

2018-2019



KENTUCKY AWARDS PROGRAM

FUTURE BUSINESS LEADERS OF AMERICA

**COMPETITIVE EVENTS
GUIDELINES**

Kentucky Department of Education

KENTUCKY AWARDS PROGRAM

FUTURE BUSINESS LEADERS OF AMERICA

Event Guidelines – All events are Regional, State, and National unless specified differently.

COMPETITIVE EVENTS

Individual or Team	3D Animation
Individual	Accounting I
Individual	Accounting II
Individual	Advertising
Individual	Agribusiness
Chapter	American Enterprise Project
Individual or Team	Banking and Financial Systems
Individual or Team	Broadcast Journalism
Chapter	Bulletin Board (Regional/State)
Individual	Business Calculations
Individual	Business Communication
Individual or Team	Business Ethics
Individual or Team	Business Financial Plan (State/National)
Individual	Business Law
Individual or Team	Business Plan Project (State/National)
Individual	Client Service
Individual	Coding and Programming
Chapter	Community Service Project
Individual	Computer Applications
Individual or Team	Computer Game & Simulation Programming
Individual	Computer Problem Solving
Individual	Cyber Security
Individual	Database Design & Applications
Individual or Team	Digital Video Production
Individual or Team	E-Business
Individual	Economics
Individual	Electronic Career Portfolio
Individual or Team	Emerging Business Issues
Individual or Team	Entrepreneurship
Individual	Ethel M. Plock Scholarship (Regional/State)
Individual	Eugene H. Smith Scholarship (Regional/State)
Individual	Future Business Leader
Individual or Team	Global Business
Individual or Team	Graphic Design
Individual	Health Care Administration

Individual	Help Desk
Individual or Team	Hospitality Management
Individual	Impromptu Speaking
Individual	Insurance and Risk Management
Individual	Introduction to Business
Individual	Introduction to Business Communication
Individual or Team	Introduction to Business Presentation
Individual	Introduction to Business Procedures
Individual	Introduction to FBLA
Individual	Introduction to Financial Math
Individual	Introduction to Information Technology
Individual	Introduction to Parliamentary Procedure
Individual	Introduction to Public Speaking
Individual	Job Interview
Individual	Journalism
Chapter	Local Chapter Annual Business Report
Chapter	Local Chapter Name Tag (Regional/State)
Chapter	Local Chapter Newsletter (Regional/State)
Chapter	Local Chapter Scrapbook (Regional/State)
Individual or Team	Management Decision Making
Individual or Team	Management Information Systems
Individual or Team	Marketing
Individual or Team	Mobile Application Development
Individual or Team	Network Design
Individual	Networking Concepts
Individual	Organizational Leadership
Team	Parliamentary Procedure
Chapter	Partnership with Business Project (State/National)
Individual	Personal Finance
Individual	Political Science
Individual or Team	Public Service Announcement
Individual	Public Speaking
Individual or Team	Publication Design
Individual	Sales Presentation
Individual	Securities & Investments
Individual or Team	Social Media Campaign
Individual or Team	Sports and Entertainment Management
Individual	Spreadsheet Applications
Individual or Team	Talent Show (Regional/State)

Individual or Team	Website Design
Individual	Word Processing

RECOGNITION EVENTS

- Individual Who's Who in FBLA (***Must** have completed Future Level BAA*)

- Local Chapter Gold Seal Chapter Award of Merit
Commonwealth Award of Merit
Largest Local Chapter Membership
Chapter Membership Award - % Increase
Local Chapter Businessperson of the Year
Local Leadership Challenges
Local Recruitment of Chapters
Reporters Quill

**KENTUCKY AWARDS PROGRAM
GENERAL INFORMATION
EVENT GUIDELINES**

FBLA competitive events are divided into four categories: Individual, Individual or Team, Team, and Chapter events. The following general regulations apply to participation in FBLA regional, state, and national competitive events.

- A member may participate in **any number** of chapter events.
- A maximum of five (5) members may be registered in a single chapter event.
- A member may enter **one Individual OR one Individual/Team event** in addition to **one** of the following events

3D Animation	E-Business
Business Financial Plan	Ethel M. Plock Scholarship
Business Plan Project	Eugene H. Smith Scholarship
Coding & Programming	Future Business Leader
Computer Applications	Spreadsheet Applications
Computer Game & Simulation Programming	Website Design
Database Design & Applications	Word Processing
Digital Video Production	

- The Talent Show varies by region. Refer to your regional conference memo.
- A local chapter may have only one entry in each Individual, Individual or Team, or chapter competitive event.
- A student **cannot** compete in two events at the National Conference. If a student enters a prejudged event and one other event and qualifies at the State Conference to compete at the National Conference, **the student must choose in which event he/she will compete at NLC.**
- Members' dues must be posted as paid to the FBLA-PBL Inc. (state and national dues) by **February 1** to be eligible to participate in regional, state, or national competitive events. Membership in FBLA is unified on local, state, and national levels and is not available separately.
- All event guidelines have been updated. These guidelines and rating sheets will replace all others and will be in effect with the 2019 Kentucky Regional Leadership Conferences.
- Review each guideline for eligibility requirements, regulations, procedures, and awards recognition.
- These competitive event guidelines are to be utilized for participation in regional and state conference events. **For competition at the National Leadership Conference, use the National Awards Program event guidelines.**

- Students who have competed in a "**higher level**" event may not then compete in the associated "**introductory level**" event, such as Accounting I/II, Introduction to Parliamentary Procedure/Parliamentary Procedure, etc.
- Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition. A person participating in a pilot event is eligible to compete in another Individual or Team event.

Regional Conference Eligibility

Each chapter may enter one (1) participant/team in each event, other than Talent Show, at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.
- The participant must be registered for the RLC by the conference deadline.

State Conference Eligibility

Based on competitive event results, a maximum number of three (3) entries per event, per region are eligible to compete at the State Leadership Conference. Exceptions are the Talent Show (only two entries per region) and Who's Who.

1. Participants must be registered for the SLC by the conference deadline.
2. Participant(s) must not have entered this event at a prior National Leadership Conference. Exceptions are one (1) team member of a team other than Parliamentary Procedure team, where two (2) members may have previously competed at the NLC.

Repeat Competitors

Competitors are **not** permitted to compete in an event more than once at the NLC unless one of the following circumstances applies:

- Modified Events: A competitor may compete in the same event when the event is modified. Note, if the only modification is a name change, competitors may **not** compete in the renamed event.
- Team Events: One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- Chapter Events: Competitors may compete in a chapter event more than once (American Enterprise Project, Community Service Project, and Partnership with Business Project).
- Individual Entry: A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.
- Parliamentary Procedure: Two (2) competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.

Breaking Ties

- Objective Tests: Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- Objective and Production Tests: The production test scores will be used to break a tie.
- Objective Tests and Performances: The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- Reports/Projects and Performances: The report/project scores will be used to break a tie.
- Performances: Judges must break ties and all judges' decisions are final.

Deadlines

- The local chapter adviser must register all competitors for RLC/SLC competitive events online by 11:59 p.m. Eastern Time of the conference deadline. Refer to the conference memo for details.
- All prejudged components (reports, websites, projects, statement of assurance) must be uploaded by 11:59 p.m. Eastern Time by the conference deadline. See conference memo for details.
- All prejudged projects and reports must be [submitted electronically](#).
- All [Statements of Assurance](#) must be submitted online.
- All production tests must be uploaded by 11:59 p.m. Eastern Time of the conference deadline. See conference memo for details.

Awards

Unless otherwise noted, the number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three (3), and the maximum number for the State Leadership Conference is five (5).

A minimum score may be required to advance to the next level of competition.

Each competitor must compete in all parts of an event for award eligibility.

Zero is not a score and does not qualify competitor(s) to advance to the next level of competition.

All decisions of the judges are final.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Americans with Disabilities Act (ADA)

FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit a special needs form](#).

General Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- An equal number from each section in the preliminary round—will advance to the final round for events with preliminary rounds.
- In the case of team events, all team competitors are expected to actively participate in the performance.
- Competitors cannot be replaced or substituted for prejudged events with the exception of the chapter events—American Enterprise Project, Community Service Project, and Partnership with Business Project.
- All competitors must comply with the FBLA-PBL dress code.
- Prejudged materials and résumés will not be returned.

General Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following will be provided for the final round of technology presentation events: screen, power, and table. It is up to the final round competitors if they wish to use the provided technology.
- Competitors utilizing Apple products or other devices that do not have a VGA port or HDMI will need to provide their own adapters.
- Internet access will be provided for:
 - 3-D Animation
 - Coding & Programming
 - Computer Game & Simulation Programming
 - Digital Video Production
 - E-Business
 - Electronic Career Portfolio
 - Mobile Application Development
 - Public Service Announcement
 - Social Media Campaign
 - Website Design
- Internet access may not be WiFi, so competitors should plan appropriately when selecting laptops/tablets on which to present.

Prejudged Projects & Presentation Guidelines – Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The local chapter adviser must submit all Statements of Assurance and projects electronically by 11:59 p.m. Eastern Time of the conference deadline.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC & SLC. The presentation of a project is judged at the SLC for the eight (8) finalists with the highest prejudged scores.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.

- When applicable, the use of templates must be identified.

Prejudged Reports & Presentation Guidelines – Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The local chapter adviser must upload a PDF of the report by 11:59 p.m. Eastern Time of the conference deadline. Refer to the conference memo for specific information.
- Front cover is not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the RLC/SLC. The presentation of the project is judged at the SLC for the top eight (8) finalists determined by the prejudged scores.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous SLC.

Collaborative Objective Test & Team Performance (Role Play) – Final Round Performance Guidelines

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Production & Objective Test

Production Test Guidelines

- The local chapter adviser must submit the Test Administrator Form to the State Adviser by the deadline listed in the conference memo.
- Complete instructions for administering the production component of the event, the tests, and directions for submitting completed work will be sent electronically to the test administrator.
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- No calculators are allowed to be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.

Objective Test Guidelines

- The Test Proctor Form must be returned to the State Adviser by the deadline listed in the conference memo.
- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Online Testing

- Refer to your conference memo for details about Individual or Team Online Objective Test substitutions.
- There will be **NO substitutions for Individual Online Objective Tests** at regional conferences.
- **Regional Leadership Conferences** – Online testing is conducted for all objective test events at the Regional Leadership Conferences.
- **State Leadership Conferences** – Online testing will be held at each Individual school for all objective tests. Information will be sent to the test proctors at the schools as to when the testing window will open and close.
- The Test Window Selection Form and the Test Administrator form must be returned to the State Adviser by the deadline listed in the conference memo.
- Voice recognition software may be used where appropriate in all skill event production tests. The local chapter must provide the software.
- **The Format Guide may be used as a reference when taking the Computer Applications, Spreadsheet Applications, and Word Processing PRODUCTION COMPONENT only! No reference materials may be used for the Online Objective Test.**
- Copyright and Fair Use Information: It is the policy of FBLA-PBL to comply with state and federal copyright laws. Copyright guidelines are included in the Format Guide which can be found on the Kentucky FBLA website: www.kyfbla.org
- **Online Testing: Participants may be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the**

calculator on the computer or a non-programmable calculator provided by the school.

- A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

- Clarification for events with Preliminary and Final Rounds – Those members participating in a preliminary round **MUST BE THE SAME participants in the Final Round.**

Any student testing/performing using another student's credentials **WILL BE DISQUALIFIED**. Any Individual or Team with one or more members testing/performing without following the proper procedures will be disqualified.

****The following online objective tests (State Leadership Conference only) will need the certification forms on pages 12 and 13 completed and returned to the state adviser after the online testing is complete:**

Accounting I
Accounting II
Advertising
Agribusiness
Banking and Financial Systems
Business Calculations
Business Communication
Business Law
Computer Applications
Computer Problem Solving
Cyber Security
Database Design and Applications
Economics
Entrepreneurship
Future Business Leader
Global Business
Health Care Administration
Help Desk
Hospitality Management
Insurance and Risk Management
Introduction to Business

Introduction to Business Communication
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Introduction to Parliamentary Procedure
Journalism
Management Decision Making
Management Information Systems
Marketing
Network Design
Networking Concepts
Organizational Leadership
Parliamentary Procedure
Personal Finance
Political Science
Securities and Investments
Sports and Entertainment Management
Spreadsheet Applications
Word Processing



**FUTURE BUSINESS LEADERS OF AMERICA
EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY**

**This Form Must Be Completed and Returned to the Proctor
By Each Competitor Prior to Exiting the Testing Room
After Completing the Online Objective Test.**

NAME OF EVENT: _____

Competitor Name: _____

School: _____

**As a competitor in an (check one) _____ Individual or _____ Individual or Team
online objective test, I certify that the following statements are true:**

- The test proctor was not my FBLA adviser or another business teacher in my school.
- My adviser(s) or other business teacher in my school was not present in the room.
- The test proctor remained in the room and was attentive to testers at all times.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not log onto any other computer or website while testing.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

Signature of Competitor

Name of School

Date

Time



**FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY**

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this/these competitive event(s). Your involvement and commitment make this program possible for our students. We appreciate your willingness to help! Upon completion of testing, please return all completed forms in a single envelope to

**Connie Witt, KY FBLA State Adviser
300 Sower Blvd – 5th Floor
Frankfort, KY 40601**

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back into the site and résumé the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer may be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

As a proctor for the above mentioned test(s), I certify that the following statements are true (please initial at the end of each statement):

- I am not the FBLA adviser or a business teacher in this school system. _____
- I was attentive to the competitors and constantly monitored their testing. _____
- I remained in the room the entire time the competitor(s) was/were taking the online test. _____
- No one other than me and the competitor(s) was in the testing room during the time of the testing. _____
- Individual or Teams tested on only one (1) computer and did not log onto more than one computer. _____
- Students remained in the room, in their seats until the test was complete. _____

Signature of Proctor

Date

Email: _____

EVENT PROCTOR CERTIFICATION FORM

Event(s) Proctored (check all that apply)

Printed Proctor Name and Title: _____

School: _____

- | | |
|---|--|
| <input type="checkbox"/> Accounting I | <input type="checkbox"/> Introduction to Information Technology |
| <input type="checkbox"/> Accounting II | <input type="checkbox"/> Introduction to Parliamentary Procedure |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Journalism |
| <input type="checkbox"/> Agribusiness | <input type="checkbox"/> Networking Concepts |
| <input type="checkbox"/> Business Calculations | <input type="checkbox"/> Organizational Leadership |
| <input type="checkbox"/> Business Communication | <input type="checkbox"/> Parliamentary Procedure |
| <input type="checkbox"/> Business Law | <input type="checkbox"/> Personal Finance |
| <input type="checkbox"/> Computer Applications | <input type="checkbox"/> Political Science |
| <input type="checkbox"/> Computer Problem Solving | <input type="checkbox"/> Securities & Investments |
| <input type="checkbox"/> Cyber Security | <input type="checkbox"/> Spreadsheet Applications |
| <input type="checkbox"/> Database Design & Applications | <input type="checkbox"/> Word Processing |
| <input type="checkbox"/> Economics | Individual or Team Tests |
| <input type="checkbox"/> Future Business Leader | <input type="checkbox"/> Banking & Financial Systems |
| <input type="checkbox"/> Health Care Administration | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Help Desk | <input type="checkbox"/> Global Business |
| <input type="checkbox"/> Insurance & Risk Management | <input type="checkbox"/> Hospitality Management |
| <input type="checkbox"/> Introduction to Business | <input type="checkbox"/> Management Decision Making |
| <input type="checkbox"/> Introduction to Business Communication | <input type="checkbox"/> Management Information Systems |
| <input type="checkbox"/> Introduction to Business Procedures | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Introduction to FBLA | <input type="checkbox"/> Network Design |
| <input type="checkbox"/> Introduction to Financial Math | <input type="checkbox"/> Sports and Entertainment Management |

NEW FOR 2019 CHANGES FOR PREJUDGED EVENTS

The following events now have a performance component for the top eight (8) entries based on prejudged scores **ONLY** at the State Leadership Conference:

3D Animation

American Enterprise Project

Business Financial Plan

Business Plan Project

Community Service Project

Computer Game & Simulation Programming

Digital Video Production

E-Business

Partnership with Business Project

Website Design

Advisers to competitors qualifying for the final round of competition requiring a presentation of the report/project will be notified as soon as scores are verified in conference headquarters. All competitors should be prepared to present.

3-D Animation

Category: Prejudged Projects & Presentation
Type: Individual or Team

Overview

This event is prejudged only at the RLC. The SLC will consist of two (2) parts: a prejudged project and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts at the SLC for award eligibility.

Topic: Using 3-D animation, create an informational video related to the many geographical areas devastated by natural disasters during the past year. The video should describe how to support cities/areas affected by natural disasters and should include:

- Volunteer opportunities.
- Ways to provide aide or assistance.
- Issues related to assistance that can create additional problems.

Skills: This event provides recognition for FBLA members who possess knowledge of basic skills and procedures and the ability to make intelligent business decisions.

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists from the prejudged scores will advance to the final round for a presentation component at the SLC.

Event Specific Guidelines

- The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process.
- Animated video should be no longer than three (3) minutes.
- The video should be shown to the judges.

3-D Animation (cont'd)

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of a project of the top eight (8) finalists is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Arts, A/V Technology, & Communication
- Business Management & Administration
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Accounting I

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers. *Participants must not have had more than two (2) semesters or one (1) semester equivalent to a full year in block scheduling in high school accounting instruction.*

Objective Test Competencies: Journalizing; Account Classification; Terminology, Concepts, and Practices; Types of Ownership; Posting; Income Statement; Balance Sheet; Worksheet; Bank Reconciliation; Payroll; Depreciation; Manual and Computerized Systems; Ethics

Skills: The accurate keeping of financial records is an ongoing activity in all types of businesses. This event provides recognition for FBLA members who have an understanding of and skill in basic accounting principles and procedures.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Accounting
- Computation
- Economics & Personal Finance

Career Clusters

- Business Management & Administration
- Finance
- Government & Public Administration
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Accounting II

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Financial Statements; Corporate Accounting; Ratios and Analysis; Accounts Receivable and Payable; Budgeting and Cash Flow; Cost Accounting/Manufacturing; Purchases and Sales; Journalizing and Posting; Income Tax; Payroll; Inventory; Plant Assets and Depreciation; Departmentalized Accounting; Ethics; Partnerships

Skills: The accurate keeping of financial records is a vital ongoing activity in all types of businesses. This event provides recognition for FBLA members who have demonstrated an understanding of and skill in accounting principles and procedures as applied to sole proprietorships, partnerships, and corporations.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Accounting
- Computation
- Economics & Personal Finance

Career Clusters

- Business Management & Administration
- Finance
- Government & Public Administration
- Marketing, Sales, & Service

Timeline Test: 1 hour

Advertising

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Personal Selling and Sales Promotion; Traditional and Alternative Advertising Media; Consumer Behavior; Basic Marketing Functions; Branding and Positioning; Economy; Advertising Plan; Legal and Ethical Issues; Diversity and Multicultural Market; Public Relations; Creation of the Advertisement; Consumer-Oriented Advertising; Financial Planning; Communication; Consumer Purchase Classifications; Target Market; Market Segmentation; Product Development; Product Life Cycle; Price Planning; Channels of Distribution; Marketing Research; Effective Advertising and Promotional Messages; Budget; Financing Advertising Campaigns; Demographics; History and Influences; Advertising Industry and Careers; Supply Chain Management; Distribution Logistics; Internet; Self-Regulation; Careers; Advertising Workplace; Leadership, Career Development, and Team Building; Risk Management

Skills: This event provides recognition for FBLA members who possess knowledge of the basic principles of advertising.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Entrepreneurship
- Marketing

Career Clusters

- Business Management & Administration
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Agribusiness

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Economics; Finance and Accounting; Health, Safety, and Environmental Management; Management Analysis and Decision Making; Marketing; Terminology and Trends

Skills: This event provides recognition for FBLA members who demonstrate an understanding of and skill in basic agribusiness concepts and procedures.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Accounting
- Entrepreneurship
- Management
- Marketing

Career Clusters

- Agriculture
- Business Management & Administration
- Marketing, Sales, & Service

Timeline
Test: 1 hour

American Enterprise Project

Category: Prejudged Reports & Presentation
Type: Chapter

Overview

Reports will be prejudged only for the RLC. The SLC will consist of two (2) parts: a prejudged report and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts for award eligibility at the SLC.

Skills: The Edward D. Miller Award recognizes FBLA chapters that develop projects within the school and/or community that increase the understanding of and support for the American enterprise system by developing an informational/educational program. The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline. Refer to the Conference Memo.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists determined from the prejudged scores will advance to the final round.

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable)

Event Specific Guidelines

- The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
- Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The project must be uploaded by 11:59 p.m. of the conference deadline. Refer to the Conference Memo for details.
- Submission type: PDF
- Submission # of pages: 15

American Enterprise Project (cont'd)

- Front cover is not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of the project is judged at the SLC for the top eight (8) finalists.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous RLC/SLC.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Internet access will not be provided.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Economics & Personal Finance
- Entrepreneurship
- Management

Career Clusters

- Business Management & Administration
- Information Technology

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Banking & Financial Systems

Category: Collaborative Objective Test & Team Performance (Role Play)

Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Concepts and Practices; Basic Terminology; Government Regulation of Financial Services; Impact of Technology on Financial Services; Types and Differences of Various Institutions; Ethics; Careers in Financial Services; Taxation

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Case: A problem or scenario encountered in the banking or financial business community.

Skills: Understanding how financial institutions operate is important to successful business ownership and management. It also is valuable for personal financial success. This event provides recognition for FBLA members who have an understanding of and skills in the general operations of various components of the financial services sector.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 p.m. EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Performance Guidelines – Final Round

Eight (8) competitors/teams with the highest objective test scores (an average for teams) will advance to the final round. In the case of team events, all team competitors are expected to actively participate in the performance.

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.

Banking & Financial Systems (cont'd)

- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Competitors cannot be replaced or substituted in the performance round from the original objective test participants.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Career Development
- Computation
- Economics & Personal Finance
- Management

Career Clusters

- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Broadcast Journalism

Category: Presentation with Equipment
Type: Individual or Team

Overview

Includes a presentation.

Topic: You and/or your team are part of your school's broadcast team. Create a broadcast event that includes the following:

- Plans of your FBLA Chapter for the school year.
- How to prevent cyberbullying on campus.
- A weather forecast.
- Senior news on campus.

Skills: Whether using the medium of TV, radio, or internet, the broadcast journalist has to look for possible news or feature stories that might be of interest to the public. This event provides recognition for FBLA members who demonstrate skill and understanding of the profession.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- This is a live newscast in front of judges, not a prerecorded newscast.
- Competitors must research and develop the topic prior to conference and be prepared to present a 7-minute live news broadcast to the judges.
- Competitors are permitted to bring prepared notes of any type for the presentation.
- Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges.
- Comply with state and federal copyright laws.
- Competitors should introduce themselves and present the news broadcast to the judges.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Broadcast Journalism (cont'd)

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication

Career Clusters

- Arts, A/V Technology, & Communication

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

BULLETIN BOARD

(REGIONAL AND STATE EVENT ONLY)

Category: Prejudged
Type: Chapter

FBLA activities should encourage creative thinking and promotion of the organization. The theme for the bulletin board design will be the FBLA state (not national) theme for the year.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

REGULATIONS

1. The person(s) responsible for the Bulletin Board must be listed on the Event Participation Summary Form which must be submitted by the designated date.
2. No more than five (5) members may be registered in this event.
3. Failure to adhere to the following guidelines will result in the disqualification of the bulletin board.
 - a) The current FBLA state theme **must be stated in full** on the bulletin board in the correct order. Theme may only be in one of the following formats:

KY FBLA is Your Ticket to Success
KY FBLA IS YOUR TICKET TO SUCCESS
 - b) The bulletin board must be on a framed board, not to **exceed 24" x 36" including the frame. Poster/form boards, etc. will result in disqualification.**
 - c) The **submission form** containing a 4 x 6 picture of the bulletin board, the chapter name, and the chapter number must be **attached to the back** of the bulletin board.
 - d) All parts of the bulletin board **must be affixed within the 24" x 36"** dimensions (no parts extending outside the frame).
 - e) The Bulletin Board must be displayed and judged horizontally or vertically as if mounted on a wall.

Changes may **NOT** be made to the bulletin board between the regional and state conferences other than minor repair due to damage during transportation (reattaching parts that have loosened or fallen off

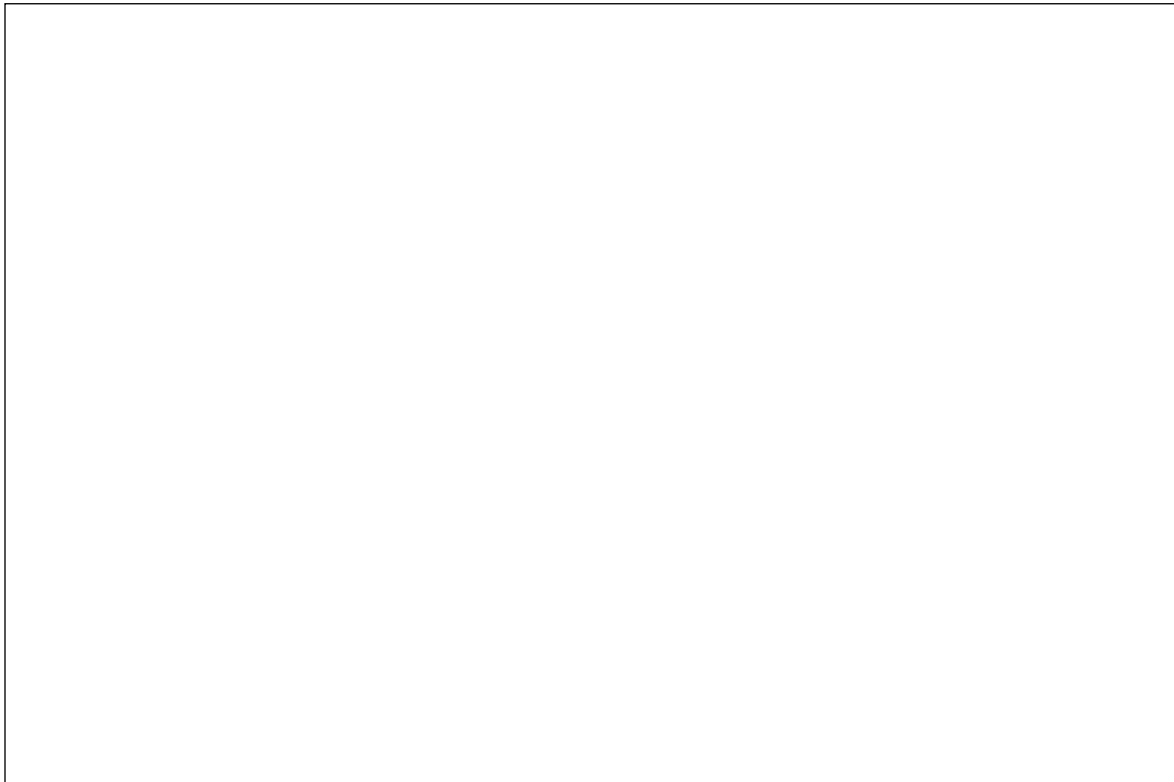
PROCEDURE:

The bulletin board must be brought to the designated area at the Regional and State Leadership Conferences. It must be left at the time indicated in the program. No one will be permitted to be present in the room before and during judging. Bulletin boards will be open for viewing once all judging has been completed.

REGIONAL BULLETIN BOARD SUBMISSION FORM 2019

Directions: Complete the information requested below and attach a 4x6 picture of the bulletin board in the space provided. Affix **this form** to the back of the bulletin board prior to submitting for judging.

Chapter Name: _____



Business Calculations

Category: Objective Test

Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Consumer Credit; Mark-Up and Discounts; Data Analysis and Reporting; Payroll; Interest Rates; Investments; Taxes; Bank Records; Insurance; Ratios and Proportions; Depreciation; Inventory

Skills: Acquiring a high level of mathematics skill to solve business problems is a challenge for all prospective business employees. This event provides recognition for FBLA members who have an understanding of mathematical functions in business applications.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument

Alignment

NBEA Standards

- Accounting
- Computation

Career Clusters

- Business Management & Administration
- Finance

Timeline

Test: 1 hour

Business Communication

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Nonverbal and Verbal Communication; Communication Concepts; Report Application; Grammar; Reading Comprehension; Editing and Proofreading; Word Definition and Usage; Capitalization and Punctuation; Spelling; Digital Communication

Skills: Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who work toward improving their business communication skills of writing, speaking, and listening.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Communication

Career Clusters

- Business Management & Administration
- Human Services
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Business Ethics

Category: Presentation without Equipment
Type: Individual or Team

Overview

Includes a presentation or role play.

Topic: Research the ethical issue of gift giving in a business setting. Be prepared to present the following:

- What could or can be accepted without disclosure.
- What should not or cannot be accepted or given.
- What should be recorded.
- How staff can seek further guidance.

Skills: Ethical decision making is essential in the business world and the workplace. This team event recognizes FBLA members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Performance Guidelines

Eight (8) competitors/teams—or an equal number from each section in the preliminary round—will advance to the final round

In the case of team events, all team competitors are expected to actively participate in the performance.

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.

Business Ethics (cont'd)

- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Business Law
- Communication

Career Clusters

- Agriculture
- Arts, A/V Technology, & Communication
- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Information Technology
- Law & Public Safety
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Business Financial Plan

STATE & NATIONAL ONLY

Category: Prejudged Reports & Presentation

Type: Individual or Team

Overview

The SLC will consist of two (2) parts: a prejudged report and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts for award eligibility.

Topic: Find a unique opportunity to create a shop/business to open in your local community. The business should specifically be targeted for your community. Research available real estate in your area to help secure a location for your business. The Business Financial Plan should include a name for the business, plans for needed construction and/or renovation to the building, equipment to be purchased, inventory for your launch date, hours of operation, staffing requirements, and a promotional plan.

Skills: Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture.

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Eligibility

- Local chapters may submit one (1) entry.
- Submission by the conference deadline. Refer to the Conference Memo.
- Competitors must be registered for SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

- Establish and develop a complete financial plan for a business venture by writing a report on the topic.
- A one-page description of the plan should be the first page of the report (not included in page count).

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The project must be uploaded by 11:59 p.m. of the conference deadline. Refer to the Conference Memo for details.
- Submission type: PDF
Submission # of pages: 15
- Front cover is not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state,

Business Financial Plan (cont'd)

name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.

- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of the project for the top eight (8) finalists is judged at the SLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous RLC/SLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Eight (8) finalists determined from the prejudged scores will advance to the final round.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- Competitors cannot be replaced or substituted for those who created the report.

Technology Guidelines

- Internet access will not be provided.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Communication
- Computation
- Economics & Personal Finance
- Management

Career Clusters

- Business Management & Administration
- Finance
- Human Services

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Business Law

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Legal Systems; Contracts and Sales; Business Organization; Property Laws; Agency and Employment Laws; Negotiable Instruments; Insurance Secured Transactions, Bankruptcy; Consumer Protection and Product/Personal Liability; Computer Law; Domestic and Private Law

Skills: This event provides recognition for FBLA members who are familiar with specific legal areas that most commonly affect personal and business relationships.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Business Law
- International Business

Career Clusters

- Business Management & Administration
- Law & Public Safety

Timeline
Test: 1 hour

Business Plan

Category: Prejudged Reports & Presentation

STATE & NATIONAL ONLY

Type: Individual or Team

Overview

The SLC will consist of two (2) parts: a prejudged report and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts for award eligibility.

Skills: This event recognizes FBLA members who demonstrate an understanding and mastery of the process required to develop and implement a new business venture. The business venture must be currently viable and realistic and must not have been in operation for a period exceeding twelve months before the RLC/SLC.

Eligibility

- Local chapters may submit one (1) entry.
- Submission by the conference deadline. Refer to the Conference Memo.
- Competitors must be registered for SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

An effective business plan should include the following information:

- **Executive Summary:** provides a brief synopsis of the key points and strengths included in the plan.
- **Company Description:** includes basic details of the business, including an overview, location, legal structure, and organization.
- **Industry Analysis:** provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions.
- **Target Market:** provides a brief overview of the nature and accessibility of the targeted audience.
- **Competitive Analysis:** includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy:** demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach.
- **Operations:** provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- **Management and Organization:** describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development, and discusses compensation and incentives.

Business Plan (cont'd)

- Long-Term Development: gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- Financials: indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- Appendix: includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
- Note: Business must not have been in operation more than 12 months.

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The project must be uploaded by 11:59 p.m. of the conference deadline. Refer to the Conference Memo for details.
- Front cover is not counted against page limit.
- Submission type: PDF
- Submission # of pages: 30
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of the top eight (8) finalists of the project is judged at the SLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous RLC/SLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Eight (8) finalists determined from the prejudged scores will advance to the final round.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Business Plan (cont'd)

Technology Guidelines

- Internet access will not be provided.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Career Development
- Communication
- Economics & Personal Finance
- Entrepreneurship
- Management
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Human Services
- Marketing, Sales, & Service

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Client Service

Category: Presentation without Equipment
Type: Individual

Overview

Includes a presentation or role play. Review specific guidelines for each event as guidelines vary.

Skills: This event provides members with an opportunity to develop and demonstrate skill in interacting with internal and external clients to provide an outstanding client service experience. The client service consultant engages clients in conversation regarding products, handles inquiries, solves problems, and uncovers opportunities for additional assistance. Participants develop speaking ability and poise through participation as well as critical-thinking skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- This role play event requires the competitor to provide customer service to a client (judges).
- Two (2) note cards will be provided for each competitor and may be used during the preparation and performance of the case.
- Information may be written on both sides of the note cards.
- Note cards will be collected following the presentation.
- No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.

Performance Guidelines

- Client Service performances are not open to conference attendees.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Career Development
- Communication
- Information Technology

Career Clusters

- Business Management & Administration
- Human Services
- Information Technology
- Marketing, Sales, & Service

Timeline

Prep: 10 min

Equipment Setup: N/A

Performance: 5 min

Warning: 4 min

Time Up: 5 min

Penalty Over Time: N/A

Q & A: N/A

Coding & Programming

Category: Prejudged Projects & Presentation
Type: Individual

Overview

This event is prejudged only at the RLC and SLC.

Topic: Develop a computer program to manage the issuance of e-books to a class of students. Give the class and e-book a name. The program must complete a minimum of the following tasks:

- Track student name and grade in school with ability to enter/view/edit.
- Track the redemption codes for each individual copy of the e-book with ability to enter/view/edit codes.
- Track the issuance of e-books for a student--a redemption code may be used only once and paired with the student.
- Generate or print weekly report to show to whom books are assigned.
- Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON or XML files.
- The user interface must be a GUI with a minimum of five different control types including such things as drop-down lists, text fields, check boxes, emails, or other relevant control types.
- All data entry must be validated with appropriate user notifications and error messages including the use of required fields.

Skills: Certain types of processes require that each record in the file be processed. Coding & Programming focuses on these procedural style processing systems. This event tests the programmer's skill in designing a useful, efficient, and effective program.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Guidelines

Event Specific

- The program must run on Windows XP or higher.
- Solution must run standalone with no programming errors.
- Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
- The program should be shown to the judges.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.

- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of a project is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL. These projects may be used for publication and/or reproduced for sale by the national association.

Penalty Points Deducted by Judges

- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology
- Management

Career Clusters

- Arts, A/V Technology, & Communication
- Business Management & Administration
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Community Service Project

Category: Prejudged Reports & Presentation
Type: Chapter

Overview

The SLC will consist of two (2) parts: a prejudged report and a presentation by the top eight (8) from the prejudged scores. Competitors must complete both parts for award eligibility.

Skills: This event recognizes FBLA chapters that successfully implement community service projects to serve the citizens of their communities. The report must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline. Refer to the Conference Memo.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

Reports must describe one (1) chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:

- description of the project
- chapter member involvement
- degree of impact on the community
- evidence of publicity received
- project evaluation

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The project must be uploaded by 11:59 p.m. of the conference deadline. Refer to the Conference Memo for details.
- Front cover is not counted against page limit.
- Submission type: PDF
- Submission # of pages: 15
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.

Community Service Project (cont'd)

- Project content is prejudged before the RLC/SLC.
- The presentation of the project is judged at the SLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous RLC/SLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Eight (8) finalists determined from the prejudged scores will advance to the final round.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Internet access will not be provided.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Management
- Marketing

Career Clusters

- Business Management & Administration
- Information Technology
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Computer Applications

Category: Production & Objective Test
Type: Individual

Overview

This event will consist of two (2) parts: a production test administered and proctored at a designated school-site prior to the RLC/SLC and a 60-minute objective test administered at a designated school-site prior to the SLC.

Production Test Competencies: Create, Search, and Query Databases; Spreadsheet Functions and Formulas; Text Slide Graphics and Presentations; Business Graphics; Word Processing

Objective Test Competencies: Basic Computer Terminology and Concepts; Presentation, Publishing, and Multimedia Applications; Email, Integrated and Collaboration Applications; Netiquette and Legal Issues; Spreadsheet and Database Applications; Security; Formatting, Grammar, Punctuation, Spelling, and Proofreading

Skills: This event provides recognition for FBLA members who can most efficiently demonstrate computer application skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Production Test Guidelines

- Local Chapter Adviser must submit Test Administrator information to the State Adviser on form and by deadline provided.
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- No calculators are allowed to be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators may be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Business Management & Administration
- Information Technology
- S.T.E.M.

Timeline

Test: 1 hour

Home-site Production Test: 2 hours

Computer Game & Simulation Programming

Category: Prejudged Projects & Presentation
Type: Individual or Team

Overview

This event is prejudged only at the RLC. The SLC will consist of two (2) parts: a prejudged project and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts at the SLC for award eligibility.

Topic: You are to create a game designed to test a member's knowledge of FBLA. The game must produce questions to be presented to the user comprising a minimum of five different FBLA related topics. Topics may include competitive events, business skills, national officers and/or running for national office, national sponsors/partners, basic parliamentary procedure, national conference (NFLC and RLC/SLC) dates/locations, FBLA history, etc. The game must be winnable. For example, you must implement a system of rewards/penalties such as points, tokens, or levels. Questions should be drawn from a question bank that presents the user a different assortment of questions every run of the game. There must be an increase in difficulty as the levels increase.

- The game must be compatible with a Windows 7 or newer operating system
- The game should be secure and bug free
- The game should utilize two of the following: keyboard, touchscreen, and/or mouse
- The game must be compatible for a maximum ESRB rating of E10+
- The game should have an instructional display
- The game should have credits indicating who completed each portion/component of the development process
- The game should have a menu with an option to quit at any point

Skills: This event tests the programmer's skill in designing a functional interactive simulation/game that will both entertain and educate/inform the player.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

- Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
- The program must run on Windows XP or a higher computer.
- Data must be free of viruses/malware. Any entry with contaminated data will not be judged
- All data and programs should be contained in a master folder named STATE_ SCHOOL where your state and school are listed in that folder name format. Outside of the master

Computer Game & Simulation Programming (cont'd)

- folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.
- Must be graphical in nature, not text based
- An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit
- A quit command programmed to the escape key
- The program should be shown to the judges.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of a project is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.

Performance Guidelines

- Eight (8) finalists determined from the prejudged scores will advance to the final round.
- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following will be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Information Technology
- Management

Career Clusters

- Arts, A/V Technology, & Communication
- Business Management & Administration
- Information Technology
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Computer Problem Solving

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Operating Systems; Networks; Personal Computer Components; Security; Safety and Environmental Issues; Laptop and Portable Devices; Printers and Scanners

Skills: This event provides recognition for FBLA members who have a broad base of knowledge and competency in core hardware and operating system technologies including installation, configuration, diagnostics, preventative maintenance, and basic networking.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Information Technology

Career Clusters

- Information Technology
- S.T.E.M.

Timeline
Test: 1 hour

Cyber Security

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Defend and Attack (virus, spam, spyware); Network Security; Disaster Recovery; Email Security; Intrusion Detection; Authentication; Public Key; Physical Security; Cryptography; Forensics Security; Cyber Security Policy

Skills: This event provides recognition for FBLA members who understand security needs for technology.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Timeline

Test: 1 hour

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Information Technology

Career Clusters

- Information Technology
- S.T.E.M.

Timeline
Test: 1 hour

Database Design & Application

Category: Production & Objective Test
Type: Individual

Overview

This event will consist of two (2) parts: a production test administered and proctored at a designated school-site prior to the RLC/SLC and a 60-minute objective test administered at a designated school-site prior to the SLC.

Production Test Competencies: Multiple Table Database Design; Table Creation, Inserting Data into Tables; Table SQL Statements; Creation of Forms/Reports

Objective Test Competencies: Data Definitions/Terminologies; Query Development; Table Relationships; Form Development; Reports and Forms

Skills: This event recognizes FBLA members who demonstrate that they have acquired entry level skills for understanding database usage and development in business.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Production Test Guidelines

- Local Chapter Adviser must submit Test Administrator information to the State Adviser on form and by deadline provided.
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- No calculators are allowed to be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators may be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Alignment

NBEA Standards

- Computation
- Information Technology

Career Clusters

- Business Management & Administration
- Information Technology
- S.T.E.M.

Timeline

Test: 1 hour

Home-site Production Test: 1 hour

Digital Video Production

Category: Prejudged Projects & Presentation
Type: Individual or Team

This is a Modified Competitive Event: Reduce length of video to two minutes in order to give competitors time to present the entire video during the presentation.

Overview

This event is prejudged only at the RLC. The SLC will consist of two (2) parts: a prejudged project and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts at the SLC for award eligibility.

Topic: Create a video promoting Giving Tuesday donations in order to benefit FBLA. The video should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.

Skills: This event provides recognition to FBLA members who demonstrate the ability to create an effective video to present an idea to a specific audience.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists with the highest prejudged scores will advance to the final round.

Event Specific Guidelines

- The production may use any method to capture or create moving images.
- The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items.
- Video may be no longer than two (2) minutes.
- The video should be shown to the judges.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of a project of the top eight (8) finalists is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.

Digital Video Production (cont'd)

- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

E-Business

Category: Prejudged Projects & Presentation
Type: Individual or Team

Overview

This event is prejudged only at the RLC. The SLC will consist of two (2) parts: a prejudged project and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts at the SLC for award eligibility.

Topic: Develop an e-business website for a unique shop or business that could be opened in your local community. The business should be specifically targeted for your community. Give the shop or business a name. Include pictures, descriptions of items, and services for sale. The site needs to include purchase and shipping information, a shopping cart, and social media links.

Skills: This event recognizes FBLA members who have developed proficiency in the creation and design of web commerce sites.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists with the top prejudged scores will advance to the final round.

Event Specific Guidelines

- Websites must be available for viewing on the Internet at the time of judging.
- No changes may be made to the website after the official entry date.
- Sites should be designed to allow for viewing on as many different platforms as possible.
- If using a shopping cart, it does not need to be activated.
- Explanations should include development and design process, use and implementation of innovative technology, and use and development of media elements.
- The website should be shown to the judges.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of a project of the top eight (8) is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.

E-Business (cont'd)

- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Economics & Personal Finance
- Entrepreneurship
- Information Technology
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Information Technology
- Marketing, Sales, & Service

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Economics

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Basic Economic Concepts and Principles; Monetary and Fiscal Policy; Productivity; Macroeconomics; Market Structures; Investments and Interest Rates; Government Role; Types of Businesses/Economic Institutions; Business Cycles/Circular Flow; Supply & Demand; International Trade/Global Economics

Skills: This event provides recognition for FBLA members who can identify, understand, and apply economic principles to contemporary social, political, and ecological problems.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Economics & Personal Finance
- Entrepreneurship
- International Business
- Management

Career Clusters

- Business Management & Administration
- Finance
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Electronic Career Portfolio

Category: Presentation with Equipment
Type: Individual

Overview

Includes a presentation. Review specific guidelines for each event as guidelines vary.

Skills: An electronic career portfolio is a purposeful collection of work that tells the story of an applicant including achievements, growth, vision, reflection, skills, experience, education, training, and career goals. It is a tool that gives employers a complete picture of who you are—your experience, your education, your accomplishments—and what you have the potential to become; it is much more than what a mere letter of application and résumé can provide.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences.
- All information should reflect the student's accomplishments and experiences that have actually occurred.
- The portfolio must include: a résumé and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
- Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following three (3) items:
- Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
- Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
- Examples of Special Skills: Includes up to five (5) examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

Electronic Career Portfolio (cont'd)

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitor who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round. Projectors will not be provided.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Career Development
- Communication
- Information Technology

Career Clusters

- Agriculture
- Arts, A/V Technology, & Communication
- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Information Technology
- Law & Public Safety
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Emerging Business Issues

Category: Presentation without Equipment
Type: Individual or Team

Overview

Includes a presentation or role play. Review specific guidelines for each event as guidelines vary.

Topic: The idea of companies implanting tiny microchips in the hands of employees is starting to take hold. This raises questions about health and privacy risk. The idea behind these chips are that workers will no longer have to bother with log-ins at their PC or swipe badges to open security doors. Be prepared to argue the affirmative that yes, companies should be allowed to require the insertion of microchips in their employees; or be prepared to argue the negative that no, companies should not be able to require that employees have these microchips embedded.

Skills: This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Competitors are expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.
- Competitors are permitted to bring prepared notes of any type for the presentation.
- Competitors have seven (7) minutes to present both sides.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Competitors should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Timeline

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Emerging Business Issues (cont'd)

Alignment

NBEA Standards

- Communication
- Economics & Personal Finance
- International Business
- Management

Career Clusters

- Business Management & Administration
- Information Technology

Entrepreneurship

Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Business Plan; Community/Business Relations; Legal Issues; Initial Capital and Credit; Personnel Management; Financial Management; Marketing Management; Taxes; Government Regulations

Case: A decision-making problem encountered by entrepreneurs in one (1) or more of the following areas: business planning, human relations, financial management, or marketing.

Skills: Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Guidelines

Collaborative Objective Test & Team Performance (Role Play)

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Entrepreneurship (cont'd)

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Communication
- Entrepreneurship
- Management
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Human Services
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

EUGENE H. SMITH SCHOLARSHIP ETHEL M. PLOCK SCHOLARSHIP

(REGIONAL & STATE ONLY)

The Eugene H. Smith Scholarship was established to assist students who intend to pursue a four-year college program in the business field.

The Ethel M. Plock Scholarship was established to assist students who do not intend to pursue a four-year business degree but do plan further business training beyond high school. This training may include any type of post- secondary training/education.

Scholarships will be awarded to the regional and state winners; amounts for each scholarship will be determined by the State Executive Council and will be based on the amount of money in the Scholarship Fund. Scholarship stipends are paid one time and are non-renewable. The scholarship must be used during the year for which it was presented, or it will be awarded to the alternate winner.

Since these events are regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: One member from a local chapter may apply for the Eugene H. Smith and one member may apply for the Ethel M. Plock Scholarship if the following requirements are met:

1. The member must be a senior.
2. The same member may not apply for both scholarships. The Individual may compete in one other Individual or Team competitive event.
3. The member must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.
4. The member's chapter must have contributed to the FBLA State Scholarship fund during the current year by the deadline date.

State Conference Eligibility: Based on competitive event results, the regional winner and alternate in each region are eligible to compete for each scholarship at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.
2. At the registration desk on the day of the Regional Leadership Conference, each scholarship applicant **must submit three (3) manila folders, each containing a single copy of the following items (may be unattached, paper clipped, or stapled):**

EUGENE H. SMITH SCHOLARSHIP ETHEL M. PLOCK SCHOLARSHIP (cont'd)

- a. A Smith/Plock Scholarship Application
- b. A high school transcript
- c. A résumé (not to exceed two pages) including the following items:
 - 1) Business Career Objective
 - 2) Personal Data
 - 3) Work Experience
 - 4) Involvement in FBLA
 - 5) Other School and Community Activities
3. The folders must be labeled with the participant's name, school, and event.
4. Participants failing to report on time for the event **may be disqualified**.
5. **Participants failing to submit the required materials by the designated time will be disqualified**.
6. All credentials will be judged as submitted.
7. Participants must adhere to the dress code established by the State Executive Council.

PROCEDURE

Each applicant will be interviewed for ten (10) minutes by a panel of judges. The judges will select the scholarship recipients on the basis of the interview, the information on the application form and résumé, and the scholastic record. (See Rating Sheet) A winner and an alternate will be selected.

If a preliminary round is held, the candidates must be divided into three (3) random groups. The preliminary interview is to be conducted for a total of ten (10) minutes with a five (5) minute interval between candidates. A maximum of six (6) candidates, two (2) from each preliminary group, will advance to the final interview segment.

Finalists will be assigned times at random for their ten 10-minute interview. All other procedures as outlined for the preliminary interviews will be followed for the final interview.

The scholarship application, transcript, and résumé will be transferred from the region for use in judging at the state conference. Regional winners may contact the state adviser to update their materials after the Regional Leadership Conference. Both the regional winner and the alternate will be interviewed for the state scholarships at the State Leadership Conference.

Future Business Leader

Category: Interview
Type: Individual

Overview

Multiple components: material submission prior to the conference, a preliminary interview, and a final interview. The Future Business Leader event also includes an objective test.

Objective Test Competencies: FBLA Organization, Bylaws, and Handbook; National Competitive Event Guidelines; National Publications; Creed and National Goals; Business Knowledge, i.e., Accounting, Banking, Law, etc

Skills: This event honors outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business.

Eligibility

- Only Seniors are eligible to compete in this event.
- Competitors are eligible to participate in another event.
- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: PDF
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Objective Test: 60 minutes. Must take on first day of RLC/SLC. Test score is added into the preliminary interview rating sheet.
- Cover Letter: The one-page cover letter should state reasons for deserving the honor of this award. Address to: Ms. Jean Buckley, President and CEO, FBLA-PBL, 1912 Association Drive, Reston, VA 20191
- Résumé: Not to exceed two pages, should list your FBLA activities and involvement.
- Interview

Interview Guidelines

- Competitors must bring one (1) hard copy of résumé and cover letter, to be left with the judges, in a folder to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a ten (10) minute preliminary interview.
- Finalists will be scheduled for an Eight (8) minute interview.
- Preliminary and final interviews are not open to conference attendees.
- Objective test scores will be used to break a tie in the final round.

Future Business Leader (cont'd)

Prejudged Materials

- Cover letters and résumés will be prejudged for maximum of 50 points to be added to the preliminary interview score.

Penalty Points Deducted by Judges

- Five (5) points will be deducted from the score if competitors do not submit materials by the deadline.
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Business Law
- Career Development
- Communication
- Computation
- Entrepreneurship
- International Business
- Management
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Human Services
- Information Technology
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Performance: 10 min

Performance (Final): 8

Global Business

Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Basic International Concepts; Ownership and Management; Marketing; Finance; Communication (including culture and language); Treaties and Trade Agreements; Legal Issues; Human Resource Management; Ethics; Taxes and Government Regulations; Currency Exchange; International Travel; Career Development

Case: A problem encountered in the international/global arena.

Skills: The global economy is a complex, continually flowing, and constantly changing network of information, goods, services, and cultures. Most nations rely on other nations for natural resources to supply their needs and wants. Global business also provides new markets and investment opportunities as well as promotion of better relationships.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Global Business (cont'd)

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Economics & Personal Finance
- Entrepreneurship
- International Business
- Management
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time:
N/A

Graphic Design

Category: Presentation with Equipment
Type: Individual or Team

Overview

Includes a presentation.

Topic: Your community is opening a new high school, and you are a member of a committee to develop promotional/branding graphics for the new high school. Give the school a name and decide upon a mascot, school colors, and a school logo. The promotional/branding graphics should include a school t-shirt, one performing arts uniform (band/choir/color guard, etc.), one sport uniform (basketball, football, softball/baseball, cheerleaders, etc.), and a decal or magnet.

Skills: An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Emphasize graphic interpretation of the topic and design.
- Do not use any words, diagrams, clip art, and/or artwork that are not public domain.
- The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Graphic Design (cont'd)

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Arts, A/V Technology, & Communication
- Business Management & Administration
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Health Care Administration

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Managing Office Procedures; Medical Terminology; Legal & Ethical Issues; Communication Skills; Managing Financial Functions; Health Insurance; Records Management; Infection Control; Medical History; Technology

Skills: Health care administrators manage the business side of health services, ensuring effective use of resources to ensure the best medical care to the community. These skills include managing office activities, enhancing communication skills, identifying legal and ethical issues in healthcare practices, managing financial functions, and enhancing employability skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Management

Career Clusters

- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Information Technology
- Law & Public Safety

Timeline
Test: 1 hour

Help Desk

Category: Objective Test & Role Play
Type: Individual

Overview

The SLC will consist of two (2) parts: an objective test and interactive role play or presentation. 60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Help Desk Concepts; Help Desk Operations; People Component—Help Desk Process and Procedures; Information Component—Help Desk Performance Measure; Help Desk Setting; Customer Support as a Profession; Management Processes

Case: An interactive role-play scenario will be given based on customer service in the technical field.

Skills: This event provides recognition for FBLA members who demonstrate an understanding of and ability to provide technical assistance to end users. The ability to provide technical assistance to the users of computer hardware and software is essential to the success of any organization and its continued operation.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Help Desk (cont'd)

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Arts, A/V Technology, & Communication
- Business Management & Administration
- Human Services
- Information Technology
- S.T.E.M.

Timeline

Test: 1 hour

Prep: 10 min

Equipment Setup: N/A

Performance: 5 min

Warning: 4 min

Time Up: 5 min

Penalty Over Time: N/A

Q & A: N/A

Hospitality Management

Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Hospitality Marketing Concepts; Types of Hospitality Markets and Customers; Hospitality Operation and Management Functions; Customer Service in the Hospitality Industry; Human Resource Management in the Hospitality Industry; Legal Issues, Financial Management, and Budgeting for the Hospitality Industry; Current Hospitality Industry Trends; Environmental, Ethical, and Global Issues for the Hospitality Industry; Hotel Sales Process

Case: A scenario in the hospitality management industry.

Skills: Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Hospitality Management (cont'd)

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Career Development
- Communication
- Information Technology

Career Clusters

- Business Management & Administration
- Human Services
- Information Technology
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Impromptu Speaking

Category: Speech
Type: Individual

Overview

Business speech based on [FBLA-PBL Goals](#).

Skills: The ability to express one's thoughts without prior preparation is a valuable asset; as are poise, self-confidence, and organization of facts. This event recognizes FBLA members who develop qualities of business leadership by combining quick and clear thinking with conversational speaking.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Two (2) 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards.
- The cards will be collected following the presentation.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
- Topics may relate to one or more of the following: [FBLA-PBL Goals](#), activities, national programs; current events; and/or relevant business topics.

FBLA-PBL Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

Performance Guidelines

- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

Impromptu Speaking (cont'd)

Penalty Points Deducted by Judges

- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication

Career Clusters

- Business Management & Administration
- Human Services
- Marketing, Sales, & Service

Timeline

Prep: 10 min

Equipment Setup: N/A

Performance: 4 min

Warning: 3 min

Time Up: 4 min

Penalty Over Time: 5 pts

Q & A: N/A

Insurance & Risk Management

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of the SLC qualifiers.

Objective Test Competencies: Risk Management; Property and Liability Insurance; Health, Disability, and Life Insurance; Insurance Knowledge; Decision Making; Ethics; Careers

Skills: This event provides recognition for FBLA members who demonstrate an understanding of and skill in basic insurance and risk management principles and procedures.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Accounting
- Career Development
- Information Technology
- Management

Career Clusters

- Business Management & Administration
- Finance
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Introduction to Business

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Consumerism; Characteristics and Organization of Business; Money Management, Banking, and Investments; Rights and Responsibilities of Employees, Managers, Owners, and Government; Career Awareness; Insurance; Economic Systems; Ethics; Global (International) Business

Skills: This event provides recognition for FBLA members who demonstrate an understanding of the American business enterprise system and its effect on consumers, employees, and entrepreneurs.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Career Development
- Communication
- Economics & Personal Finance
- Entrepreneurship
- Management
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Introduction to Business Communication

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Grammar; Punctuation and Capitalization; Spelling; Proofreading & Editing; Word Definition and Usage; Oral Communication Concepts; Reading Comprehension

Skills: Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who demonstrate an understanding of basic communication skills and concepts.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Communication

Career Clusters

- Business Management & Administration
- Human Services
- Marketing, Sales, & Service

Timeline
Test: 1 hour

Introduction to Business Presentation

Category: Presentation with Equipment
Type: Individual or Team

Overview

Includes a presentation. Review specific guidelines for each event as guidelines vary.

Topic: Create a business presentation that revolves around how FBLA participates in and benefits from Giving Tuesday. The presentation should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that is developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.

Skills: This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Use a presentation software program as an aid in delivering a business presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Comply with state and federal copyright laws.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Introduction to Business Presentation (cont'd)

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Business Management & Administration
- Human Services
- Information Technology

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Introduction to Business Procedures

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Human Relations; Technology Concepts; Communication Skills; Decision Making/Management; Career Development; Business Operations; Database/Information Management; Ethics/Safety; Finance; Information Processing

Skills: This event provides recognition for FBLA members who possess knowledge of basic skills and procedures and the ability to make intelligent business decisions.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Career Development
- Communication
- Computation
- Economics & Personal Finance
- Information Technology

Career Clusters

- Business Management & Administration
- Finance
- Human Services
- Information Technology

Timeline
Test: 1 hour

Introduction to FBLA

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: FBLA Organization; Bylaws and Chapter Management Handbook; National Competitive Event Guidelines; National Publications; Creed and National Goals

Skills: This event provides recognition for FBLA members who are interested in learning about the background of and current information of FBLA-PBL.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

Career Clusters

- Business Management & Administration

Timeline
Test: 1 hour

Introduction to Financial Math

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Basic Math Concepts; Consumer Credit; Data Analysis and Probability; Decimals; Discounts; Fractions; Percentages

Skills: The ability to solve common financial and business mathematical problems is a basic skill required by all prospective business employees. This event provides recognition for FBLA members who have an understanding of basic math functions needed in finance and business.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Computation

Career Clusters

- Business Management & Administration
- Finance

Timeline
Test: 1 hour

Introduction to Information Technology

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Computer Hardware; Computer Software; Operating Systems; Common Program Functions; Word Processing; Spreadsheets; Presentation Software; Networking Concepts; Email and Electronic Communication; Internet Use

Skills: Successful business leaders must understand the impact of technology and understand how to effectively harness it to drive their business success. This event recognizes FBLA members who demonstrate that they have acquired technology skills aligned with the Internet and Computing Core Certification (IC3) objectives.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Information Technology

Career Clusters

- Information Technology

Timeline
Test: 1 Hour

Introduction to Parliamentary Procedure

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Parliamentary Procedure Principles; FBLA Bylaws

Skills: This event recognizes FBLA members who demonstrate knowledge of basic principles of parliamentary procedure along with an understanding of FBLA's organization and procedures.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

Career Clusters

- Business Management & Administration

Timeline
Test: 1 hour

Introduction to Public Speaking

Category: Speech
Type: Individual

Overview

Business speech based on [FBLA-PBL Goals](#).

Skills: This event recognizes FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- The speech must be of a business nature and must be developed from one or more of the [FBLA-PBL Goals](#).
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

FBLA-PBL Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

Performance Guidelines

- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

Penalty Points Deducted by Judges

- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five (5) points may be deducted for not following guidelines.

Timeline
Equipment Setup: N/A
Performance: 4 min
Warning: 3 min
Time Up: 4 min
Penalty Over Time: 5 pts
Q & A: N/A

Introduction to Public Speaking (cont'd)

Alignment

NBEA Standards

- Communication

Career Clusters

- Business Management & Administration
- Marketing, Sales, & Service

Job Interview

Category: Interview
Type: Individual

Overview

Multiple components: material submission prior to the conference, a preliminary interview, and a final interview.

Skills: This event recognizes FBLA members who demonstrate proficiency in applying for employment in business.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: PDF
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Cover Letter (one-page): Each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer. Address the one-page cover letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041.
- The job must be one for which the competitor is now qualified or he/she will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.
- Résumé (not to exceed two pages): Highlight your work/volunteer experience.

Interview Guidelines

- Competitors must bring one (1) hard copy of résumé and cover letter, to be left with the judges, in a folder to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a ten (10) minute preliminary interview.
- Finalists will be scheduled for an Eight (8) minute interview.
- Preliminary and final interviews are not open to conference attendees.
- Objective test scores will be used to break a tie in the final round.

Job Interview (cont'd)

Prejudged Materials

- Cover letters and résumés will be prejudged for maximum of 50 points to be added to the preliminary interview score.

Penalty Points Deducted by Judges

- Five (5) points will be deducted from the score if competitors do not submit materials by the deadline.
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines

Alignment

NBEA Standards

- Career Development
- Communication

Career Clusters

- Agriculture
- Arts, A/V Technology, & Communication
- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Information Technology
- Law & Public Safety
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Performance: 10 min

Performance (Final): 8 min

Journalism

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Economics and Business of Journalism; Grammar and Format; Law and Ethics of Journalism; Basic Principles of Journalism; History of Journalism

Skills: This event recognizes FBLA members who demonstrate knowledge of the basic principles of journalism.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Communication

Career Clusters

- Arts, A/V Technology, & Communication

Timeline
Test: 1 hour

Local Chapter Annual Business Report

Category: Prejudged Report
Type: Chapter

Overview

Prejudged written report.

Skills: The Hamden L. Forkner Award recognizes FBLA chapters that effectively summarize their year's activities. The event provides participants with valuable experience in preparing annual business reports.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline. Refer to the Conference Memo.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

- Report should include the chapter's program of work
- Report describes activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The project must be uploaded by 11:59 p.m. of the conference deadline. Refer to the Conference Memo for details.
- Front cover is not counted against page limit.
- Submission type: PDF
Submission # of pages: 15
- Divider pages and appendices are optional and must be included in the page count.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the RLC/SLC.
- Reports must be original, current, and not submitted for a previous RLC/SLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Local Chapter Annual Business Report (cont'd)

Penalty Points Deducted by Judges

- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology
- Marketing

Career Clusters

- Business Management & Administration
- Finance
- Information Technology
- Marketing, Sales, & Service

LOCAL CHAPTER NAMETAG

(REGIONAL/STATE ONLY)

This event is regional and state only. Participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter this event if the following requirements are met:

- The local chapter name tags must be the work of chapter members.
- The member(s) working on the local chapter name tags must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three (3) local chapter name tag entries per region is eligible for competition at the State Leadership Conference.

REGULATIONS

1. The local chapter name tag must be prepared by chapter members, not advisers. Local advisers should serve as consultants.
2. **No more than five (5) students may be entered in this event.**
3. **Two nametags must be submitted ready-to-wear (in a nametag holder, attached to a lanyard, etc. It must be able to be attached to clothing as submitted.)**
4. The name tag must be **no** larger than 4"x 4".
5. It must incorporate the current **State** theme:

KY FBLA Is Your Ticket to Success

6. Submitted name tag for judging must include:

A Member's Name
School
Chapter Number
The Current State Theme

7. Any name tag not adhering to these regulations may be disqualified.

****For Regional Conferences, please remember all members must wear a uniform name tag regardless of whether you enter this event.**

LOCAL CHAPTER NEWSLETTER

(REGIONAL/STATE ONLY)

FBLA activities should emphasize the importance of basic communication skills and promotion of the organization.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter this event if the following requirements are met:

- The local chapter newsletters must be the work of chapter members.
- The members working on the local chapter must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three (3) local chapter newsletter entries per region is eligible for competition at the State Leadership Conference.

REGULATIONS

1. The local chapter must submit the original of two different newsletters in one letter-size manila folder properly labeled with school name and event title. It must be received by the designated date.
2. The local chapter name, chapter number and date must be included in the masthead.
3. The local chapter newsletters must be prepared by chapter members, not advisers. Local advisers should serve as consultants to ensure that the newsletters are well organized, contain substantial statements, and are written in a business style.
4. No more than five (5) members may be entered in this event.
5. The newsletters must describe activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.
6. No professional publishing company is to be used in the creation of the local newsletter.
7. Newsletters are not to exceed four printed pages. (Four one-sided or two front and back)
8. The original newsletters must be submitted for judging.
9. Copies of the original should be distributed to the members.
10. Newsletters not adhering to these regulations **may be disqualified**.

LOCAL CHAPTER SCRAPBOOK

(REGIONAL AND STATE EVENT ONLY)

FBLA activities should encourage creative thinking and challenge the ingenuity of its members. These FBLA activities should be recorded in a historical manner to be kept as a permanent record of the FBLA chapter.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one (1) participant at the Regional Leadership Conference if the following guidelines are met:

- The scrapbook must be the work of chapter members.
- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three (3) scrapbooks per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The scrapbook must be listed on the Event Participation Summary Form which must be submitted by the designated date.
2. Failure to adhere to the following guidelines will result in disqualification of the scrapbook:
 - a. Local chapter scrapbooks **must be planned, constructed, and prepared by chapter members**. Scrapbooks may not be prepared by advisers or persons outside the chapter.

The scrapbook must be contained in the **12" x 12" or 11.75" x 12" FBLA scrapbook cover** obtained through the FBLA-PBL Marketplace.

Nothing may be **written on or added to either side** of the front or back covers of the 12" x 12" or 11.75" x 12" FBLA scrapbook.

- b. Pages **must not be pre-printed** with words, figures, designs, etc. Everything must be affixed to a blank scrapbook page. No computer generated pages are allowed.

LOCAL CHAPTER SCRAPBOOK (cont'd)

- c. The scrapbook must **not exceed 100 pages**, excluding cover. Each side of the paper upon which information is given is counted as a page.
 - d. **All pages must be numbered** including title page, table of contents, and dividers.
 - e. The title page must be the **first page** and must contain **the name and number of the local chapter**. It may contain the names of the members who prepared the scrapbook and any other material.
 - f. Scrapbooks must have a **table of contents**.
3. Items included in the scrapbook should portray chapter activities **from Regional Leadership Conference to Regional Leadership Conference**. It may not be added to, changed, or brought up to date between the Regional and State Leadership Conferences.
 4. Any quality and color paper may be used within the scrapbook.
 5. A **general theme may be used** throughout the scrapbook.
 6. Scrapbooks will **not** be available for viewing at the regional conference. They will be available for viewing after judging at the state conference.

PROCEDURE

Scrapbooks must be taken to the location specified at the Regional and State Leadership Conferences. They must be left at the time indicated in the program. Only one person should check in with the event coordinator to place the scrapbook for judging. No one from local chapters will be permitted to be present before or during judging.

Management Decision Making

Category: Collaborative Objective Test & Team Performance (Role Play)

Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Management Functions and Environment; Business Ownership and Law; Information and Communication Systems; Strategic Management; Human Resource Management; Ethics and Social Responsibility; Financial Management; Careers; Marketing; Economic Concepts; Business Operations

Case: A problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study.

Skills: Making critical decisions that provide the right direction and a winning position in today's business world is essential to good management. Business executives must make high-quality, nearly instantaneous decisions all the time. The ability to make the right decisions concerning vision, growth, resources, strengths, and weaknesses leads to a successful business. It is management's responsibility to manage for today and tomorrow, to manage for optimum efficiency, and to manage to compete in the marketplace.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.

Management Decision Making (cont'd)

- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Accounting
- Business Law
- Communication
- Economics & Personal Finance
- Entrepreneurship
- Information Technology
- Management

Career Clusters

- Business Management & Administration
- Finance
- *Human Services*
- Law & Public Safety
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Management Information Systems

Category: Collaborative Objective Test & Team Performance (Role Play)

Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Systems Analysis & Design (Systems Development Life Cycle); Database Management and Modeling Concepts; Object Oriented Analysis and Design; User Interfaces; System Controls; Defining System and Business Requirements

Case: A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised.

Skills: The ability to design and implement an information system solution to effectively manage vast amounts of information is a valuable skill that leads to the success of many business entities today. The use of technology to develop these information systems plays a crucial role in a business' ability to compete in today's business environment. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Event Specific Guidelines

- Flip charts provided.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.

Management Information Systems (cont'd)

- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology
- Management

Career Clusters

- Business Management & Administration
- Finance
- Human Services
- Information Technology
- Law & Public Safety

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Marketing

Category: Collaborative Objective Test & Team Performance (Role Play)

Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Basic Marketing Functions; Channels of Distribution; Legal, Ethical, and Social Aspects of Marketing; Promotion and Advertising Media; Marketing Information, Research, and Planning; E-Commerce; Economics; Selling and Merchandising

Case: A marketing problem is proposed, and a solution is discussed.

Skills: This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Marketing (cont'd)

Alignment

NBEA Standards

- Entrepreneurship
- Marketing

Career Clusters

- Business Management & Administration
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time:

N/A

Mobile Application Development

Category: Prejudged Projects & Presentation

Type: Individual or Team

Overview

This event is prejudged only at the RLC. The SLC will consist of two (2) parts: a prejudged project and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts at the SLC for award eligibility.

Topic: Develop an app designed to test a member's knowledge of FBLA. Give the app a name. The app must produce questions to be presented to the user comprising a minimum of five different FBLA-related topics. Topics may include competitive events, business skills, national officers and/or running for national office, national sponsors/partners, basic parliamentary procedure, national conference (NFLC and RLC/SLC) dates/locations, FBLA history, etc.

- The app must be designed strictly for a tablet or phone
- The operating system must be mobile based such as Android or iOS
- The app should be secure and bug free
- The app should state its licensing and terms of use

Skills: Mobile Applications are necessary to provide users with the ability to be productive while away from their computers. This event recognizes FBLA members who show an understanding in developing mobile apps.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific

- The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
- Project submissions must include the source code and screen shots of the GUI in PDF format.
- The solution must run standalone with no programming errors.
- Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- Applications do not need to be available for download from a digital-distribution multimedia-content service.
- The app should be shown to the judges.

Mobile Application Development (cont'd)

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of a project of the top eight (8) finalists is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL. These projects may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology
- Marketing

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Network Design

Category: Collaborative Objective Test & Team Performance (Role Play)

Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Network Installation—Planning and Configuration; Problem Solving/Troubleshooting; Network Administrator Functions; Configuration of Internet Resources—Web service, DMZ, FTP, etc.; Backup and Disaster Recovery; Configuration Network Resources & Services

Case: An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.

Skills: The ability to evaluate the needs of an organization and then design and implement network solutions is a valuable skill in today's connected workplace. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Event Specific

- Flip charts provided.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Network Design (cont'd)

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology
- Management

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Networking Concepts

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: General Network Terminology and Concepts; Network Operating System Concepts; Network Security; Equipment for Network Access (Wi-Fi, wireless); OSI Model Functionality; Network Topologies & Connectivity

Skills: Acquiring a high level of familiarization and proficiency in working with networks is essential in today's connected workplace. This event provides recognition for FBLA members who have an understanding of network technologies.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Information Technology
- Management

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology

Timeline
Test: 1 hour

Organizational Leadership

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Leadership Concepts; Leadership Managerial Roles; Behavior and Motivation; Networking; Communication Skills; Leader and Follower Relations; Team Leadership; Self-Managed Teams; Strategic Leadership for Managing Crises and Change; Levels of Leadership; Leadership Theory; Traits of Effective Leaders; Personality Profile of Effective Leaders; Leadership Attitudes; Ethical Leadership; Relationship Between Power, Politics, Networking, and Negotiation; Coaching; Managing Conflict; Team Decision Making; Organizational Politics; Team Skills; Charismatic and Transformational Leadership; Stewardship and Servant Leadership; Diverse Setting

Skills: A dual focused management approach that works towards what is best for individuals and what is best for a group as a whole is the focus of organizational leadership. It is also an attitude and a work ethic that empowers an individual in any role to lead from the top, middle, or bottom of an organization. This event provides recognition for FBLA members who have an understanding of leadership within business organizations.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Career Development
- Communication

Career Clusters

- Agriculture
- Arts, A/V Technology, & Communication
- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Information Technology
- Law & Public Safety
- Marketing, Sales, & Service
- S.T.E.M.

Timeline
Test: 1 hour

Parliamentary Procedure

Category: Objective Test & Role Play
Type: Team

Overview

The SLC will consist of two (2) parts: an objective test and a meeting presentation. A 60-minute objective test will be administered onsite at the RLC and at the home school of SLC qualifiers. Team competitors will take individual tests and the individual scores will be averaged to determine the team score.

Objective Test Competencies: Parliamentary Procedure Principles (questions will be drawn from the National Association of Parliamentarian's official test bank); FBLA Bylaws

Case: The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert's Rules of Order Newly Revised, 11th edition*.

National Parliamentarian Candidate: The highest scoring underclassman on the parliamentary procedures exam who submits an officer application and meets all appropriate criteria becomes the new national parliamentarian.

Skills: The Dorothy L. Travis Award recognizes FBLA members who demonstrate knowledge of parliamentary procedure principles along with an understanding of FBLA's organization and procedures. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- Teams are composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters.
- No more than two (2) members may have participated at a prior RLC/SLC.

Finals

Eight (8) finalists will advance to the performance component based on online objective averaged scores.

Performance Guidelines—Final Round

- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurers' report, and a copy of the minutes from a preceding meeting
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of

Parliamentary Procedure (cont'd)

business, but other items also should be taken up during the meeting. The secretary will take notes during the performance, but notes will not be transcribed into minutes.

- The problem may or may not include class of motions, but all five (5) classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Final performances are not open to conference attendees.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Deduction of one (1) point for each full thirty (30) seconds under nine (9) or over 11 minutes.
- Five (5) points may be deducted for not following guidelines.

Alignment

Career Clusters

- Business Management & Administration

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 9 min

Warning: 8 min

Time Up: 11 min

Penalty Over Time: 5 pts

Q & A: N/A

Partnership with Business Project (State & National Only)

Category: Prejudged Reports & Presentation

Type: Chapter

Overview

The SLC will consist of two (2) parts: a prejudged report and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts for award eligibility.

Skills: The purpose of this project is to learn about a business through communication and interaction with the business community.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline. Refer to the Conference Memo.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include:

- description of the partnership goals and planning activities.
- roles of business leaders and chapter members in developing and implementing the partnership .
- results, concepts learned, and impact of the project.
- provide degree of involvement (hours spent, personal contact, executives and department heads contacted).
- examples of publicity and recognition received as a result of the partnership.

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The project must be uploaded by 11:59 p.m. of the conference deadline. Refer to the Conference Memo for details.
- Front cover is not counted against page limit.
- Submission type: PDF
Submission # of pages: 15
American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.

Partnership with Business Project (cont'd)

- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the RLC/SLC.
- The presentation of the project is judged at the SLC of the top eight (8) finalists from the prejudged scores.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous RLC/SLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Internet access will not be provided.
- The following will be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Career Development
- Communication
- Entrepreneurship
- Information Technology
- Management

Career Clusters

- Business Management & Administration
- Information Technology
- Marketing, Sales, & Service

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Personal Finance

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Financial Principles Related to Personal Decision Making; Managing Budgets and Finance (Planning and Money Management); Earning a Living (Income, Taxes); Buying Goods and Services; Saving and Investing; Banking and Insurance; Credit and Debt

Skills: This event recognizes students, who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

Career Clusters

- Business Management & Administration
- Finance

Timeline
Test: 1 hour

Political Science This is a New Event

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: FULL COMPETENCIES COMING SOON

Skills: This event provides recognition for FBLA members who show an understanding of the government's role in society and the interaction between economic and political life.

Eligibility

- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Timeline
Test: 1 hour

Public Service Announcement

Category: Presentation with Equipment
Type: Individual or Team

Overview

Includes a presentation.

Topic: Develop a public service announcement that explains why “Soft Skills” in the workplace are important to employers in your community.

Skills: This recognizes FBLA members who can research a topic and create a 30-second PSA video.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Research and form an objective on the topic provided.
- Create a 30-second video on the topic.
- The video production may use any method to capture or create moving images.
- The PSA video must be shown to the judges.
- The presentation should include the team’s objective toward the topic; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Competitors must bring their own script copy if they want to refer to it during the presentation.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Public Service Announcement (cont'd)

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round. Projectors will not be provided.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Arts, A/V Technology, & Communication

Timeline

Equipment Setup: 5 min

Performance: 5 min

Warning: 4 min

Time Up: 5 min

Penalty Over Time: 5 pts

Q & A: 3 min

Public Speaking

Category: Speech
Type: Individual

Overview

Business speech based on [FBLA-PBL Goals](#).

Skills: This event recognizes FBLA members who are developing qualities of business leadership by cultivating effective speaking skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- The speech must be of a business nature and must be developed from one or more of the [FBLA-PBL Goals](#).
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

FBLA-PBL Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

Performance Guidelines

- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

Penalty Points Deducted by Judges

- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five (5) points may be deducted for not following guidelines.

Timeline

Equipment Setup: N/A

Performance: 5 min

Warning: 4 min

Time Up: 5 min

Penalty Over Time: 5 pts

Q & A: N/A

Public Speaking (cont'd)

Alignment

NBEA Standards

- Communication

Career Clusters

- Business Management & Administration
- Marketing, Sales, & Service

Publication Design

Category: Presentation with Equipment
Type: Individual or Team

Overview

Includes a presentation. Review specific guidelines for each event as guidelines vary.

Topic: Your community is opening a new high school, and you are a member of a committee to develop a publication portfolio for the new high school. Give the school a name and decide upon a mascot, school colors, a school logo, and a mission statement/slogan. The publication portfolio should include a letterhead, a business card for the athletic director, a booster club donor card, and a rack card.

Skills: This event provides recognition to FBLA members who can most effectively demonstrate skills in the area of print publication using creativity and decision-making skills.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- The event is to highlight print publications.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Competitors may bring copies of printed materials designed for presentation.
- Comply with state and federal copyright laws.
- The presentation should include the team's objective toward the topic; use of different design techniques; a list of software used; and copyright issues with images or other items.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Publication Design (cont'd)

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round. Projectors will not be provided.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Arts, A/V Technology, & Communication
- Business Management & Administration
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5
pts

Sales Presentation

Category: Presentation with Equipment
Type: Individual

Overview

Includes a presentation. Review specific guidelines for each event as guidelines vary.

Skills: This event provides recognition to FBLA members who can effectively deliver a pitch that attempts to persuade someone with a planned sales presentation strategy of a product or service designed to initiate and close a sale.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- The individual may sell whichever product or service they choose.
- The individual shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each participant's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges.
- When delivering the demonstration, the participant may use notes, note cards, and props. All materials must be removed at the end of the performance.
- This is an interactive event and judges may ask questions throughout the presentation.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Sales Presentation (cont'd)

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round. Projectors will not be provided.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Marketing

Career Clusters

- Marketing, Sales, & Service

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Securities & Investments

Category: Objective Test
Type: Individual

Overview

60-minute test administered during the Regional Leadership Conference and at the Home School of SLC qualifiers.

Objective Test Competencies: Investment Fundamentals; Investment Wrappers, Taxation, and Trusts; Investment Product & Funds; Stock Market; Stock versus Other Investments; Mutual Funds; Basics of Bonds; Derivatives; Financial Services Regulation

Skills: Acquiring a high level of familiarization and knowledge of securities and investing is valuable in planning for one’s future. This event provides recognition for FBLA members who have an understanding of securities and investments.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators may be provided.
- Bring a writing instrument.

Alignment

NBEA Standards

- Accounting
- Communication

Career Clusters

- Finance

Timeline
Test: 1 hour

Social Media Campaign

Category: Presentation with Equipment
Type: Individual or Team

Overview

Includes a presentation. Review specific guidelines for each event as guidelines vary.

Topic: Create a social media marketing campaign to create buzz for and knowledge of FBLA's participation in Giving Tuesday. The campaign needs to encourage social media users to make donations to the organization. The campaign should encourage individuals to donate to FBLA through the recognized Tuesday after Thanksgiving event that was developed around social media use and online donations. The planned campaign must utilize a minimum of three different social media platforms.

Skills: Social media marketing is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal is to produce content that users will share with their social networks to help a company increase brand exposure and broaden customer reach. This event provides recognition to FBLA members who can most effectively demonstrate skill in the area of social media marketing.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Finals

Eight (8) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Specific Guidelines

- Effectively address a recruitment opportunity and a strategic approach to target audience.
- Topic is addressed effectively and is appropriate for the audience.
- Campaign has high level of engagement and interactivity: Likes, shares, retweets, RSVPs, etc.
- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Comply with state and federal copyright laws.

Social Media Campaign (cont'd)

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Technology Guidelines

- Competitors present directly from their laptops/devices in the preliminary round. Projectors will not be provided.
- See General Performance Guidelines for additional Technology Guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Information Technology
- Marketing

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5
pts

Sports & Entertainment Management

Category: Collaborative Objective Test & Team Performance (Role Play)

Type: Individual or Team

Overview

A 60-minute collaborative objective test will be administered onsite at the RLC. Team competitors will take one (1) objective test collaboratively. The SLC will consist of two (2) parts: an objective test and interactive role play or presentation for the top eight (8) individuals/teams. Individuals/Teams will test for the SLC at home schools. Team members will test separately; and scores will be averaged to determine the eight (8) finalists.

Objective Test Competencies: Sports and Entertainment Marketing/Strategic Marketing; Facility and Event Management; Human Resource Management (Labor Relations); Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry; Financing and Economic Input; Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events; Sports Law; Communication in Sports and Entertainment (Media); Ethics; Licensing; Sports Governance; Careers; Marketing/Management Information Technology and Research; Leadership and Managing Groups and Teams in the Sports and Entertainment Industry; Management Strategies and Strategic Planning Tools; Basic Functions of Management

Case: A problem outlining the understanding and awareness of sports and entertainment issues within today's society.

Skills: This event provides recognition for FBLA members who possess skill in the basic principles of sports and entertainment management.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.
- 1st and 2nd Place at the SLC will advance to the NLC.
- Super Teams will be formed for the 3rd and 4th place NLC spots.

Performance Guidelines—Final Round

- Two (2) note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Sports & Entertainment Management (cont'd)

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Management
- Marketing

Career Clusters

- Business Management & Administration

Timeline

Test: 1 hour

Prep: 20 min

Equipment Setup: N/A

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: N/A

Q & A: N/A

Spreadsheet Applications

Category: Production & Objective Test
Type: Individual

Overview

This event will consist of two (2) parts: a production test administered and proctored at a designated school-site prior to the RLC/SLC and a 60-minute objective test administered at a designated school-site prior to the SLC.

Production Test Competencies: Basic Mathematical Concepts; Data Organization Concepts; Creating Formulas; Functions; Generate Graphs for Analysis Purposes; Pivot Tables; Create Macros; Filter and Extract Data

Objective Test Competencies: Formulas; Functions; Graphics, Charts, and Reports; Pivot Tables and Advanced Tools; Macros and Templates; Filters and Extraction of Data; Format and Print Options; Purpose for Spreadsheets

Skills: Spreadsheet skills are necessary to convert data to information in business. This event recognizes FBLA members who demonstrate that they have acquired skills for spreadsheet development in business.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Production Test Guidelines

- Local Chapter Adviser must submit Test Administrator information to the State Adviser on form and by deadline provided.
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration of the production test is determined by the state chair/adviser.
- No calculators are allowed to be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators may be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument

Alignment

NBEA Standards

- Computation
- Information Technology

Career Clusters

- Business Management & Administration
- Information Technology

Timeline

Test: 1 hour

Home-site Production Test: 1 hour

TALENT SHOW

(Regional & State Only)

This event is regional and state only. The participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter two (2) acts depending on the regional guidelines. There is no longer a distinction between Most Talented and Most Entertaining. Each participant must meet the following eligibility requirement:

- Each participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, the 1st and 2nd place regional winners are eligible to compete at the State Conference.

REGULATIONS

1. The participant(s) must be listed on the Event Participation Summary Form which must be submitted by the designated date.
2. Failure to adhere to the following guidelines will result in the disqualification of the act:
 - a. The performance may be up to five (5) minutes in length.
 - b. Talent show acts may consist of one (1) to five (5) Individuals.
 - c. Chapter advisers must preview the act and costumes prior to the conference to ensure their suitability.
 - d. Participants failing to report on time for the event **may be disqualified**.

PROCEDURE

Participants will meet at a designated time to receive instructions pertaining to the Talent Show. Acts will be assigned performance times at random.

Equipment may or may not be available on-site. Refer to the regional/state mailing for specific information.

Performances are open to conference attendees, **except** performing participants of this event.

AWARDS

The number of awards presented at the Regional Conference is three (3) for the Talent Show. Only Regional 1st and 2nd place will advance to the State Leadership Conference.

The number of awards presented at the State Leadership Conference is two (2).

The Talent Show IS OPEN to conference attendees.

Website Design

Category: Prejudged Projects & Presentation
Type: Individual or Team

Overview

This event is prejudged only at the RLC. The SLC will consist of two (2) parts: a prejudged project and a presentation of the top eight (8) from the prejudged scores. Competitors must complete both parts at the SLC for award eligibility.

Topic: Accuracy is a new accounting firm that specializes in performing accounting responsibilities such as bookkeeping, taxes, audits, annual reports, and more for private and independent entrepreneurial businesses. Accuracy has hired you to create a website and must include the following components:

- Introduction to the website using a Flash or Flash-type animation
- Company overview to include its mission statement, services it offers, company history, staff information, and one other item generally found on a company's website
- Customer service information
- Interactive calendar to view and schedule appointments and meetings with clients
- Links, site map, FAQs, pricing/rates, and a "contact us" option

Skills: The ability to communicate ideas and concepts and to deliver value to customers, using the Internet and related technologies is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of websites.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Submission by the conference deadline (prejudged). See Conference Memo.
- Submission type: URL, Statement of Assurance
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Event Specific Guidelines

- The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements.
- The website should be shown to the judges.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

Website Design (cont'd)

- Project content is prejudged before the RLC/SLC.
- The presentation of a project by the top eight (8) finalists is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The following may be provided for the final round of technology presentation events: screen, power, and table. Competitors must supply their own projectors. It is up to the final round competitors if they wish to use the provided technology.
- See the Technology Guidelines under General Performance Event Guidelines for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Alignment

NBEA Standards

- Communication
- Information Technology
- Marketing

Career Clusters

- Arts, A/V Technology, & Communication
- Information Technology
- Marketing, Sales, & Service
- S.T.E.M.

Timeline

Equipment Setup: 5 min

Performance: 7 min

Warning: 6 min

Time Up: 7 min

Penalty Over Time: 5 pts

Q & A: 3 min

Word Processing

Category: Production & Objective Test
Type: Individual

Overview

This event will consist of two (2) parts: a production test administered and proctored at a designated school-site prior to the RLC/SLC and a 60-minute objective test administered at a designated school-site prior to the SLC.

Production Test Competencies: Production of All Types of Business Forms; Letters and Mail Merge; Memos; Tables; Reports (including statistical); Materials from Rough Draft and Unarranged Copy; Email Messages

Objective Test Competencies: Basic Keyboarding Terminology and Concepts; Related Application Knowledge; Advanced Applications; Document Formatting Rules and Standards; Grammar, Punctuation, Spelling, and Proofreading; Printing

Skills: A high level of word processing skill is a necessity for employees in productive offices. This event recognizes FBLA members who demonstrate that they have acquired word processing proficiency beyond the entry level.

Eligibility

- Local chapters may submit one (1) entry. Regions may submit up to three (3) entries.
- Competitors must be registered for RLC/SLC and pay registration fee.
- Competitors must show as paid members on the national FBLA site by 11:59 EST on February 1.

Production Test Guidelines

- Local Chapter Adviser must submit Test Administrator information to the State Adviser on form and by deadline provided.
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- No calculators are allowed to be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators may be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Alignment

NBEA Standards

- Communication
- Information Technology

Career Clusters

- Business Management & Administration
- Information Technology
- Marketing, Sales, & Service

Timeline

Test: 1 hour

Home-site Production Test: 1 hour