-21 at the Downtown Des Moines Marriott. More details will be shared at www.iowafbla.org/sflc. The National Fall Leadership Conference will be held in Columbus, OH from November 8-9. This year, NFLC participants will be able to register for objective testing competitive events. Because the National Center is offering their own competitions this fall, we have been advised to discontinue the Business Battle fall event.

Spring Events

High School District Leadership Conference dates can be found at www.iowafbla.org/dlc. Reach out to your [District Adviser](#) and/or [State Officer](#) with questions. The Collegiate State Leadership Conference will be held on February 28 - March 1, 2025 at DMACC - Ankeny Campus.

The High School State Leadership Conference will be held March 30 - April 1, 2025, at the DoubleTree by Hilton Cedar Rapids Convention Complex. This year, eligibility requirements have been updated to allow for competitors that qualify at DLCs, Voting Delegates, State Officer candidates, Educational workshop attendees, and students who complete the BAAs.

Stay In Touch

Social Media Accounts

Follow Iowa FBLA on social media platforms for important updates and content exclusive to members and advisers.

[Instagram](#)

[Facebook](#)

[X](#)

[Tiktok](#)

[LinkedIn](#)

[YouTube](#)



Contact Us

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Dues Remit Address
FBLA
Attn: Membership Dues
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Thank you all, again, for your continued support and dedication towards FBLA. Looking forward to a great year ahead!

Iowa FBLA State Staff

Kent Storm, *Executive Director*
Chris Dzurick, *State Programs Manager*
Susan Seuferer, *Professional Development Manager*
Madison Kraemer, *State Officer Coach*
Jonathan Nevenhoven, *Business Partners & Development Coordinator*
Jodi Leimkuehler, *Judge Manager and Website Coordinator*

To contact state staff and to learn more about staff roles and responsibilities by visiting iowafbla.org/leadership.