



Photo Release: l to r: Ty Ellis, Kortney Kirkland, Shawna Yockey, and Advisor Cathy Kibler take a group photo before the awards presentation at the PBL National Leadership Conference in Chicago. Orren Taylor not pictured.

FOR IMMEDIATE RELEASE

Future Business Leaders of America-Phi Beta Lambda, Inc.

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Labette Community College Recognized with Top Honors at PBL National Leadership Conference in Chicago

Parsons, Kansas, June 27, 2015—More than 1,600 of America’s best and brightest college students traveled to the Windy City to *Step Up to the Challenge* as they showcased their talents as future business leaders and vied for the opportunity to win more than \$81,000 in cash awards.

Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL), held its PBL National Leadership Conference in Chicago on June 24–27. Attending from Labette Community College were Ty Ellis, Kortney Kirkland, Orren Taylor, Shawna Yockey along with their Advisor, Cathy Kibler. Participants from across the United States attended this exciting conference to enhance their business skills, expand their networks, and participate in more than 55 business and business-related competitive events.

Kortney Kirkland, Orren Taylor and Shawna Yockey from Labette Community College in Parsons, Kansas, received national recognition at the PBL Awards of Excellence Program on June 27. These three students competed in Marketing Analysis and Decision Making and brought home seventh place. This event consisted of two parts: an objective test and a role playing activity. Labette’s team

took the objective test collaboratively. Only the top 15 teams advanced to the final role play component which consisted of an interactive role play situation that included competencies dealing with consumer behavior, advertising, e-commerce, public relations, marketing principles, concepts and management.

“We have an outstanding Phi Beta Lambda chapter here at LCC and these students proved that they are truly Future Business Leaders. I am very proud of them and their accomplishments,” said Cathy Kibler, Phi Beta Lambda Advisor.

The award was part of a comprehensive national competitive events program sponsored by FBLA-PBL that recognizes and rewards excellence in a broad range of business and career-related areas. For many students, the competitive events are the capstone activity of their academic careers. In addition to the competitions, students immersed themselves in educational workshops, visited an information-packed exhibit hall, and attended motivational keynotes on a broad range of business topics.

About FBLA-PBL, Inc.

Future Business Leaders of America-Phi Beta Lambda, Inc., the largest and oldest student business organization, is a nonprofit 501(c)(3) education association with a quarter million members and advisers in over 6,500 active middle school, high school, and college chapters worldwide. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. The association is headquartered in Reston, Virginia, just outside of Washington, D.C. For more information, visit fbla-pbl.org.