



Wisconsin Pages

Fall
Leadership
Conference

Scott Elza State Director



Scott Elza is an Accounting Instructor at WITC – Rice Lake. He joined BPA to help students grow in leadership skills and find the confidence to be successful in their new careers. Scott loves that BPA brings something to the table for all business students with diversity in competitions, community involvement activities, and individual development.

The award he is most proud of is not from his individual efforts but the efforts of the whole of Wisconsin – The Professional Cup! Wisconsin BPA has retained the Cup for five of the last six years. Scott feels that this award exemplifies the teamwork and dedication of the state wide advisors, alumni, and student members.

Fun Facts – He and his wife, Anne, recently cleared a 60’ x 6’ patch of poison ivy on an 85 degree, humid day while basically dressed in bio-hazard suits (long sleeves, long pants, & gloves)

“BPA has something for all business students; the diversity of competitions, the individualism of the Torch Awards Program, and the community involvement incentives of BPA Cares give a wealth of opportunities for individual leadership and professional growth in each student.” ~ Scott

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MEET YOUR TEAM



Shane Adams
President

Shane Adams is presently working towards his Marketing degree at Chippewa Valley Technical College in Eau Claire. He also is working as a Production Associate at TTM Technologies.

Initially, Shane joined BPA as a resume builder, however was won over by the people and the environment of BPA and decided to dive right in. After completing his first year and attending nationals, he realized just how fun it was being a member. In his free time Shane can usually be found online playing video games, making people laugh, tabletop rpgs, or card games.

In the future, Shane plans on continuing his education in some way but is unsure of the exact path as of yet.

Fun Facts – Shane likes to sing, has wrestled for 13 years, and loves most things considered nerdy.

Kat Dennis is your current BPA State Vice President. She is all about the TORCH points. If you have questions, feel free to ask her. She means that. This organization has given her a lot and she wants to give back! When she's not doing BPA stuff, she is attending WITC-Rice Lake in pursuit of Accounting and Human Resource Management degrees. She has been married for close to 20 years and has a daughter, a son, a dog, and now a bird has joined her household. Her hobbies include crafting, mostly fiber arts, but she has also tried a multitude of other crafts. Right now, she is spinning her own yarn. So far, it's going slow. As she has so many other things to juggle. Being in this office is important to her. Her goal is to get more people active in the TORCH program. It is a confidence booster as well as a resume booster! She thanks you for letting her be a part of your BPA experience!

Kat Dennis
Vice President



Sara Arrowood
Secretary

Sara Arrowood is serving as the BPA State Secretary. She is currently a student at NTC and will be graduating in December with a degree in Health Navigation. She chose Health Navigation because she went through some of her own health issues and wanted to be able help others through difficult situations. She originally joined BPA because the networking will be helpful to her degree. BPA offers many opportunities and it's up to you how much of that opportunity you embrace. Her husband and she just celebrated their 26th wedding anniversary on the 4th of July. They enjoy kayaking and traveling, so being able to go to Nationals for BPA is right up her alley. A small fun fact is that they once owned and lived in an old Catholic convent for 12 years.



Michael Andrews
Parliamentarian

Michael Andrews is currently working toward his accounting degree at Wisconsin Indianhead Technical College in Rice Lake. He takes pride in his involvement in school, the community, and his church. Besides the adventure of becoming a state officer, Mike is also in the process of becoming a foster parent. He hopes to someday do mission work in Romania to help develop businesses that the local people will own and operate.

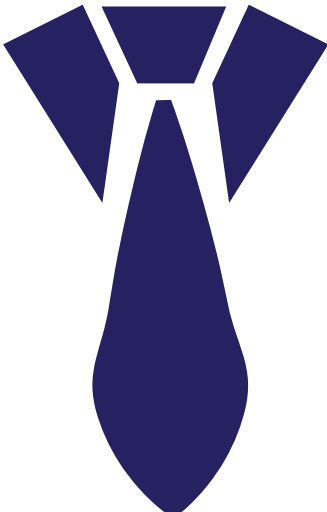


IGNITE YOUR FUTURE

Libby Dannhoff is currently studying Marketing at Chippewa Valley Technical College in Eau Claire, having already finished her Associates of Science in Accounting. She joined BPA because she wanted to be involved with an organization and meet new people. She loves how easy BPA makes it to find new friends.

Personal BPA accomplishments for Libby include being a third time state officer. Along with placing first in Advanced Interview Skills and Digital Publishing during the 2018 State Leadership Conference. Also during the 2018 National Leadership Conference she placed second in Digital Publishing, and within the top 10 for Advanced Interview Skills and Administrative Support Team. She has also taken home awards in Prepared Speech, College Accounting, Database Applications and Graphic Design Promotion.

Libby Dannhoff
Communications



Zach Adams
Marketing

The elder brother of your favorite pair of twins, Zach is a Marketing student at Chippewa Valley Technical College in Eau Claire. He is also an avid gamer with a fascination on telling terrible jokes and researching the world's most fascinating serial killers. In addition, He is sure to find something to talk about, often with a joking demeanor and friendly attitude; always the life of the party.



Join us October 22nd, 2018 in La Crosse, Wisconsin

Fall Leadership Conference

What We Expect for the 2018 - 2019 Year

- Scott Elza

One of the initiatives we began in last year's school year was to get information in the hands of advisors and student members to help strengthen the local chapters. I think we have gotten a good start on this mission, but there is more that we can do. The cliché is "knowledge is power" and nothing could be truer for the members' education of Business Professionals of America. The biggest hill to climb is how to get the information in the right hands.

At the summer board meetings, the administrative team met with the new officer team and, together, we came up with several ideas to help the local chapters. First of all, we would like to encourage members to sign up for text messages and emails from administrative team and state officers. How? In August and early September, your advisor will receive an information sheet that you can sign up on to receive timely messages and reminders.

Secondly, our marketing officer, Zach Adams, is more than willing to make a campus visit (with other officer team members) to help answer questions from the students' perspective, like how participation builds your resume; having fun, creating life-long relationships, and how to promote your local chapter; just to name a few. If you would like Zach's assistance, please drop him a request at zachadamsbpa@outlook.com to schedule a meeting.

Lastly, we would like to hear from you, the students, on what information you need to be successful. You can go to the www.wisconsinbpa.org website and go under the Contact Us to request any information you may need.

Thank you for being part of BPA and I hope you have a wonderful year!

What Is Torch Awards

-Kat Dennis

What are Torch Awards? Why should I bother? How do I do it? Is it worth it? Is it hard? These are the most common questions I get about Torch Awards.

There is a guide on the BPA.org website under the “Service” section. We also have a guide available at www.wisconsinbpa.org under the “Get Involved” section.

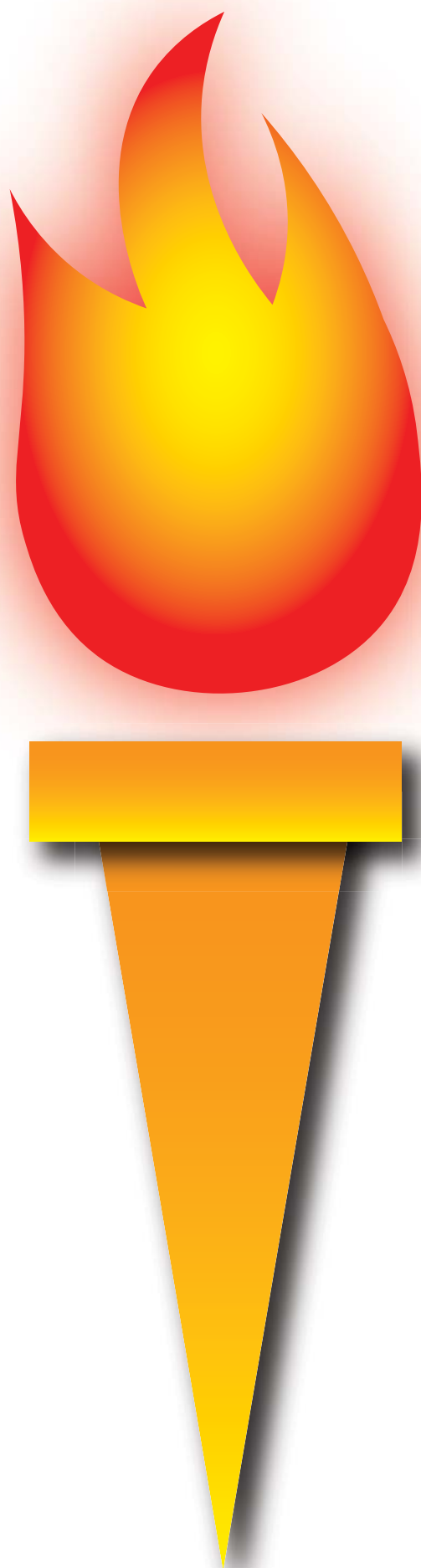
The Torch Awards system is where you get points for doing things you probably already do. They aren’t always something that is significant and most are quite easy to complete. There are seven categories that points can be earned in allowing for a wide variety of activities to be completed. The award part of this comes with the different levels you can earn based on the amount of points you earn in each category.

The reason to become bothered with this is simply, because it shows your motivation, if you earn an award then that can be included in either a portfolio or resume to be presented to future employers. One thing that motivation can be translated into is a passion which passionate people move far in the working world and are more likely to get hired and then move up in the ranks!

Now, is it worth it? That’s up to you to decide. Here are a couple of reasons it may be worth it to you: it stands out to employers and you gain recognition. Personally this has allowed me to gain self-confidence to see the recognition and to have it as a standing point on my resume and within my portfolio.

This system looks to make it as easy as possible while also giving recognition where recognition is due. Although it may seem intimidating with how big the guide is to earn Torch points it actually is quite simple and fun to use. Some may refer to it as somewhat of a scavenger hunt as you record each of the activities you complete!

If you have other questions, feel free to email the State Vice-President, Kat Dennis, at denniskn@my.witc.edu for answers.



State Pin Trading

- Michael Andrews

Each year at the National Leadership Conference participants from each state are able to trade pins with participants from other states. Pin trading is a fun, easy way to network with students from other states. Wisconsin is one of the smaller states in attendance meaning that the Wisconsin pins are very sought after. You’ll probably end up with several people crowding around you if you proudly display your pins on your lanyard.

The State pins are designed each year by a post-secondary members within the Wisconsin Association. The deadline for submitting designs is December 1st. The winner of the pin design will have the honor of bragging rights about the fact that they designed the pin and also will receive 20 pins to trade at the National Leadership Conference.

There are some rules for the design:

Pin designs can be any shape, but the shape cannot contain any holes.

The pin should be a maximum size of 2" x 2". The pin design must be an original design, containing no copyrighted graphics.

Entry must be submitted in PDF format.

You may include the date in your design, but please remember the pin is for next year’s conference.

Pins will be available during and after the State Leadership Conference in February for purchase.



Business Professionals of America - Wisconsin Association Milk Moola

-Brianna Sprague

The Buisness Professionals of America – Wisconsin Association is calling on all chapters, members, and advisors once again this year to help with the collection of caps and bag tops from Kwik Trip’s Nature’s Touch products. The collection of these caps and tops will help raise money for the Wisconsin Association. The money earned will go toward bettering the overall experience and quality of our conferences while also reducing the cost for students. Last year we collected a total of 1,503 caps and/or bag tops; let’s try for a new record this year!

Caps and tops will be collected at the Fall Leadership Conference and State Leadership Conference. Chapters collecting over 500 caps and/or bag tops will be recognized at the State Leadership Conference, and the chapter with the most collections over the year will get the honor of taking home the “Cap-tastic” traveling plaque.

Rules

Chapters can collect caps and tops all year long on and off campus.

Caps and tops may only be collected from Kwik Trip’s Nature’s Touch products.

Caps and tops must all be turned in by the appointed deadline at the State Leadership Conference in order for them to count towards your chapter’s total.



Qualifying Products (Kwik Trip’s Nature’s Touch)

Bags

Gallons

½ Gallons

Quarts

Pints

½ Pints of Whole Milk (Homogenized)

2% Reduced Fat Milk

1% Low-Fat Milk

Fat Free Skim Milk

Chocolate Flavored Milk

Strawberry Flavored Milk

Orange Juice

Nature’s Touch Drinking Water

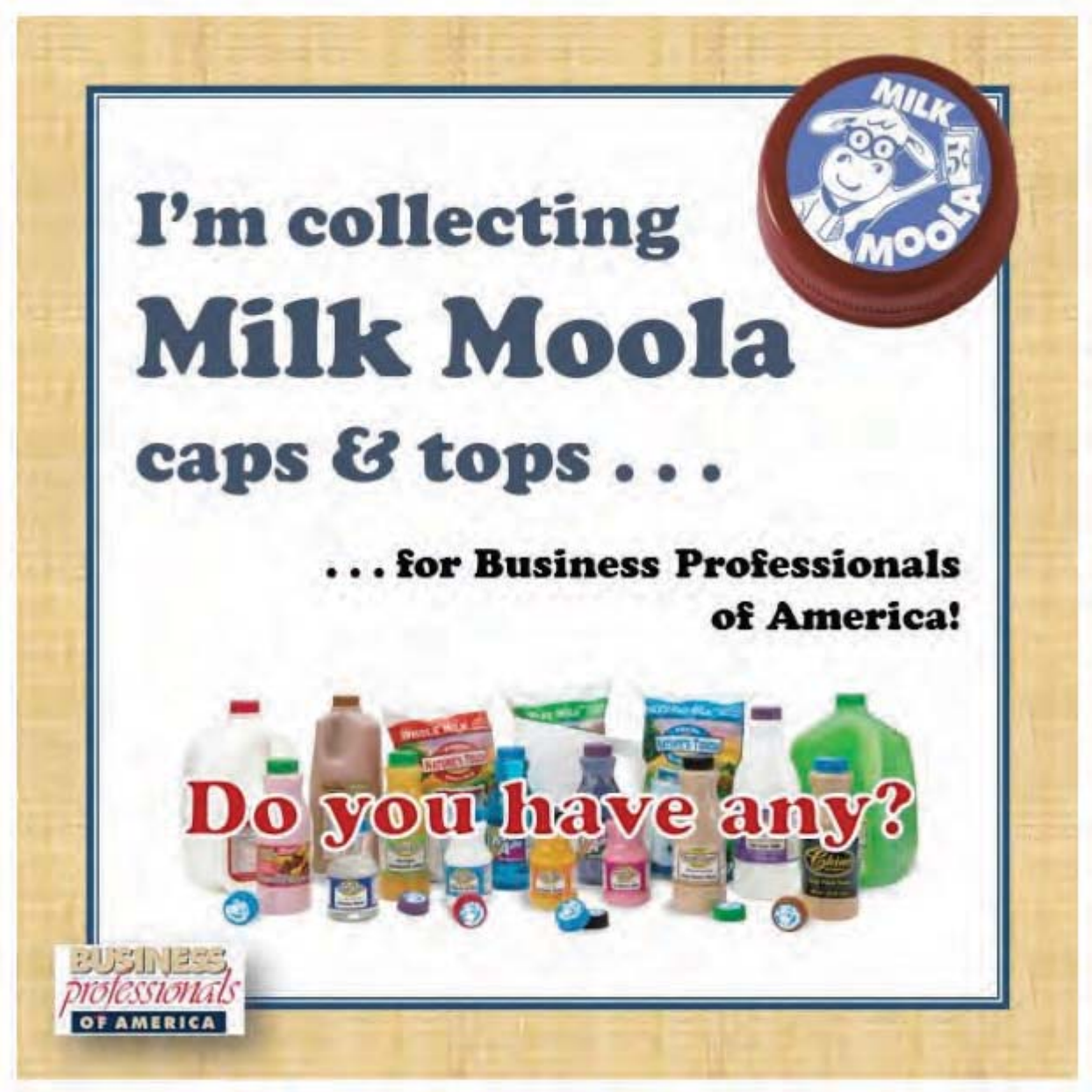
Nature’s Touch Egg Nog (Seasonal)

Gallons Of Kwik Quencher® Iced Tea

Kwik Quencher

Kwik Creamers (1/2 Gallons, Quarts, And Pints).

Please contact Brianna Sprague (briannalsprague@gmail.com) will any questions. Thank you and good luck!



Recruitment:

Techniques for Jumpstarting your Chapter

-Sara Arrowood

When recruiting new members to your local chapters, there are many techniques that can be used to help “reel ‘em in”. Word of mouth is the most powerful way your existing members can spark interest, keeping a high profile in your school is essential for membership efforts. Retaining engaged and happy members is key to increasing any membership. People stay in a club where they feel like they belong, make any prospect members feel important. Begin with having a clear goal and strategic plan when jumpstarting your chapter and work on it all year long.

Practice selling your club by preparing a one minute elevator speech, use it on other students while walking down the hallway or in your classrooms. Fifty-eight percent of people join a club because they were asked. Social media, such as facebook and twitter, are also great ways to spread the word. Offer refreshments at your meetings and plan chapter social events, people like clubs that are friendly and fun. Start with making your first meeting of the year as a “pizza night”.

Host a “bring a friend” meeting featuring an ice-breaker exercise and a brief club orientation. Ask each member to bring a friend with them. Offer a prize to the club member who recruits the most new members. This is also a great way to accumulate torch points. Provide new students with an information packet about your organization. Include information that may be vital to their success. Such as, meeting times, websites that include member activities and a calendar with club events listed.

People also like to join groups that are successful. Publicize any awards that your chapter or members have won. If you’re a returning member to the club, share your club experience with others. Tell friends and classmates what benefits there are in joining. For example, it helps to build your resume. Networking opportunities are endless. Being active in a school club shows potential employers commitment and leads to better job opportunities.

Create a bulletin board with pictures of club members participating in club projects and display in a prominent place within your school. Hand out flyers to students in business classes, announce upcoming chapter meetings and invite people to come. Make inexpensive customized bookmarks and have your campus bookstore hand them out with every book purchase. Print club business cards with club meeting time and place, hand them out to everyone you meet. List upcoming meetings in your campus newsletter.

Set up tables displaying materials at your school club fair. If you are in the marketing profession, design a club pamphlet and place them in strategic places around your local campus. Wear your BPA pin. Remember, this is a team effort. Part of being in a club is learning how to work together. As a final note, have fun building your chapter and remember, the more you “get the word out”, the more it will grow. And as always, lead by example - how many members have you recruited?

Tips for a Professional Social Media Presence

-Zach Admas

In today’s age of social media, we are broadcasting ourselves not only to our peers but also to our employers and potential employers. We must always be wary of what we post on social media so that we do not jeopardize our chances of getting that next promotion, that next job, or even face discipline in your current job.

The first step to having a professional social media is to check your company’s policy on social media. This way you can be aware of what kinds of posts or tags to avoid. Always check to see who can see what you are posting and only accept friend invites from people who you recognize and know. Also, you can set your accounts on different sites to be more private so only friends can view the content on your page.

On Facebook you can also take advantage of the groups option when posting. You can group your friends and colleagues into different groups and when you post a status you can choose to include only certain groups.

Overall be smart and double think before you send it. Think about who can see it and think about if it belongs on the internet. If you are worried about your account being too unprofessional consider making two accounts where one is for business and one is for personal use.

Merit Scholar

-Shane Adams

Members in good standing with BPA may take a test called the Merit Scholar Test.

The Merit Scholar Test is a test by BPA about BPA.

Each year the test is rewritten.

Those receiving a 85% or higher on the State Merit Scholar Test will receive the Merit Scholar pin.

Once a Merit Scholar always a Merit Scholar.

Summer

"I learned my abc's. We learned how to work with those of a different personality than ourselves and improved our public speaking skills. We practiced running an activity with feedback as to how we could improve. We also dealt with parliamentary procedure and running a meeting smoothly."

-Shane Adams

"In June, all officers went to the Wisconsin CTSO Summer Boards. We spent a few days planning the Fall Conference as well as some things for the State Conference, which will be held in Rice Lake. Also, we managed to have a bit of fun and get to know the other CTSO officers in Wisconsin. As your Vice President, I'm here to help you in all things TORCH, so feel free to email me your questions! I look forward to this new year where one of our goals is to grow membership. I challenge everyone to get one new member for Business Professionals of America this fall. I triple dog dare you! If each member can get one new member, we double our numbers. My BPA family... I have faith in you!"

-Kat Dennis

"After attending the Summer Board Officer Training, I was truly amazed how three completely different clubs can come together and accomplish so much. I learned about teamwork and how every person plays a part to achieve one final goal, no matter what club they come from. We worked on speaking in front of crowds, something that scares me to death. We also learned a few things about ourselves and techniques on how we can learn to work with others who may be the complete opposite of us."

-Sara Arrowood

Boards

State Officer Training

"During the Summer boards there were many activities that took place allowing for growth of each and every single person who attended. The skills are needed in the workplace while also within our own organizations. Although this was my third time being in attendance I was still able to learn a lot. I was able to learn about my conflict resolution style, my leadership style, and I was able to continue to improve my public speaking skills. We were also given the task to pair up with state officers of different organizations allowing for the intermingling of ideas and ideals from one to another, we were told to pick an ice-breaker activity so that we could continuously get to know each other over the three days we spent in training and preparation for the Fall Leadership Conference. My favorite ice-breaker had to be when we were given the opportunity to duct tape someone to a wall. My team had no faith in ourselves but because of something that we had thought insignificant at the time our person was able to stay up in the air and could've stayed there for quite a long time."

-Libby Dannhoff

"I learned leadership skills and interpersonal skills. My favorite part was the personality test and learning how to work with people with different worldviews."

-Zach Adams

What is BPA Cares

-Libby Dannhoff

BPA Cares is a way to earn recognition for outstanding involvement within different areas such as Service Learning, BPA Specific, and Professional matters. This spans across the board allowing for members to get recognized for several different awards.

For **Service Learning** there are some simple guidelines that reach across several of the awards:
Guidelines:

To be eligible to be recognized the chapter must have either performed 100 service hours or contributed at minimum \$500.00 to a service organization.

With hours this is something that can be considered as a hack with the more people in your chapter the less overall time it takes to earn the 100 hours of service. This is because “the amount of people involved” * “the amount of hours for the activity” = “Total Hours for the Activity” to give an example 8 chapter members were involved in a service activity for 10 hours now taking the equation $8 * 10 = 80$ total hours. Now it is very important to have a record of each event so that it is easier to submit the application when it is due for submission, so make sure to have one of your chapter members in charge of keeping a document with these events and the hours logged for each.

For each of the above awards you can find the guidelines within the BPA Cares Handbook which is located on the BPA.org website under the ‘Service’ tab. Make sure to read carefully what each reward requires.

The following Awards are centered around the above guidelines:

- Community Service Award
- Environmental Action/Awareness Award
- Service Learning Individual Award
- Special Olympics Award

For **BPA Specific** or the **Special Recognition Awards** there are:

- BPA Marketing and Public Relations Award
- BPA Merit Scholar Award
- Chapter Activities Award of Excellence
- Recruiter of the Year Award
- Membership Explosion Award
- Social Media Award
- The Professional Cup Award

Then finally for the **Professional Awards** there are:

- Advisor of the Year Award
- Emerging Advisor of the Year Award
- Emerging Professional of the Year Award
- Hall of Fame Award
- Outstanding Service Award
- Student of the Year Award



Mike Tokheim

-Michael Andrews

The Mike Tokheim Scholarship is awarded each year, to up to four students in good standing within BPA: Wisconsin Association for 200.00 each. The application deadline is the first of February each year and are awarded at the State Leadership Conference.

To be eligible for the scholarship applicants must meet all the requirements

Must be in good standing with their chapter

Must maintain at least a 3.0 GPA on a 4.0 scale

Must apply (found on the state website www.wisconsinbpa.org) by the assigned deadline.

In the last few years there have been at least 4 applicants so please make sure to keep in mind to put as much work as you can into this application and list anything and everything that is relevant to earning this scholarship. This past year alone there were 7 applicants 4 of which were chosen to receive the scholarship.

The scholarship is named in honor of Mike Tokheim. Mr. Tokheim was employed by the Wisconsin Technical College System and worked to promote BPA. He worked closely with the State Advisors, Chapter Advisors and Student Leadership to help build the organization we now have.

Even as his workload increased with state budget cuts, Mr. Tokheim never lost focus on BPA because he saw it as a great way to build skills needed in the business job market. He always went to bat for the organization during budget times to make sure that the organization could meet its needs for the following year. Because of his work the scholarship was named after him.

Mr. Tokheim and his wife still live near Madison where they enjoy their retirement
Information about Mr. Tokheim was provided by Larry Gee.



FALL LEADERSHIP CONFERENCE

Are You Ready?

October 22nd, 2018

La Crosse, Wisconsin