PBL Takes Home Eight Awards at State Leadership Conference

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Utah State University students competed against universities throughout the state of Utah at the annual State Leadership Conference for the Collegiate Business Club, PBL (Phi Beta Lambda) and walked away with eight total awards.

“I’m amazed by my presidency and how they reached out and encouraged participation during a year where all competitions are virtual,” said Cheryl Burgess, Lecturer for the Data Analytics & Information Systems Department at the Jon M. Huntsman School of Business. “They held office hours via Zoom and sent out encouraging notes to each other throughout the school year to participate.”

The team was able to meet in the O.C. Tanner Conference room to hear the State Leadership Awards broadcasts live from the PBL State Presidency.

“We worked hard to help our club members succeed, so it was great to see a lot of them do well at the State Competition,” Verl Johansen, Competitive Event Specialist, said. “Hopefully, next year we can grow the club more, but for right now, the focus is on Nationals and doing well there.”

“I’m super proud of all of our student members and look forward to National Leadership Conference in June,” Burgess added.

Awards, Listed by Event in Alphabetical Order:

• 1st Place, Business Decision Making, Jaren Campbell
• 1st Place, Financial Concepts, Rachel Hale
• 1st Place, Job Interview, Jaren Campbell
• 3rd Place, Job Interview, Verl Johansen
• 2nd Place, Macroeconomics, Rachel Hale
• 3rd Place, Marketing Concepts, Verl Johansen
• 2nd Place, Microeconomics, Emily Sorensen
• 4th Place, Sports Marketing Management, Verl Johansen

Future Business Leaders of America-Phi Beta Lambda, Inc. is an organization with the mission to prepare students for careers in business. You can learn more at http://fbla-pbl.org. Visit https://huntsman.usu.edu/pbl/index for more information on the USU club.