**FUTURE BUSINESS LEADERS OF AMERICA**

**Pennsylvania State Chapter** [**www.pafbla.org**](http://www.pafbla.org/)



**Policy/Leadership Handbook**

**Revised September 2014**

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| FBLA-PBL's mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. | Pennsylvania FBLA's vision is to use innovative leadership opportunities incorporating traditional meetings and emerging technologies to inspire students to achieve their full potential and to help them prepare for tomorrow's business world. |

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**PREFACE**

The Pennsylvania FBLA Policy/Leadership Handbook has been developed to provide local chapters with guidelines relative to the operation of the Future Business Leaders of America on the local, regional, state, and national levels. Hopefully, this information will assist advisers and members to meet and discharge obligations promptly and easily.

*Advisers, as well as local chapter officers,* should study this handbook in order for them to become acquainted with the total program and be better prepared for their responsibilities. Informed student leaders will be able to make more appropriate decisions in guiding the chapter.

This handbook is to be used in conjunction with the National Chapter Management Handbook. Advisers should appoint certain members to be responsible for the content of the National Chapter Management Handbook.

**The material in this Pennsylvania FBLA Policy/Leadership Handbook, approved by the Pennsylvania FBLA Board of Directors, is considered Board policy.**

Appreciation is expressed for the assistance of many FBLA advisers who made excellent recommendations in the revision of this publication and who will continue to provide additional opportunities for students enrolled in business-related courses to meet the challenges of a modern technological world in their present and future lives.

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**FBLA GOALS**

* Develop competent, aggressive business leadership
* Strengthen the confidence of students in themselves and their work
* Create more interest in and understanding of 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

**FBLA PLEDGE**

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

**FBLA CODE OF ETHICS**

I will be honest and sincere.

I will approach each task with confidence in my ability to perform my work at a high standard. I will willingly accept responsibilities and duties.

I will seek to profit by my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.

I will abide by the rules and regulations of my school.

I will exercise initiative and responsibility and will cooperate with my employer and fellow workers. I will dress and act in a manner that will bring respect to me and to my school.

I will seek to improve my community by contributing my efforts and my resources to worthwhile projects.

**FBLA CREED**

I believe education is the right of every person.

I believe the future depends on the mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.

I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.

I believe every person should actively work toward improving social, political, community, and family life.

I believe that every person has the right to earn a living at a useful occupation.

I believe that every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.

I believe I have the responsibility to work efficiently and think clearly. I promise to use my abilities to make the world a better place for everyone.

**CHAPTER ONE - THE LOCAL CHAPTER**

Those who can benefit by being a part of or working with a Future Business Leaders of America (FBLA) chapter include:

1. The student who can participate in a student organization which is recognized by employers and other community leaders as part of an educational program of occupational preparation.
2. The teacher who can complement and enrich the business, computer, and information technology program by maximizing learning opportunities. Also, it is an effective means for the teacher to receive feedback of the business, computer, and information technology program.
3. The school administrator whose school’s public relations program is enhanced because of student involvement.
4. The business people and other community members who have an opportunity to understand the objectives of the business, computer, and information technology department as well as the total school through direct benefit of a community project and by receiving better qualified workers.
5. The parents or guardians who are appreciative that their sons/daughters are actively involved in a worthwhile organization and may also get involved by sponsoring and assisting with chapter activities.

**Governing Body**

The local chapter is governed by the president, vice president, secretary(ies), treasurer, historian, reporter, and parliamentarian with the guidance of the adviser. Each local chapter also has bylaws to use as a guide. Sample local chapter bylaws are found in Appendix M.

Some chapters have learned they function more effectively with an Executive Committee which meets periodically to make plans for chapter meetings and activities. The local Executive Committee can be composed of the officers and chairpersons of standing committees or the officers and a member representing each business, computer, and information technology curriculum, such as accounting, data processing, secretarial and general office. Refer to the National Chapter Management Handbook for the organizational structure of a chapter.

**Role of the Adviser**

Each local chapter shall have an adviser who shall be a faculty member who is teaching a business or business-related course. For example, English is a business-related course. All members of the business, computer, and information technology staff should become involved in making FBLA part of the business, computer, and information technology program. One teacher could serve as chapter adviser, two or more as co-advisers, and other members of the staff should be considered as assistant advisers.

The success of an FBLA chapter is dependent on the adviser. The responsibilities can be demanding, but the adviser who retains a deep concern for members will receive satisfaction for the time and effort put forth.

The responsibilities of the local adviser are to:

1. Guide the officers as they lead the chapter. It is also the adviser’s responsibility to share all mailings with the chapter’s officers.
2. Attend chapter functions.
3. Develop a working relationship with the school board, school administrators, support staff, parents or guardians, and community groups.
4. Attend as many FBLA workshops/conferences as possible. This would include the Regional Leadership Workshop (RLW), Regional Leadership Conference (RLC), State Leadership Workshop (SLW), State Leadership Conference (SLC), National Fall Leadership Conference (NFLC), and National Leadership Conference (NLC).
5. Encourage capable members to seek local, regional, state, and/or national office.

In addition to the information concerning the local chapter adviser in the National Chapter Management Handbook, the following suggestions may help the adviser:

1. Encourage businesslike actions and dress while participating in activities sponsored by the organization.
2. Integrate FBLA into the classroom as a teaching tool. Refer to the National Chapter Management Handbook.
3. Volunteer ideas and time on the regional, state, and national levels, such as assisting in the plans for the SLW.
4. Arrange to have an FBLA homeroom--the extra time will enable better communication.
5. Encourage members to apply for FBLA scholarships.
6. Participate in the FBLA state project.
7. Join professional organizations and promote FBLA at these meetings.
8. Host an RLW or RLC.
9. Keep informed of developments and changes in FBLA through memorandums/e-mails from the state office, communications from the national office, and correspondence from regional officers and adviser*.* An effective method for sharing this information with the officers is to attach a

routing slip similar to the following, or establish e-mail accounts for chapter officers and forward the information. Information could also be posted on a chapter web site.

|  |  |
| --- | --- |
| **FBLA Circulation Sheet** | |
| Adviser | Treasurer |
| President | Parliamentarian |
| Vice President | Other |
| Secretary |  |

1. Involve junior high school and/or middle level students and teachers in FBLA activities. This will help to make activities successful and provide interest for prospective members.
2. To make the business, computer, and information technology program come alive with the excitement of practical experience, friendly competition, and active participation in projects and activities which contribute to individual growth and instill a sense of civic responsibility is probably every teacher’s dream. Getting involved in an FBLA program can help to make it happen.

**Election of Officers**

Proper selection and training of officers is extremely important. Chapters should encourage members to continue their leadership development by running for office on the local level. A recommended process for officer election includes:

1. Using a nominating committee. A nominating committee can talk with possible candidates and insure that members with potential for leadership run for office. Consideration should be given to members in all grades to enable a continuance of leadership experience.
2. Having, if possible, at least two candidates for each office. Nominations may be accepted from the floor if the nominee has submitted an application.
3. Using a written ballot. The members will have an experience in true democracy by using a written ballot. A majority vote should be required for election.

Whether or not the chapter chooses to use a nominating committee, each candidate for local office should complete an application. A sample application as shown on the next page can be used by the chapter.

**FBLA OFFICER APPLICATION**

Name Year in School

Office for which you are applying

Why are you applying for this office?

List business and/or business related courses you are taking and have taken:

Grade point average

Number of days absent (September to present)

Other activities:

Will you attend the SLW, RLW, and RLC? Yes Will you spend extra time on parliamentary procedure? Yes Will you spend extra time planning and conducting meetings Yes

and activities?

Do your parents/guardians approve of your running for office? Yes Does your employer approve of your running for office? Yes

No No No

No No

Approved

Signature of Parent or Guardian

Approved

Signature of Adviser

Signed

Member

**Responsibilities of Officers**

Each officer of a local chapter has specific responsibilities relative to his/her office. These responsibilities can be found in the National Chapter Management Handbook. In addition to the specific responsibilities, each officer should:

1. Serve on a local Executive Committee.
2. Develop a working knowledge of parliamentary procedure.
3. Attend the RLW, RLC, SLW, SLC, NFLC, and the NLC in accordance with the attendance policy.
4. Maintain close communications with the adviser and other officers.
5. Encourage members to become active in local, regional, state, and national FBLA activities.
6. Be familiar with the Pennsylvania FBLA Policy/Leadership Handbook and the National Chapter Management Handbook.
7. Read memorandums/e-mails from the state office.
8. Be familiar with the local, regional, state, and national constitutions and bylaws.
9. Have an understanding of the duties of other officers.
10. Work with the adviser to start an FBLA chapter in a nearby school.

Each local chapter officer may have additional duties. One additional duty might be to have each officer maintain a notebook of information relative to his/her office that will be helpful to the incoming officers. This information should be kept current. An officers’ training program may be an effective way to make officers aware of their responsibilities.

**Committees**

A well-organized chapter will have several committees functioning at all times. Members generally join FBLA because they want to become involved in the activities of the organization. Having every member on one of several committees ensures that each member will be involved. The committee operates under the leadership of the chairperson. The chairperson should be appointed by the chapter president. For helpful hints, see the National Chapter Management Handbook.

Standing Committees. Most FBLA chapters have a number of standing committees. A standing committee usually exists for the duration of the term of the chapter president. Usually, standing committees have a continuing task relative to the long-term operation of the chapter. Examples of standing committees are social, finance, and program.

Special Committees. A special or ad hoc committee is appointed for a specific job and has a time limit in which to complete the assignment. When the job is completed, the committee should be dismissed.

**Planning the Program of Activities**

A program of activities should be developed through sound thinking and careful planning. One of the most successful and effective methods of program development is in approaching the challenge realistically, viewing the entire proposed program initially, and presenting the program to everyone concerned.

Ideally, the chapter’s program of activities for the school year should be planned by the Executive Committee or program committee prior to the opening of school. If this is not possible, planning should take place soon after school begins. The program could be presented to the members for discussion and approval at the first chapter meeting.

Possibilities for a diversified program for an FBLA chapter are practically endless. Chapters should include service activities, such as sending a flyer to the parents/guardians of students describing the goals and activities of FBLA and speaking to service organizations about FBLA’s efforts. If a chapter wants to provide service within the school, one idea is to establish a word processing center or data processing center to perform work for teachers during a specified period of time. When planning fundraising activities, be sure to consider those companies that exhibit at the SLC.

Service organizations, governmental agencies, and businesses are willing to help young people to plan activities, such as tours. Chapters are encouraged to incorporate parents and interested citizens into the chapter’s activities through groups, such as FBLA Parents or FBLA Alumni.

As local chapter advisers and members plan the year’s program, they should refer to the National Chapter Management Handbook. Also, the schedule of regional, state, and national meetings and activities should be considered. Finally, the William Selden Outstanding Chapter Criteria posted on the PA FBLA web site and the State Officer Goals and Plan of Work posted on the PA FBLA web site should be used in planning the annual program.

The following is an effective method of program planning:

1. Meet with the entire Executive Committee and other interested members for a brainstorming session. Form small groups to generate more ideas. Group size should be limited to ten members. Use the brainstorming sheet as shown on page 18.
2. Each group should select a recorder to list the ideas. Ideas should be listed until the group has exhausted all possibilities.
3. Using all the ideas and the program activities calendar on page 19 (use one table for each month), develop a workable program.

|  |  |
| --- | --- |
| **BRAINSTORMING SHEET** | |
| ***Types of Activities*** | ***Ideas*** |
| Professional/Leadership |  |
| Service |  |
| Social |  |
| Public Relations |  |
| Financial |  |

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| --- | --- | --- |
| **PROGRAM ACTIVITIES CALENDAR** | | |
| ***Types of Activities*** | ***Month*** | ***Responsibility*** |
| Professional/Leadership |  |  |
| Service |  |  |
| Social |  |  |
| Public Relations |  |  |
| Financial |  |  |

The planned activities can provide the stimulus needed for the self-motivation that will give students the means to achieve success in school and fulfillment in life. Thus, FBLA activities provide learning situations which increase knowledge, develop additional skills, and improve attitudes that will enhance the chances of each member to have a successful business career.

**Integral Part of Curriculum**

FBLA activities, for the most part, relate to the present and future needs of the members and are related directly to the subject matter of the business, computer, and information technology program. If an FBLA chapter is to be an integral part of the business, computer, and information technology program, the meetings at which the activities are carried out should be scheduled during school time. When the various activities are incorporated into the business, computer, and information technology program, FBLA will better meet student needs. Some schools have experimented with this concept and offered a course involving FBLA activities for one period per day. The course was elective, and students received

grades and were granted credit. Other schools offer courses that are scheduled for one period a week. If an FBLA chapter is organized and operated on either basis, a possible course title is “Development of Business Leadership.”

If the school schedules at least one activity period per week for the entire student body, that period might be used to conduct the meetings of an FBLA chapter. Students can elect to join the FBLA chapter which might meet each week, every other week, or at a specified time, such as the first and third Wednesday of each month.

Assuming a chapter meets once a month, all meetings could be held on a Friday. In September, meetings could be held the first Friday during the first period; in October, meetings could be held the first Friday during the second period, etc. FBLA members would be excused to attend meetings in a large facility, such as the high school auditorium.

**Conducting Meetings**

Well-planned, regularly scheduled chapter meetings are necessary for maintaining member interest, ensuring regular attendance, and promoting the general welfare of the group. Meetings are held to conduct business or present a specific program, not simply for having a meeting.

The following is an effective order of business:

1. Call to order
2. Approval of minutes
3. Officers’ reports
   1. Secretary
   2. Treasurer
4. Committee reports
   1. Standing
   2. Special
5. Unfinished business
6. New business
7. Announcements
8. Adjournment

**Evaluating Meetings**

Evaluations of the meetings should be done periodically to provide insight for the officers. The officers may do the evaluation for themselves, or various groups may be asked to evaluate the meetings, such as a Chapter Advisory Council or an ad hoc committee formed for this purpose. Use the evaluation form on page 21 or create your own.

**EVALUATION OF MEETINGS**

YES NO

Meetings are held regularly on scheduled dates.

Provisions are made for physical comfort.

Meetings are well planned. (Officers and committee chairpersons are prepared with reports or activities.)

Parliamentary procedure is used throughout the meeting.

Meetings start and end properly and on time.

Meetings follow the agenda, yet they are imaginative, varied, and move with enthusiasm.

**Point System**

A point system can be organized to encourage participation in all projects and to reward each member for his/her efforts. The following are some of the awards that may be made--others can be added according to needs:

1. The member(s) with the highest number of points may represent the chapter at state and/or national workshops and conferences.
2. Those members with the next largest number of points may receive a certificate or plaque.
3. All members earning points would receive awards, such as pins. Also, certificates may be given to these members.

Points, such as the following, might be considered and should be set up according to the program.

|  |  |
| --- | --- |
| 1. Attendance | Points |
| Regular meetings | 1 |
| Late for regular meetings | -1/2 |
| Leave early from meetings | -1/2 |
| Attends school and not meeting | -1 |
| 2. Committee |  |
| Chairperson of committee | 5 |
| Committee member | 1 |
| Attendance at special meetings | 1 |

(More points may be given if chairperson has a responsible job, such as finance.)

1. Officer

|  |  |
| --- | --- |
| National | 20 |
| State | 15 |
| Regional | 10 |
| Local | 10 |

1. Conferences

|  |  |
| --- | --- |
| Regional | 5 |
| State | 10 |
| National | 10 |
| Others (special) | 5-10 |

1. Special Projects--School, Educational, and Charitable School time 1 per hour

After school 2 per hour

Evening 3 per hour

Saturday and Sunday 5 per hour

1. Money-Making Projects--Follow No. 5 Project for Time Element Each $5 earned 1

Points for each project 5

1. Dues

Entire dues paid before October 20 15

**Organizing a New Chapter**

Local chapters are encouraged to contact schools in their area which do not have an FBLA program and to provide assistance to schools interested in organizing a chapter. Some suggestions for organizing new chapters are as follows:

* 1. Write to the business, computer, and information technology department chairperson, a business, computer, and information technology teacher, or a teacher of a business-related course in nearby schools to determine if there is interest in organizing a chapter and/or learning about the FBLA program.
  2. Establish a mutually convenient time to visit the school to explain and/or demonstrate the organization and operation of the FBLA program.
  3. Contact the state office to send an information packet to the interested person. This packet contains the charter application, sample constitution, and other information.
  4. Invite interested teachers and students to your local chapter meetings.
  5. Work with the regional adviser to invite interested teachers and students to regional meetings.

When the interested teacher is ready to organize an FBLA chapter, the following items will need to be submitted to **Mr. Bruce E. Boncal, PA FBLA Executive Director/State Chairman, P.O. Box 5085, Jersey Shore, PA 17740**:

1. Completed copy of charter application.
2. Completed copy of bylaws.
3. One check for national dues and state dues which totals $12/member (presently $6 per member state dues and $6 per member national dues) made payable to Pennsylvania FBLA. Pennsylvania FBLA will pay the $20 chapter charter fee charged by the national office.
4. Listing of members--2 copies.

When the above items are received, the charter application will be approved and forwarded to the national office. The state chapter shall pay the charter fee for a newly organized local chapter. The new chapter will be sent a charter, National Chapter Management Handbook, and other items to begin an active FBLA program. In addition, membership cards, a leadership handbook, and current information will be mailed from the state or national office or posted on the PA FBLA web site.

A new chapter should be officially installed by a neighboring chapter and/or at the State Leadership Conference.

**Reactivating a Chapter**

Once a chapter applies for a charter, the state office of FBLA will post a membership reporting form/spreadsheet on the state web site each year for chapters to use. To reactivate a chapter, complete the membership reporting form/spreadsheet, enclose the correct amount of dues, and send the forms where indicated. Pennsylvania FBLA will pay the $20 reactivation fee charged by the national office.

In addition, the reactivating chapter may wish to meet with a chapter in the home region for assistance.

**Dues Information**

State dues presently are $6 per member, and national dues presently are $6 per member. **Both state and national dues must be paid for each member, and chapters will write one check for both state and national dues made payable to PA FBLA**. All PA FBLA memberships and national memberships must be processed through the state office via the online membership processing system on the PA FBLA web site. The state office will upload members to the national membership processing web site.

Advisers should check the PA FBLA web site for instructions on how to process state and national membership. One check for state dues and national dues made payable to Pennsylvania FBLA and a copy of the invoice generated from the membership processing system should be sent to the PA FBLA Executive Director/State Chairman. In order to receive all issues of Tomorrow’s Business Leader, chapters are encouraged to ensure that initial dues are received by the state office before October 20.

Upon receipt of dues, the national office will mail national membership cards. Additional members may be added throughout the school year; however, it is important to note that **ONLY THOSE MEMBERS WHOSE DUES ARE POSTMARKED ON OR BEFORE JANUARY 31 ARE ELIGIBLE TO PARTICIPATE IN THE COMPETITIVE EVENTS AT THE REGIONAL LEADERSHIP**

**CONFERENCE AND THE STATE LEADERSHIP CONFERENCE.** In the event that a Regional Leadership Conference is held prior to January 31, all dues must be postmarked **prior** to the date of the conference as established by the region and posted on the PA FBLA web site. Dues are nonrefundable and non-transferable.

**CHAPTER TWO - THE REGIONAL CHAPTER**

The Pennsylvania Chapter is organized into three districts, which include 28 regions approved by the Board of Directors. The following is a list of the regions included in each district.

Western District - 1, 2, 3, 4, 10, 11, 13, 24

Central District - 5, 6, 7, 14, 15, 17, 23, 26

Eastern District - 8, 9, 12, 16, 18, 19, 20, 21, 22, 25, 27, 28

The main activities for each region are the RLW and the RLC. New regions are created when a region contains so many chapters that it is difficult to conduct the RLC.

**Governing Body**

Each region has an adviser elected from and by the local chapter advisers at the RLC. This person will serve a three-year term beginning July 1 and may serve consecutive terms. *If a regional adviser resigns, all advisers in the region should meet to elect another to fill the position.*

The responsibilities of the regional adviser are to:

1. Assist the region in selecting a host school for the RLW and RLC and aid in coordinating activities.
2. Arrange to meet with the regional president, regional secretary, chapter advisers, and chapter presidents who will host the RLW and RLC prior to these meetings.
3. Coordinate the election of regional officers.
4. Maintain close communication with the state FBLA office, State Adviser, regional officers, and chapter advisers.
5. Select the outstanding chapter in the region in accordance with the official criteria.
6. Attend the SLW, SLC, and other special regional advisers’ meetings or assign a chapter adviser to represent the region.
7. Coordinate, when necessary, transportation to the SLC.
8. Provide leadership to schools in the region that want to organize a chapter.
9. Receive the regional testing materials which will include the school-site answer keys and other necessary materials.

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1. Determine how the online testing will be conducted within your region.
2. Distribute, collect, count, and dispose of all testing materials immediately following the RLC.
3. Send results immediately following the RLC by e-mail to Mr. Bruce E. Boncal, PA FBLA Executive Director/State Chairman, P.O. Box 5085, Jersey Shore, PA 17740, [bboncal@pafbla.us,](mailto:pafbla@comcast.net) on forms provided by the Executive Director/State Chairman. The reporting forms are found on the PA FBLA web site in the downloadables area.
4. Attend the Regional Adviser Summit (or send a representative).

The students within each region elect a president, a secretary, and other officers as deemed necessary for a one-year term. The regional officers for the following school year shall be elected during the RLC by two voting delegates from each chapter, who are generally the president and vice president. There is no limit to the number of elected regional offices that a chapter may hold.

A candidate for regional office shall be recommended by his/her adviser who shall notify the regional adviser that a member intends to run for regional office. He/she shall have at least one full school year remaining as a member.

In the event a region president cannot fulfill his or her responsibilities, the region vice president (if the region has one) shall become president. Otherwise, any vacancies shall be made by appointment of the region adviser.

The responsibilities of the regional president are to:

1. Preside at the RLW and RLC.
2. Meet with the regional adviser and chapter advisers and presidents who will host the RLW and RLC to plan regional activities, including the role of the regional president.
3. Communicate throughout the year with chapter presidents.
4. Maintain close communication with the regional secretary.
5. Attend the SLW and SLC.

The responsibilities of the regional secretary are to:

1. Present the minutes of the previous meeting at the RLW and RLC.
2. Record the minutes of the RLW and RLC.
3. Mail the minutes to each chapter in the region.
4. Send letters of appreciation to speakers, judges, and guests who participated in the RLW and RLC.
5. Maintain accurate accounts of previous meeting records and provide these records to the incoming secretary.
6. Attend the SLW and SLC.

**Regional Leadership Workshop (RLW)**

The RLW should be held in October or November. Every local chapter is urged to be represented by its adviser and as many members as possible. Attendance is a must for those who are committed to achieving the goals of FBLA.

The objectives for the RLW are to:

1. Teach members leadership skills.
2. Inform members about the various aspects of the FBLA program.
3. Share ideas regarding local chapter activities with members from other schools.
4. Provide regional officers with an opportunity to conduct the business meeting.
5. Strengthen communication among chapter advisers and members.
6. Inform members about the state project.
7. Allow members to become acquainted with FBLA members from other local chapters.

**Financing**

An effective RLW program may be planned and implemented without incurring a large expense; however, some financing may be necessary. If a meal is involved, each participating chapter will decide how to cover the cost. In some cases, a nominal workshop fee may be charged.

Each region must be a self-supportive unit. A region has power to assess member schools to cover costs of operation for the current school year. If a chapter fails to meet the requirements, it will not be permitted to attend and/or participate in the activity or activities for which the assessment is made.

**Planning Meeting**

Prior to the RLW, the regional adviser and officers plus chapter advisers and members will conduct a planning meeting to arrange details of the upcoming RLW. Members and advisers can discuss meeting plans, delegate responsibility for various aspects of the program, observe the host school facilities, share

ideas for the program content, etc. To provide the most successful regional activities, each chapter should assume responsibility for some aspect of the program.

**Program**

The RLW should parallel the SLW to the extent that such is feasible and should include:

1. A session at which the regional president presides with the assistance of the regional secretary.
2. An opportunity for FBLA members and advisers to share ideas (preferably in small workshops) concerning FBLA activities.
3. Workshops on scholarships, competitive events, and Pennsylvania’s state project.
4. A businessperson or member of the professions who assists the participants in the development of leadership skills.
5. An opportunity for a member of the state Executive Committee to bring a brief message to the participants and/or present a workshop.
6. A discussion about regional chapter activities to be held during the latter part of the school year.

Refer to page 35 for a sample letter from the host chapter to chapters in the region, to page 36 for a sample RLW program, and to page 47 for a sample meal reservation form. If possible, each chapter should be involved in the program.

**Registration Procedure**

The regional adviser will coordinate with the host school the mailing of RLW information to each chapter adviser several weeks before the RLW. Whether pre-registration is required depends on the necessity of knowing in advance how many members and advisers will be in attendance.

**Regional Leadership Conference (RLC)**

The RLC should be held at least four weeks prior to the SLC. A local chapter in the region hosts the RLC which may be conducted either following a school session or on a Saturday. Also, since equipment is no longer needed on site because of school-site testing, most schools are large enough to host the RLC thereby eliminating the need to travel to colleges in the area on dates that may be inconveniently late in the year for the RLC. It is the highlight of the year for many local chapter members and provides leadership, educational, competitive, and social experiences.

**Objectives**

The objectives for the RLC are to:

1. Elect regional officers for the next school year.
2. Provide competition in individual/team competitive events before the SLC.
3. Strengthen communication among chapter advisers and members.
4. Provide school and community recognition to the host chapter for organizing and conducting the RLC.
5. Give regional officers primary roles in conducting the conference.
6. Select the host school(s) for the next RLW and/or RLC.
7. Give local members an opportunity to announce candidacy for state or national office.

**Participation**

Every local chapter in the region is urged to be represented.

Any region may add tests, but a student may not compete in more than one event at the RLC or take the same test more than once, with the exception of Banking and Financial Systems, Business Ethics, Desktop Publishing, Emerging Business Issues, Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Management Information Systems, Network Design, and Parliamentary Procedure. See guidelines for the Business Ethics, Emerging Business Issues, Entrepreneurship, Global Business, Management Decision Making, Management Information Systems, Network Design, Parliamentary Procedure, and Sports & Entertainment Management events in Chapter Four of this handbook.

**Planning Meeting**

Prior to the RLC, member chapters of each region should arrange a planning meeting in preparation for the upcoming conference. Chapter advisers and officers should be included in the meeting with the regional adviser and officers. Each chapter should assist the host school by assuming responsibility for various aspects of the RLC program.

**Financing**

Each member and adviser pays a predetermined amount to cover the cost of a meal. The host chapter assumes the responsibility of preparing printed materials for the conference. The cost of transportation to and from the conference is the responsibility of the local chapter.

Each year an amount determined by the Board of Directors will be allotted to the regional adviser by the state chapter. No additional state monies shall be paid to a regional adviser or a local chapter for expenses that might have been incurred. That allocation will be paid in two installments to the region adviser: (1) 50% after receiving the RLC winners’ list, and (2) 50% after attendance at the SLC and assisting with the administration of a competitive event, the presentation of a workshop, or other duty as approved by the Executive Director/State Chairman based on the recommendations from the Conference Coordinator, Competitive Events Coordinator, or State Adviser. The use of the two payments is at the discretion of the region adviser.

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**Registration Procedure**

The host chapter will mail a letter and the necessary forms to each local chapter in the region at least six weeks prior to the conference. An example of the letter and forms may be found on pages 37-50. The chapter adviser should return the necessary forms, as well as a check for meals, before the designated date.

It is mandatory that all local chapters register for the RLC competitive events through the PA FBLA web site by the date established by the region adviser.

Upon arriving at the site of the RLC, the adviser should receive a conference packet which contains identification badges, conference information for the chapter’s participants, and meal tickets.

**Program**

The RLC program primarily consists of competitive events and the election of regional officers. Information describing each competitive event may be found in Chapter Four of this handbook and in the National Chapter Management Handbook. A sample RLC program can be found on pages 50.

**Awards for Competitive Events**

Each first-, second-, third-, fourth-, and fifth-place winner of the individual/team competitive events will be awarded a certificate. A chapter that achieves first, second, third, fourth, or fifth place in outstanding chapter competition will receive a certificate. A region may also elect to give trophies to the winner(s) in an individual/team or chapter event. This cost can be underwritten by assessing each chapter.

**Policy For Events Requiring Equipment**

All events requiring equipment (Computer Applications, Database Design and Applications, Spreadsheet Applications, and Word Processing) will be administered on a school-site basis. Upon registering for the RLC, the school-site tests will be emailed directly to the school-site administrator at the respective school. The region adviser and the remaining local chapter advisers will determine the procedure for returning/grading the school-site tests.

**Election of Regional Officers**

When the application for candidacy for regional officers (president and secretary) is received, a member of the local chapter who has demonstrated leadership and has been an active member should be encouraged to run for office. If an application is required, the adviser shall complete it, and return it by the designated date.

Before candidates may campaign actively, they will report to the designated person at the host school to find out where campaign materials may be distributed and where campaign posters may be displayed.

Each candidate must give a campaign speech--no longer than two minutes--stating his or her reasons for seeking the position and his or her goals if elected.

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The two voting delegates from each chapter are eligible to cast a ballot for the candidate of their choice. The winners will be announced during the awards ceremony.

**Planning Guidelines--Host Chapter**

Preparing for an RLC involves a great deal of work and every member should be willing to help. Once you have decided to host an RLC, permission must be requested from the school administration. Be certain that the date placed on the school calendar does not conflict with other school activities. A vital step in planning the RLC is the careful appointment of committee chairmen. Plans should be made as far in advance as possible. Using the input from the regional planning meeting, the general outline for the conference should be planned.

The general chairman should set forth very specifically the duties of each committee, attend the meetings of each committee, serve as liaison among all the participants to maintain communication lines, and obtain necessary permission from school administrators.

The following committees are suggested. The chairman of these committees should comprise the planning committee so that each will be aware of the overall plan.

**Program**

* Consult the regional adviser and regional officers.
* Plan a theme for the day.
* Arrange program--general session(s), special programs, events, awards ceremony.
* Invite guest speaker(s) and judges.
* Invite appropriate school administrators and school board members.
* Invite a state committee member to bring greetings.
* Arrange to have stage crew representatives available.
* Reserve necessary rooms and facilities in school.
* Prepare programs.
* Prepare ballots for regional election.
* Provide candles and holders for officer installation service.
* Designate a particular area where campaign material may be posted.
* Arrange for custodial service.

**Public Relations**

* Mail invitations, reservations, etc., to chapters in region prior to meeting.
* Mail letters of appreciation to judges, guests, school administrators, etc., following the meeting.

**Publicity**

* Send news releases to all news media.
* Arrange to have a television and/or newspaper photographer available at the awards ceremony.

**Meals**

* Plan menu with food service staff and determine price per person.
* Plan head table seating arrangements.
* Provide podium and microphone for head table.
* Make arrangements for meal reservations.
* Prepare meal tickets.

**Decorations**

* Prepare decorations appropriate for the theme.
* Make directional signs (inside and outside of the building).
* Decorate all bulletin boards in business wing and classrooms.
* Set up chapter exhibit in cafeteria or other large area.
* Make small favors to be placed on the table in the cafeteria.

**Reservations**

* Maintain accurate records of the reservations as received.
* Assign members to various entrances to welcome students and guests.
* Make name tags and identify delegates.
* Keep meal committee informed as to the number of reservations.
* Prepare a large envelope with name tags, meal tickets, programs, and school map for each chapter’s participation.
* Set up registration area where chapter advisers may pick up materials and leave materials relative to Mr. and Ms. Future Business Leader and Job Interview.
* Develop a list of schools that will be in attendance.

**Competitive Events**

* Prepare signs identifying each room with the name of the event.
* Compile a list of members competing in each event.
* Arrange for a test correction center and refreshments for test administrators.
* Assign members to escort test administrators to test correction center immediately upon arrival at the school.
* Provide stopwatches for Business Ethics, Client Service, Emerging Business Issues, Impromptu Speaking, Public Speaking I, and Public Speaking II.
* Provide judges for Business Ethics, Client Service, Emerging Business Issues, Future Business Leader, Job Interview, Impromptu Speaking, Public Speaking I, and Public Speaking II.
* From test preference forms, prepare administrators’ assignments, listing each event and the administrator(s) for the events indicated above.
* Appoint advisers or other adults to prepare certificates for event winners.
* Appoint an adviser to be responsible for collecting rating sheets after judging has been completed.

**LETTER TO INVITE CHAPTERS TO REGIONAL LEADERSHIP WORKSHOP**

EAST HIGH SCHOOL FBLA

Briston, PA 12345

September 25,

Mr. John Frye FBLA Adviser

Lawn City High School Lawn City, PA 12333

Dear Mr. Frye

Members of the Lawn City High School FBLA chapter are invited to attend the Regional Leadership Workshop of Region 30 of the Future Business Leaders of America which is being hosted this year by East High School on Thursday, October 24, \_. Registration will be from 3:15 to 3:45 p.m., and the first general session will start at 4 p.m. in the auditorium. Dinner will be served in the high school cafeteria.

Enclosed are the following:

1. Meal Reservation Form
2. Tentative Program

Please complete the meal reservation form and return it to Pat Little, Program Chairperson. We are looking forward to hosting you and your chapter at this workshop.

Sincerely

Ruth A. Jenkins, President East High School FBLA

Enclosures

**SAMPLE PROGRAM**

**REGIONAL LEADERSHIP WORKSHOP**

October 24,

3:15 p.m. **Registration and School Tours** Lobby 4:00 p.m. **First General Session** Auditorium

Welcome--Host Chapter President Greetings--Host Chapter Principal FBLA Overview--State Officer

Introduction of Special Guests--Regional President 4:30 p.m. **Business Meeting**

Call to Order--Regional President FBLA Pledge--Regional Secretary Roll Call--Regional Secretary

Minutes of Previous RLC--Regional Secretary

State Leadership Workshop Report--Local Chapter President Emblem Ceremony--Any Local Chapter

Adjournment

5:00 p.m. **Workshops** Individual Classrooms

|  |  |  |
| --- | --- | --- |
|  | Participants in State and National Projects--Local Chapter No. 1 Parliamentary Procedure--Local Chapter No. 2  Campaigning for Office--Local Chapter No. 3  Preparing a Local Chapter Business Report--Local Chapter No. 4 Publicity and Public Relations--Local Chapter No. 5  What is FBLA?--Local Chapter No. 6  Local Chapter Officer Responsibilities--Local Chapter No. 7 Developing a Calendar of Activities--Local Chapter No. 8 | Room 101  Room 102  Room 103  Room 104  Room 105  Room 106  Room 107  Room 108 |
| 5:45 p.m. | **Dinner** | Cafeteria |
| 6:30 p.m. | **Second General Session** | Auditorium |
|  | Invitation to Host RLC--Regional President Introduction of Guest Speaker--Host Chapter Member  Guest Speaker (businessperson, former FBLA member, etc.) Announcements--Regional President  Closing Remarks--Region Adviser Adjournment--Regional President |  |

###### LETTER TO INVITE CHAPTERS TO REGIONAL LEADERSHIP CONFERENCE

February 5,

EAST HIGH SCHOOL FBLA

Briston, PA 12345

Mr. Howard Kelly FBLA Adviser

Fair City High School Fair City, PA 12345

Dear Mr. Kelly

Members of the Fair City High School FBLA chapter are invited to attend the Regional Leadership Conference of Region 30 of the Future Business Leaders of America which is being hosted this year by East High School on Saturday, March 15, . Registration will be from 8:45 to 9:20 a.m., and the first general session will start at 9:30 a.m. in the auditorium. Lunch will be served in the high school cafeteria.

Enclosed are the following forms:

1. Registration Form for Candidates and Voting Delegates
2. Performance Preference Form
3. Meal Reservation Form

Please complete each form and return to the proper person by the date indicated. We are looking forward to hosting you and your chapter at this conference.

Advisers are reminded that they must register students through the PA FBLA online registration system at [www.pafbla.org.](http://www.pafbla.org/)

Sincerely yours

Ruth A. Jenkins, President East High School FBLA

Enclosures

**EVENT REGISTRATION FORM**

**(for local chapter planning purposes only)**

School

Please complete the following form listing the names and grades (9-12) of students entering the event specified and use it as the source document for students competing at the Regional Leadership Conference. All advisers are required to register members for competitive events through the PA FBLA web site.

Name Grade

Accounting I (3 per chapter)

Accounting II (3 per chapter)

Banking and (one team of 2

Financial Systems or 3; one student

may repeat)

Business Calculations (3 per chapter)

Business Communication (3 per chapter)

Business Ethics (one team of 2 or 3; one student

may repeat)

Business Law (3 per chapter)

Business Math (3 per chapter) (Grades 9-10 only)

Business Procedures (3 per chapter)

Client Service (1 per chapter) Computer Applications (3 per chapter)

Computer Problem Solving (3 per chapter)

Cyber Security (3 per chapter)

Database Design and (3 per chapter) Applications

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Desktop Publishing | (2 individuals | 1. |  |  |
|  | OR teams of |  |  |  |
|  | 2 members; one) |  |  |  |
|  | student may |  |  |  |
|  | repeat) | 2. |  |  |
| Economics | (3 per chapter) |  |  |  |

Emerging Business (one team of 2

Issues or 3; one student

may repeat)

Entrepreneurship (one team of 2 or 3; one student

may repeat)

FBLA Principles and (3 per chapter)

Procedures

(Grades 9-10 only)

Future Business Leader (2 per chapter)

Global Business (one team of 2 or 3; one student

may repeat)

Health Care (3 per chapter) Administration

Help Desk (3 per chapter)

Hospitality (one team of 2

Management or 3; one student

may repeat)

Impromptu Speaking (1 per chapter)

Insurance & (3 per chapter) Risk Management

Introduction to (3 per chapter)

Business

(Grades 9-10 only)

Introduction to (3 per chapter)

Business Communication

(Grades 9-10 only)

Introduction to (3 per chapter)

Information Technology

(Grades 9-10 only)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Introduction to | (3 per chapter) |  | | |
| Parliamentary Procedure (Grades 9-10 only) |  |  |  |  |
| Job Interview | (1 per chapter) |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Management Decision | (one team of 2 |  |  |
| Making | or 3; one student |  |  |
|  | may repeat) |  |  |

Management (one team of 2 Information Systems or 3; one student

may repeat)

Marketing (one team of 2 or 3; one student

may repeat)

Network Design (one team of 2 or 3; 1 student

may repeat)

Networking Concepts (3 per chapter)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Parliamentary | (one team of 4 |  | | |
| Procedure | or 5 per  chapter; 2 members may repeat) |  |  |  |

Personal Finance (3 per chapter)

|  |  |  |  |
| --- | --- | --- | --- |
| Public Speaking I (Grades 9 and 10 only) | (1 per chapter) |  |  |
| Public Speaking II | (1 per chapter) |  |  |
| Securities & Investments | (3 per chapter) |  |  |

Sports & Entertainment (one team of 2 Management or 3; one student

may repeat)

Spreadsheet Applications (3 per chapter)

Word Processing (3 per chapter)

**CANDIDATES AND VOTING DELEGATES**

School

Adviser Phone

The following FBLA member(s) are candidates for the office indicated:

President

Vice President

Secretary

Treasurer

The following FBLA members are voting delegates:

Delegate 1

Delegate 2

Please return by March 10 to: Mr. James Smith, Adviser

Future Business Leaders of America East High School

Briston, PA 12345

**REGIONAL ADVISER CANDIDATE**

(Each region has an adviser elected from and by the local chapter advisers at the RLC. This person will serve a three-year term beginning July 1 and may serve consecutive terms.)

School

Candidate Name Phone

Please return by March 10 to: Mr. James Smith, Adviser

Future Business Leaders of America East High School

Briston, PA 12345

**PERFORMANCE PREFERENCE FORM**

School

Adviser Phone

Listed below are the events to be administered at the FBLA Region 30 Leadership Conference. It will be necessary for advisers, other teachers, and student teachers to assist in the proctoring and double checking rating sheets of various performance events. Please list the names of those participating. Choose test selections and indicate preference by placing 1, 2, and 3 in the blanks in the **PERFORMANCE SELECTION** section.

**Name of Event Assistants**



**Preference for Performance Events**

Business Ethics......................................................................................................

Client Service.........................................................................................................

Emerging Business Issues......................................................................................

Impromptu Speaking..............................................................................................

Job Interview.........................................................................................................

Future Business Leader...................................................................................

Public Speaking I...................................................................................................

Public Speaking II..................................................................................................

Please return by March 10 to: Mr. James Smith, Adviser

Future Business Leaders of America East High School

Briston, PA 12345

**MEAL RESERVATION FORM**

School

Adviser Phone

Please list the names of advisers, members, and bus driver(s) desiring dinner reservations at the Regional Leadership Conference on March 15. The cost is $4 per person. Enclose your check made payable to East High School FBLA.

Total Number of Reservations

Total Amount Enclosed $

Return form and check by March 10 to: Mr. James Smith, Adviser

Future Business Leaders of America East High School

Briston, PA 12345

**LETTER TO INVITE JUDGES FOR REGIONAL LEADERSHIP CONFERENCE**

EAST HIGH SCHOOL FBLA

Briston, PA 12345

February 5,

Mr. Ralph H. Browne, Manager Pennsylvania National Bank 1214 Broad Boulevard

Briston, PA 12345 Dear Mr. Browne

Region 30 of Pennsylvania Future Business Leaders of America will hold its Regional Leadership Conference on Saturday, March 15, , at East High School, Briston. Approximately 500 students from the ten FBLA chapters are expected to attend and participate in the various activities and competitive events of the conference.

The Future Business Leader event is among those scheduled for the members. Prior to the conference, each contestant will prepare a letter of application for this award and a brief resume. During the conference, the contestant will take a written test and be interviewed by three judges. Mr. Browne, we are inviting you to be one of the judges and are enclosing a judge’s interview sheet and program. East High School’s FBLA chapter will be honored if you accept this invitation. I look forward to hearing from you shortly.

Sincerely yours

Ruth A. Jenkins, President East High School FBLA

Enclosures

**LETTER TO INVITE GUEST SPEAKER TO REGIONAL LEADERSHIP CONFERENCE**

EAST HIGH SCHOOL FBLA

Briston, PA 12345

January 5,

Dr. John H. Wells, Superintendent Briston Area School District

Fifth and Walnut Streets Briston, PA 12345

Dear Dr. Wells

On Saturday, March 15, , the East High School chapter of Future Business Leaders of America will be host to Region 30 FBLA Regional Leadership Conference. Approximately 500 students will be attending from the ten chapters that comprise Region 30.

The East High School FBLA members would like to invite you to attend our conference when various competitive events and special programs will be held. We would especially like you to attend the first general session at 9:30 a.m. to bring greetings to the group.

Your participation in the conference will be our pleasure, and I am looking forward to hearing from you shortly.

Sincerely yours

Ruth A. Jenkins, President East High School FBLA

**SAMPLE PROGRAM REGIONAL LEADERSHIP CONFERENCE**

March 15,

8:45 a.m. **Conference Registration**

For those arriving early there will be tours of the school

9:30 a.m. **General Session** Auditorium

Welcome--Regional President Greetings--Superintendent Announcements--Chapter President

9:45 a.m. **Performance Session**

###### Non-competitors will remain in auditorium for Workshop #1

|  |  |  |
| --- | --- | --- |
|  | Business Ethics Client Service  Emerging Business Issues Impromptu Speaking  Job Interview  Future Business Leader Public Speaking I and II | Room 200  Room 201  Room 203  Room 206  Room 207 Home Economics Suite  Room 209 |
| 10:45 a.m. | **Workshop #2** | Auditorium |
| 11:45 a.m. | **Business Meeting** | Auditorium |

Roll Call

Election Campaign Speeches Invitation to host the RLW or RLC

|  |  |  |
| --- | --- | --- |
| 12:15 p.m.  12:30 p.m.  1:30 p.m. | **Election of Regional Officers Lunch**  **Awards Ceremony** | Main Lobby Cafeteria  Auditorium |
|  | Recognition of advisers |  |
|  | Presentation of awards |  |
|  | Announcement of new regional officers |  |
|  | Installation of new regional officers |  |
|  | FBLA Pledge |  |

**CHAPTER THREE - THE STATE CHAPTER**

The State Committee consisting of the Executive Director/State Chairman, State Adviser, Conference Coordinator, and Competitive Events Coordinator shall administer the operation of the Pennsylvania FBLA chapter in accordance with policies established by the Board of Directors; bylaws approved by the voting delegates at the SLC; the National FBLA office; and guidelines developed by the Pennsylvania Department of Education's Bureau of Career and Technical Education.

**PA FBLA State Chapter Organization Chart**

FBLA-PBL, Inc.

PA FBLA Constitution and Bylaws

PA FBLA Board of Directors

**STATE COMMITTEE**

Executive Director/ State Chairman

State Adviser Conference Coordinator

Competitive Events Coordinator

Executive Committee

Regions

Local Chapters

**State FBLA Office**

The state FBLA office issues information to keep local chapters informed; renders advice to schools wishing to organize FBLA chapters; plans and conducts a state leadership conference to carry on state chapter business and provide competitive activities; prepares, disseminates, and updates this publication which provides guidelines for administering FBLA on the local, regional, and state levels; and prepares and updates the Pennsylvania FBLA web site which provides information useful to members.

**Board of Directors**

The PA FBLA Board of Directors serves as the policy-making body of the state chapter and is comprised of the following voting members: (a) six local advisers at large, (b) the PA FBLA state president, (c) the PA FBLA state first vice president, (d) a representative from business and/or industry,

1. ) a representative from school administration, (f) two persons at large, (g) the PA FBLA Board treasurer, (h) an alumnus of FBLA, (i) two retired members of education or the education field, (j) the adviser to the state president, and (k) the adviser to the state first vice president. The following shall serve on the Board of Directors in a non-voting capacity: (a) the PA FBLA Executive Director/State Chairman, (b) the PA FBLA Conference Coordinator, (c) the PA FBLA State Adviser, (d) the PA Competitive Events Coordinator(s), (e) the PDE business education/ marketing adviser, (f) the PDE FBLA CTSO facilitator, and (g) the immediate past president of the Board of the Directors.

A candidate for a position on the Board must complete an application form and submit as directed. The signature of the superintendent is mandatory if applying for one of the adviser-at-large positions.

Elections shall take place by mail or electronic ballot, and only one adviser per chapter is eligible to vote. The Board of Directors application is found in Appendix L.

In order to be eligible to apply for the FBLA Alumnus position, the applicant must have completed at least three years after high school graduation and cannot currently be serving as a local chapter adviser. In order to be eligible to apply for the person-at-large position, the applicant must have completed at least three years after high school graduation. In order to apply for the school administrator position, the applicant must have three complete years of service as a school administrator. In order to be eligible to apply for an adviser-at-large position, the applicant must have three years’ experience as an FBLA chapter adviser.

Local chapter advisers shall be eligible to cast ballots for the FBLA Alumnus position on the Board of Directors.

Refer to Article II of the PA FBLA Bylaws for more information on the Board of Directors.

Board members shall be reimbursed at the IRS rate for travel plus the necessary lodging and planned meals for official Board functions, unless reimbursed by their school or business.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PA FBLA BOARD OF DIRECTORS**  Rotation Schedule | | | | | | | |
|  | | | | | | | |
| **Voting Board Member Category** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2020** |
| Alumnus of FBLA | x |  |  | x |  |  | x |
| Adviser-at-Large Position #1 | x |  |  | x |  |  | x |
| Adviser-at-Large Position #2 | x |  |  | x |  |  | x |
|  |  |  |  |  |  |  |  |
| Business and/or Industry Rep. |  | x |  |  | x |  |  |
| Adviser-at-Large Position #3 |  | x |  |  | x |  |  |
| Adviser-at-Large Position #4 |  | x |  |  | x |  |  |
|  |  |  |  |  |  |  |  |
| School Administrator |  |  | x |  |  | x |  |
| Adviser-at-Large Position #5 |  |  | x |  |  | x |  |
| Adviser-at-Large Position #6 |  |  | x |  |  | x |  |
|  |  |  |  |  |  |  |  |
| Person at Large Position #1 |  | x |  |  | x |  |  |
| Person at Large Position #2 | x |  |  | x |  |  | x |
|  |  |  |  |  |  |  |  |
| Retired Educator Position #1 |  | x |  |  | x |  |  |
| Retired Educator Position #2 |  |  | x |  |  | x |  |
|  |  |  |  |  |  |  |  |
| Board Treasurer |  |  |  |  |  |  |  |
| State President | x | x | x | x | x | x | x |
| Adviser to the State President | x | x | x | x | x | x | x |
| State First Vice President | x | x | x | x | x | x | x |
| Adviser to the State First Vice President | x | x | x | x | x | x | x |

**Non-Voting Board Member Board Category**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Executive Director/State Chairman |  |  |  |  |  |  |  |
| Conference Coordinator |  |  |  |  |  |  |  |
| Competitive Events Coordinator(s) |  |  |  |  |  |  |  |
| State Adviser |  |  |  |  |  |  |  |
| PDE Business Education Adviser |  |  |  |  |  |  |  |
| PDE FBLA CTSO Facilitator |  |  |  |  |  |  |  |
| Immediate Past President of the Board of Directors |  |  |  |  |  |  |  |

A term begins immediately following the State Leadership Conference. A term ends at the conclusion of the State Leadership Conference.

When a vacancy is created, the Board shall have the authority to appoint a successor to fulfill the remainder of the term.

For a normal rotation, personnel appointments are made at the Board of Directors meeting prior to the State Leadership Conference.

**Executive Director/State Chairman**

The Executive Director/State Chairman shall have the following duties:

* 1. Serve as a liaison between the national association and the state committee.
  2. Serve as official representative of the state committee to the national association.
  3. Bring matters relating to the operation of the state chapter to the attention of the president and chief executive officer and national Board of Directors.
  4. Prepare and submit state chapter reports to the national headquarters, including budgeting and financial reports, membership, projects, and activities.

The PA FBLA Board of Directors shall contract on an annual basis an Executive Director/State Chairman. The Board shall annually determine the contracted fee for the services performed by the Executive Director/State Chairman. The Executive Director/State Chairman shall be bonded.

All financial accounts shall carry the Executive Director’s/State Chairman’s, the State Adviser’s, the Conference Coordinator's, and the Board Treasurer’s signature.

**State Adviser**

The State Adviser shall:

1. Coordinate the activities of the Executive Committee members, which include assistance to state officers during Executive Committee meetings and all other FBLA functions; assist with the operation of the SLW; and assist with the operation of the SLC.
2. Maintain close communication with the state president, Executive Director/State Chairman, Conference Coordinator, Competitive Events Coordinator, and the PA FBLA Board of Directors.
3. Serve as a liaison between the Executive Director/State Chairman and the Executive Committee.

The PA FBLA Board of Directors shall contract on an annual basis the State Adviser. The Board shall annually determine the contracted fee for the services performed by the State Adviser.

**Competitive Events Coordinator**

The state competitive events coordinator shall have, but not be limited to, the following duties:

* 1. Coordinate the preparation and distribution of tests and other related materials for the region leadership conferences.
  2. Coordinate the preparation of tests and other related materials for the State Leadership Conference.
  3. Coordinate the testing center at the State Leadership Conference.
  4. Secure judges and event administrators for competitive events at the State Leadership Conference.

The PA FBLA Board of Directors shall contract on an annual basis a Competitive Events Coordinator. The Board shall annually determine the contracted fee for the services performed by the Competitive Events Coordinator.

**Conference Coordinator**

The state competitive events coordinator shall have, but not be limited to, the following duties:

1. Secure and contract locations for Board of Directors meetings, Executive Committee meetings, the State Leadership Workshop, the State Leadership Conference, and other special meetings such as the Region Advisers Summit and the New Chapter Advisers Summit.
2. Complete all details regarding lodging, meals, and program elements for the Board of Directors meetings, Executive Committee meetings, the State Leadership Workshop, the State Leadership Conference, and other special meetings such as the Region Advisers Summit and the New Chapter Advisers Summit.
3. Organize and complete all travel arrangements, as necessary, for the National Leadership Conference.
4. Complete travel arrangements, as necessary, for the National Fall Leadership Conference.

The PA FBLA Board of Directors shall contract on an annual basis a Conference Coordinator. The Board shall annually determine the contracted fee for the services performed by the Conference Coordinator.

**Board Treasurer**

The Board Treasurer shall have the following duties:

1. Review and approve payment of all bills.
2. Serve as a voting member of the Board of Directors.
3. Serve as chairman of the Board of Directors Finance Committee.

**Executive Committee**

The Executive Committee plans and implements the annual program of leadership development. Its members include the president, first vice president, secretary, treasurer, reporter, three vice presidents at large, and the parliamentarian. Non-voting members of the Executive Committee include the local chapter advisers of the state officers and members of the Board of Directors.

The Executive Committee, including the non-voting members, are expected to attend the following:

1. Two Executive Committee meetings--June and February or March
2. National Leadership Conference (NLC)--June or July
3. SLW, including one preparation day—September or October
4. SLC, including one preparation day—March or April State officers are encouraged to attend the:
5. Pennsylvania Business Education Association Conference--November
6. National Fall Leadership Conference--November

The state officers will be given an allowance to be used toward the expenses of attendance at approved FBLA functions (the registration fee will be reimbursed upon meeting all requirements). The amount and function is to be based on the budget recommended by the Executive Director/State Chairman and approved by the Board of Directors.

All officers must submit a written narrative report of their activities during the national conferences (NLC, NFLC) they attend. The report must be submitted to the State Adviser and the Executive Director/State Chairman. Lodging and meals for advisers will be financed by the state chapter for the June, September or October, February or March, and March or April committee meetings. Travel expenses plus expenses of the advisers for the other functions listed above should be reimbursed by their respective school districts.

The state chapter shall pay for the cost of uniforms for state officers based on the approved state chapter budget. The officer or local chapter or local school district is expected to supply any other required components of the uniform as established by the State Adviser.

In addition, the responsibilities of the members of the Executive Committee, including the non-voting members, are to:

1. Attend FBLA meetings, workshops, and conferences on the local and regional level.
2. Develop a working knowledge of parliamentary procedure.
3. Maintain a file of all correspondence, instructions, and guidelines pertaining to the current state position and transfer this file to the incoming officer or adviser at the SLC. A loose-leaf notebook is suggested for a file so that additions to each division of the notebook can be updated easily.
4. Seek opportunities to explain the objectives and activities of FBLA to others, especially businesspersons.
5. Complete any other assignments delegated by the State Committee and/or Board of Directors.

State officers are encouraged to:

1. Attend at least one regional workshop or conference outside his or her home region.
2. Represent the state chapter at functions, such as business education conferences.
3. Visit at least one school that does not have an FBLA chapter to promote the establishment of a chapter.

**Specific Responsibilities of Executive Committee Members**

The responsibilities of the state president are to:

1. Preside at Executive Committee meetings and business meetings of the state chapter.
2. Write to regional presidents by November 30, and suggest that they correspond with the president of each chapter in their region to encourage attendance at their respective RLC and the SLC.
3. Serve as a voting delegate at the NLC.
4. Serve as a member of the PA FBLA Board of Directors.
5. Maintain a close and continuing relationship with the State Adviser.
6. Submit monthly reports to the State Adviser and Executive Director/State Chairman.

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1. Present a workshop at the SLW, if required.

The responsibilities of the state first vice president are to:

1. Preside over Executive Committee meetings and business meetings of the state chapter in the absence of the president.
2. Assist the president in duties assigned to him/her.
3. Write to regional presidents by January 15 informing them they will be recognized at the SLC.
4. Serve as a voting delegate at the NLC.
5. Serve as a voting member of the PA FBLA Board of Directors.
6. Submit monthly reports to the State Adviser and Executive Director/State Chairman.
7. Present a workshop at the SLW, if required.

The responsibilities of the state secretary are to:

1. Keep an accurate record of the proceedings of Executive Committee meetings. Provide a copy of these minutes to the State Adviser and the Executive Director/State Chairman within two weeks following each meeting. In addition, provide a copy of the minutes of the SLC business meetings to the state office and to the newly elected president for his/her report at the NLC.
2. Write any preliminary and/or follow-up correspondence relative to state chapter business as directed by the State Adviser, Executive Director/State Chairman, or Executive Committee.
3. Serve as the alternate voting delegate at the NLC, if necessary.
4. Write to regional secretaries by November 30, and suggest they correspond with the secretaries of each chapter in their region to encourage attendance at their respective RLC and the SLC.
5. Serve as the installing official during the chapter installation ceremony at the SLC and perform other specific assignments.
6. Submit monthly reports to the State Adviser and Executive Director/State Chairman.
7. Present a workshop at the SLW, if required.

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The responsibilities of the state treasurer are to:

1. Send receipts to local chapters for checks received for the state project.
2. Submit checks received for the state project and an updated spreadsheet weekly accounting for all state project contributions to the Executive Director/State Chairman via certified mail.
3. Submit an updated spreadsheet of state project contributions weekly to the state adviser.
4. Present a workshop at the SLW, if required.

The responsibilities of the state reporter are to:

1. Publish the PA FBLA Penn Pal at least four times a year to be distributed to local chapters.
2. Send receipts to local chapters for articles submitted for the Penn Pal.
3. Submit a minimum of one article relative to state chapter activities to the national FBLA office for possible inclusion in Tomorrow’s Business Leader.
4. Submit monthly reports to the State Adviser and Executive Director/State Chairman.
5. Present a workshop at the SLW, if required.

The responsibilities of the vice presidents at large are to:

1. Perform duties assigned by the Executive Director/State Chairman or State Adviser.
2. Write to the president of each chapter in the various regions and suggest that the president encourage all members to attend their respective RLC and the SLC.
3. Submit monthly reports to the State Adviser and Executive Director/State Chairman.
4. Present a workshop at the SLW, if required.

The responsibilities of the state parliamentarian are to:

1. See that meetings of the Executive Committee and business meetings at the SLC are conducted according to Robert’s Rules of Order, Newly Revised, current edition.
2. Bring to all meetings Robert’s Rules of Order, Newly Revised, current edition, and the National and State Constitutions and Bylaws.
3. Be certain that only the proper members of the Executive Committee vote and make motions. These include the nine officers.
4. Submit monthly reports to the State Adviser and Executive Director/State Chairman.

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1. Present a workshop at the SLW, if required.

The responsibilities of all advisers of state officers are to:

1. Chaperone and participate in all meetings attended by their state officer.
2. Assist the state officer with the performance of his/her responsibilities.
3. Prepare assigned topics for officer training during the June Executive Committee meeting, if requested.
4. Work closely with the state officer in preparing his or her speaking parts for the SLW and SLC.
5. Present a workshop at the SLW, if requested.

The responsibilities of certain advisers are:

1. Adviser of the state president--serve as a non-voting member of the PA FBLA Board of Directors
2. Adviser of the state first vice president--serve as a non-voting member of the PA FBLA Board of Directors.

**Procedure for Becoming a State Officer**

In September, the state office shall post an application for state office on the PA FBLA web site. All candidates must adhere to the PA FBLA State Officer Candidate Guidelines stated in Appendix I, the Election Campaign Guidelines in Appendix J, and the Officer Travel Policy in Appendix K.

To be considered, a candidate shall hold or have held an elective office in either his/her local or regional chapter or a comparable office in an organization on the approved list of national activities released by the National Association of Secondary School Principals and be recommended by the local chapter adviser if running for the office of president, first vice president, secretary, reporter, or treasurer. **A candidate who wishes to run for the office of vice president at large shall have at least two full years remaining as an active member.**

If the prospective candidate meets the qualifications and is willing to accept the responsibilities, he/she should complete the application, sign it, and obtain the signatures of the chapter adviser, his/her parent/guardian, school principal, and the chief school administrator. The completed application must be returned to the Executive Director/State Chairman by the date indicated. The prospective candidate and respective adviser or adviser designee shall view the Podcast and complete the mandatory questions relating to the Podcast content, participate in the officer candidate interviews, and attend the SLC to meet with the orientation committee before being officially nominated. No more than one candidate from a local chapter may campaign for an elected office. A candidate may apply for one elected office or one appointed office--not both.

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Before making a decision to run, the member and the adviser should discuss with the school administrator absence from school and travel expenses for transportation, lodging, and meals. Also, please refer to the Anticipated Costs for Upcoming School Year Document that is posted on the PA FBLA web site. Most expenses, other than transportation, of the student member of the committee are reimbursed from the state chapter. **If the school administrator is unwilling to support the member and adviser AND the adviser is unwilling to attend all meetings with the officer, the application should not be submitted.**

###### A state officer shall be financially liable if he/she resigns his/her position for a reason other than a medical or a catastrophic situation. The State Committee will determine the amount of the financial liability.

The deadline for state officer candidate applications is January 15. If there are no candidates for a state office by January 15, all applicants for all offices by the January 15 deadline and their advisers will be notified of the vacancy and will be given an opportunity to switch to the vacant position. To switch to the vacant position, applicants and their advisers must provide written notification to the PA FBLA Executive Director/State Chairman postmarked/e-mailed no later than January 30.

If there are no applicants by the January 30 deadline, all advisers are to be notified of the vacancy and be given an opportunity to file an application postmarked by February 22. Officers must comply with the Officer Travel Policy as stated in Appendix K.

The state committee may appoint a student as a state officer if a vacancy exists after elections are held at the State Leadership Conference. The state committee may choose from among students not elected to other offices; students from schools with already elected state officers; or by advertising a vacancy.

**Parliamentarian**

The highest scoring ninth- through eleventh-grade member in the parliamentary procedure written test that is administered during the SLC **who has indicated his/her desire for the office by submitting the completed application by the date indicated, thus obtaining the approval of his/her school as described in the previous paragraphs**, shall be appointed to serve as state parliamentarian during the next school year. All members who are eligible may apply.

###### State Officer Accountability Guidelines

It is a privilege for a student to represent his/her local high school and Pennsylvania FBLA as a state officer. A state officer is expected to abide by all rules, regulations, and policies adopted by the PA FBLA Board of Directors. The Board treats these policies with utmost importance and will take disciplinary action for violation of said policies. The Board also reserves the right to discipline the said officer regardless of what action the local school district takes.

Each state officer is accountable for performing the mandatory duties and responsibilities of his/her office as outlined in the PA FBLA Policy/Leadership Handbook.

A state officer’s term:

* + Commences when a newly elected officer takes his/her oath of office during the Awards Program at the State Leadership Conference (in the year elected) and
  + Ends at the conclusion of the Newly Elected State Officer Orientation Breakfast during the following year’s State Leadership Conference.

Any state officer who fails to fulfill his/her duties/responsibilities as a state officer and/or fails to uphold the FBLA Delegate Code of Conduct and/or Code of Ethics while in office shall be subject to due process proceedings as follows:

1. Failure of an officer to fulfill his/her duties/responsibilities (as outlined above) shall be documented in writing to the State Adviser. The report shall contain the name of the person(s) involved, the date of the incident, and the specific nature of the problem.
2. State Adviser, within seven (7) business days\* of receiving the report of misconduct, shall notify in writing said officer of the report and schedule a meeting (via conference call or in person) with the officer to discuss same within seven (7) business days.\* If the state officer is a minor, the following shall be invited to participate in this meeting as a non-speaking participant:
   * Parent(s) or guardian(s) as listed on the State Officer Application currently on file in the State Office
   * Officer’s adviser as listed on the State Officer Application
   * PA FBLA Executive Director/State Chairman
3. State Adviser shall determine the degree of seriousness of the offense and recommend the action to be taken.
4. The Executive Director/State Chairman of Pennsylvania FBLA reserves the right to review the incident before a recommendation is made.
5. The report of the State Adviser’s determination shall be given in writing within seven (7) business days\* of the meeting with the officer to:
   * State officer
   * State officer’s parent/guardian
   * State officer’s adviser
   * State officer’s principal
   * PA FBLA Executive Director/State Chairman
   * PA FBLA Board of Directors President
6. The said officer may, upon receipt of the report of determination of the State Adviser, concur with the written document, thus concluding the matter, or request a hearing before the PA FBLA Board of Directors. If said officer requests a hearing, PA FBLA Board of Directors will determine the time and location of the meeting.
7. The PA FBLA Board of Directors shall:
   * Concur with the State Adviser’s determination; or
   * Concur with the State Adviser’s determination and take additional action; or
   * Determine its own action.
8. The Board’s decision shall be final, and it shall be given to the officer within fifteen (15) business days.\* The proceedings shall be sealed.

\*Business days are defined as Monday through Friday excluding federal holidays and published closing dates of the PA FBLA offices. The mailing postmark will determine the notification date.

**State Officer Succession Guidelines**

If there is the resignation in the office of the state president, the state first vice president will become the state president.

If there is a vacancy in one of the state officer positions after elections are held at the State Leadership Conference, the vacant position may be filled at the discretion of the State Committee prior to the National Leadership Conference based on the guidelines identified in the bylaws. In all instances, the State Committee should consider as a first option the student who received the next highest number of votes in the elections at the State Leadership Conference. The State Committee also has the discretion, if deemed critical, to fill a vacancy after the National Leadership Conference.

**State Officer Interview Committee**

The state officer interview committee shall be a minimum of three individuals: (1) the state adviser, (2) a voting Board of Directors member, (3) and another person selected by the state adviser who shall not be the adviser of one of any of the applicants. The Executive Director/State Chairman shall also be considered a member of the interview committee.

**National Officer Candidate Selection Criteria**

Pennsylvania has built a strong state chapter and participation on the local, regional, and state levels is outstanding. To complete the total cycle of leadership development, serious consideration also must be given to encourage students with strong leadership potential to run for national office. Pennsylvania FBLA members are encouraged to run for national office and must meet the following criteria:

1. Hold or have held a local or state office.
2. Maintain a “B” average in all business subjects.
3. Submit a letter of application to the state office outlining reasons and qualifications for seeking office one month prior to the first day of the SLC. This application must include the signature of the chapter adviser, the parent/guardian, the principal, and the chief school administrator.
4. Campaign at the SLC.
5. Deliver a campaign speech at the SLC.

5. Solicit support for the national campaign by outlining platform and campaign strategy to those chapters planning to attend the NLC. (Example: Type a list of all things needed to run a campaign, different projects that could be assigned to cooperating chapters, etc.)

If one or two candidates run for national office, the winner must be endorsed by a majority of the voting delegates at the SLC. If more than two candidates run, the candidate who receives the greatest number of votes at the SLC will be Pennsylvania’s candidate.

If a vacancy occurs on the national slate of national office candidates after the Pennsylvania State Leadership Conference, the Executive Director/State Chairman, along with the State Committee, may grant permission for a current state officer or a former state officer to declare his or her candidacy for national office.

All voting delegates from Pennsylvania to the NLC will be committed to the winning candidate, and each school represented at the NLC will be asked to assist with the campaign.

**Scholarship Program**

The Board of Directors has approved a scholarship program for Pennsylvania FBLA members. The scholarships are provided for Pennsylvania FBLA members by schools located in Pennsylvania and surrounding states. This program is coordinated by the state FBLA office. Most of the scholarships are for one-half tuition and are renewable each semester until a program is completed, provided the recipient maintains the grade average indicated on the application.

Each chapter is sent the current listing of scholarships as well as pertinent information about each scholarship at the beginning of the school year. A member may apply for more than one scholarship. Prior acceptance to the institution is not a prerequisite for a scholarship; however, the applicant should contact the institution indicating intent to apply for an FBLA scholarship. The applications are evaluated and a recipient is selected by a scholarship committee from each institution.

Any questions relative to this program should be addressed to the state FBLA office.

In addition, **William Selden Scholarships** are awarded to 15 outstanding senior PA FBLA members. The Who’s Who Criteria, which is posted on the PA FBLA web site early in the school year, is used to determine the recipients.

**Administration of William Selden Scholarship Fund**

1. All funds collected shall be deposited with the PA FBLA Executive Director/State Chairman.
2. All funds shall be invested by direction of the PA FBLA Board of Directors.
3. The scholarship value and the number of recipients shall be determined by the PA FBLA Board of Directors. Only seniors are eligible to apply.
4. The recipient may attend the school of his or her choice.

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1. The scholarship money shall be paid after submitting an official transcript to the Executive Director/State Chairman upon completion of the first semester and maintaining a GPA of at least

2.0. Requests for scholarships must be made by June 1 following the student’s first year of post- secondary education.

**State Project**

Each year the Executive Committee approves a state project. Local chapters are asked to have at least one local project to raise funds or provide service in support of the state project. Informing individuals in the community of the project, seeking their support, and securing appropriate publicity helps to ensure the project’s success. Information relative to the current state FBLA project is sent to all chapters at the beginning of the school year.

Each local chapter may submit a proposal for the next year’s state project by sending it to the state office postmarked by March 1.

The proposal must include:

* 1. A background of the organization including guidelines as to what services it offers.
  2. The amount of money used for administration as opposed to the actual money used for the services.
  3. How this project would relate to the goals of FBLA.
  4. Any advertising received regarding the organization.
  5. Any services besides monetary ones with which FBLA could help.
  6. The name, address, phone number, fax number, and e-mail address of a representative of the organization who must make a project proposal presentation to the Executive Committee in June.

Five projects will be selected by votes from the new state officers. A final selection will be made after representatives from these top five organizations make a 15-minute presentation, followed by a question-and-answer session, to the Executive Committee at its May/June meeting.

**State Fundraisers**

A state fundraiser will be approved annually by the PA FBLA Board of Directors. Currently, Tom Wat, Nestle Beich, and Xpress Promo are the approved fundraisers.

**PA FBLA Penn Pal**

The state reporter will be responsible for publishing the PA FBLA Penn Pal, the official PA FBLA newsletter. Advisers are responsible for sharing the newsletter with the chapter officers and members.

**State Leadership Workshop (SLW)**

The SLW is conducted in September or October at a site determined by the PA FBLA Board of Directors.

**Participation**

Every chapter is urged to be represented by its adviser(s) and members. There are no attendance restrictions. All members of the state Executive Committee, regional presidents, regional secretaries, and regional advisers should attend and participate. **Local chapter advisers shall assume full responsibility for the conduct of their members at the SLW.**

Middle-level members are permitted to attend the entire State Leadership Workshop.

**Registration and Financing**

SLW registration forms will be mailed to each chapter prior to the workshop. Lodging and meals for Executive Committee members are financed by the state chapter. Funds from the state chapter shall not be used to reimburse participants for transportation to the SLW.

**Refund Policy**

All refund requests must be in writing. A full refund will be granted if the request is postmarked 30 days before the opening date of the workshop. No partial refunds will be given. This policy is subject to change based on the site of the workshop.

**Program**

The purpose of the SLW is to provide leadership training for officers and to prepare programs of activities for the school year. The program may feature sessions for members and advisers relative to chapter operation, parliamentary procedure, fundraising, state project, community projects, regional activities, competitive events, and occupational information. Speakers may include state officers, local advisers, former members, national office staff members, and businesspersons.

**Sales by Local Chapters**

Local chapters are not permitted to conduct fundraising activities at the SLW unless permission is granted by the PA FBLA Board of Directors.

**Battle of Chapters Event**

The Battle of the Chapters will be conducted at every SLW. The guidelines are found in Appendix E.

**State Leadership Conference (SLC)**

**Attendance Policy**

The following attendance policy will be used for the SLC:

* + 1. State officers and candidates for state and national office.
    2. Outgoing regional presidents and secretaries.
    3. Newly-elected regional president and secretaries.
    4. **Regional Winners (based on state membership dues postmarked by chapters in your region per your region deadline in addition to no later than DECEMBER 31).**

**Number of Chapters and Number of Members**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 0-10 chapters | **Less than 500**  Plan A | **500-575**  Plan B | **576-699**  Plan B | **700-899**  Plan C | **900+**  Plan D |
| 11-13 chapters | Plan A | Plan B | Plan B | Plan C | Plan D |
| 14-16 chapters | Plan A | Plan B | Plan C | Plan C | Plan D |
| 17+ chapters | Plan A | Plan B | Plan C | Plan D | Plan D |

**PLAN A**

* + - 1. **First, second, and third place winners of**:

Accounting I Health Care Administration

Accounting II Help Desk

Business Calculations Insurance & Risk Management Business Communication Introduction to Business

Business Law Introduction to Business Communication

Business Math Introduction to Information Technology

Business Procedures Introduction to Parliamentary Procedure Computer Problem Solving Networking Concepts

Cyber Security Personal Finance

Economics Securities & Investments FBLA Principles and Procedures

* + - 1. **First place winners of**:

Client Service Public Speaking I

Impromptu Speaking Public Speaking II Job Interview

* + - 1. **First and second winners of:**

Future Business Leader

* + - 1. **First and second place winners of**:

Computer Applications Spreadsheet Applications Database Design and Applications Word Processing Desktop Publishing

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d. **First place winning teams of**: Banking & Financial Systems Business Ethics

Emerging Business Issues Entrepreneurship

Global Business Hospitality Management

Management Decision Making Management Information Systems Marketing

Network Design Parliamentary Procedure

Sports & Entertainment Management

**PLAN B**

1. **First, second, third, and fourth place winners of**:

Accounting I Health Care Administration

Accounting II Help Desk

Business Calculations Insurance & Risk Management Business Communication Introduction to Business

Business Law Introduction to Business Communication

Business Math Introduction to Information Technology

Business Procedures Introduction to Parliamentary Procedure Computer Problem Solving Networking Concepts

Cyber Security Personal Finance

Economics Securities & Investments FBLA Principles and Procedures

1. **First place winners of**:

Client Service Public Speaking I

Impromptu Speaking Public Speaking II Job Interview

1. **First and second winners of:**

Future Business Leader

1. **First, second, and third place winners of:**

Computer Applications Spreadsheet Applications Database Design and Applications Word Processing Desktop Publishing

1. **First place winning teams of**: Banking & Financial Systems Business Ethics

Emerging Business Issues Entrepreneurship

Global Business Hospitality Management

Management Decision Making Management Information Systems Marketing

Network Design Parliamentary Procedure

Sports & Entertainment Management

**PLAN C**

1. **First, second, third, fourth, and fifth place winners of**: Accounting I Health Care Administration

Accounting II Help Desk

Business Calculations Insurance & Risk Management Business Communication Introduction to Business

Business Law Introduction to Business Communication

Business Math Introduction to Information Technology

Business Procedures Introduction to Parliamentary Procedure Computer Problem Solving Networking Concepts

Cyber Security Personal Finance

Economics Securities & Investments FBLA Principles and Procedures

1. **First place winners of**:

Client Service Public Speaking I

Impromptu Speaking Public Speaking II Job Interview

1. **First and second winners of:**

Future Business Leader

1. **First, second, and third place winners of**:

Computer Applications Spreadsheet Applications Database Design and Applications Word Processing Desktop Publishing

1. **First and second place winning teams of**:

Banking & Financial Systems Business Ethics

Emerging Business Issues Entrepreneurship

Global Business Hospitality Management

Management Decision Making Management Information Systems Marketing

Network Design Parliamentary Procedure

Sports & Entertainment Management

**PLAN D**

1. **First, second, third, fourth, fifth, and sixth place winners of**: Accounting I Health Care Administration

Accounting II Help Desk

Business Calculations Insurance & Risk Management Business Communication Introduction to Business

Business Law Introduction to Business Communication

Business Math Introduction to Information Technology

Business Procedures Introduction to Parliamentary Procedure Computer Problem Solving Networking Concepts

Cyber Security Personal Finance

Economics Securities & Investments

FBLA Principles and Procedures

1. **First and second place winners of**:

Client Service Public Speaking I

Impromptu Speaking Public Speaking II Job Interview

1. **First, second, and third winners of:**

Future Business Leader

1. **First, second, third, and fourth place winners of:**

Computer Applications Spreadsheet Applications Database Design and Applications Word Processing Desktop Publishing

e. **First and second place winning teams of**:

Banking & Financial Systems Business Ethics

Emerging Business Issues Entrepreneurship

Global Business Hospitality Management

Management Decision Making Management Information Systems Marketing

Network Design Parliamentary Procedure

Sports & Entertainment Management

1. 3D Animation finalists. (By notification only)
2. American Enterprise Project finalists. (By notification only)
3. Business Financial Plan finalists. (By notification only)
4. Business Plan finalists. (By notification only)
5. Business Presentation finalists. (By notification only)
6. Community Service Project finalists. (By notification only)
7. Computer Game and Simulation Programming finalists. (By notification only)
8. Desktop Application Programming finalists. (By notification only)
9. Digital Design & Promotion finalists. (By notification only)
10. Digital Video Production finalists. (By notification only)
11. E-business finalists. (By notification only)
12. Electronic Career Portfolio finalists. (By notification only)
13. Mobile Application Development finalists. (By notification only)
14. Partnership with Business Project finalists. (By notification only)
15. Public Service Announcement finalists. (By notification only)
16. Sales Presentation finalists. (By notification only)
17. Social Media Challenge finalists. (By notification only)
18. Virtual Business Challenge NLC finalist(s). (By notification only)
19. Web Site Design finalists. (By notification only)
20. Two voting delegates (permitted to attend only if no students qualify in the categories above; otherwise, voting delegate responsibilities must be assigned to one of the students who qualify in the categories above).
21. Other attendees based on the approved membership incentive. (By notification only)

**Delegates at the State Leadership Conference**

Each chapter will receive two voting delegate ribbons to be distributed at will by the chapter adviser. During the SLC, the responsibilities of the delegates are to elect state officers and act upon any other items of business that appear on the agenda.

**Registration and Financing**

It is mandatory that all chapters complete the mandatory online State Leadership Conference registration through the PA FBLA web site.

Each member and adviser pays his/her lodging, registration fee, and transportation. An adviser and/or member who attends the SLC and does not lodge or have meals at the hotel shall pay the registration fee which is established by the PA FBLA Board of Directors. Any guests of members or advisers who attend part of the SLC and are not responsible for the supervision of students shall pay 50 percent of the registration fee. Attendance of these guests is conditional based upon approval by the Conference Coordinator.

**Refund Policy**

State Leadership Conference registration refunds are made under the following conditions:

1. All refund requests must be in writing.
2. Full registration refunds will be given if postmarked prior to the registration deadline.
3. A 50 percent refund will be given if postmarked up to 15 days prior to the opening of the State Leadership Conference.
4. No refunds will be given for requests postmarked 14 days or less prior to the opening of the State Leadership Conference.

**Exhibitors’ Fees**

The PA FBLA Board of Directors will set fees for groups exhibiting at the SLC, including fundraising companies, textbook/machine companies, educational institutions, and scholarship schools.

**Program**

Leadership experiences are provided through election campaigns, discussion available through speakers, competitive events, and special programs. The members have social experiences while traveling to and from the conference, dining formally and informally, enjoying conference entertainment and recreation, and sharing experiences.

**Sales by Local Chapters**

Local chapters are not permitted to conduct fundraising activities at the SLC unless permission is granted by the PA FBLA Board of Directors.

**Business Meetings**

State chapter business meetings are conducted during the SLC. Each chapter is entitled to be represented by two voting delegates during these meetings.

**Seating Policy**

A section shall be reserved for guests, Executive Committee schools, and Board of Directors’ schools for all sessions of the SLC.

**Election of State Officers**

All campaign speeches by candidates for state office will be given during the opening session. See the State Officer Candidate Guidelines in Appendix J, the Election Campaign Guidelines in Appendix K, and the Travel Policy in Appendix L for more information.

Local chapter delegates have a designated time during the SLC to vote.

**Installation of Chapters**

All new and reactivated chapters will be given the opportunity to participate in this ceremony at the SLC.

This ceremony is described in Appendix A.

**Installation of Officers**

The newly elected state officers--president, first vice president, secretary, treasurer, reporter, vice presidents at large, and parliamentarian--will be officially installed prior to the conclusion of the SLC.

This ceremony is described in Appendix B.

**APPENDIX A INSTALLATION OF CHAPTERS**

PARTICIPANTS:

Installing Official State Secretary Speaker No. 1 (Future) State Treasurer

Speaker No. 2 (Business) Vice President and Large 1 Speaker No. 3 (Leaders) Vice President and Large 2 Speaker No. 4 (America) Vice President and Large 3

**INSTALLING OFFICIAL:** (standing) The Future Business Leaders of America is a national organization for business students who are preparing for careers in business or business education. I have been authorized by the national association to conduct the installation of

High School into the national organization of FBLA.

Since the letters, FBLA, are used to designate the organization, its units and members, it is fitting that we consider what these letters and the words they represent mean to our organization.

**FUTURE:** Our daily educational experiences and our involvement in leadership activities prepare us for the future--a time to accept challenges. In FBLA, we have found the tools to prepare for the future. We profit from the experiences of others, those who have preceded us as well as our teachers and others with whom we associate. Our studies and activities help us meet changing conditions and further our understanding of the world’s varied economic systems.

**BUSINESS:** We realize the importance of education and training in business methods and procedures. We appreciate the roles of business and education in our daily lives.

**LEADERS:** The future of our country depends on the quality of leadership. Leadership implies honor, foresight, tact, competence, dependability, discretion, and integrity. A leader must listen, withstand criticism and be flexible. A leader accepts failure in stride but is willing to profit from it. As members of FBLA, it is our duty to prepare for the enormous responsibility of business leadership in the years ahead.

**AMERICA:** If America is to remain a world leader, intelligent young men and women are needed to guide our country. As members of FBLA, we prepare ourselves for this responsibility by studying America’s past and analyzing her present. The initiative and success of leaders in business help shape

the future of America. FBLA is our opportunity to strive for leadership in the field of business, thereby helping to strengthen America.

**INSTALLING OFFICER:** (standing) As a representative of your school, please stand, come forward, and receive the spirit of chapter membership by lighting your candle from the candle held by the president of the Pennsylvania chapter. (Alternating left and right from the outside toward the center, the representatives light their candles and return to their chairs.)

Will the representatives raise their right hands and accept the following charge:

Speaking on behalf of the members of your chapters, do you solemnly promise to uphold the aims and responsibilities of the Future Business Leaders of America as printed in the state constitution and do you promise to promote the growth and activity of your chapter. If so, answer “I do.”

(Representatives answer)

Will the representatives please face the assembly.

I declare that your schools have been duly installed as chapters of the Pennsylvania Future Business Leaders of America.

The responsibility of making these chapters a success rests on all of the members of the Pennsylvania chapter. Will all of you please rise and affirm your support to these new chapters by reciting in unison the FBLA pledge.

(Installing official leads the following pledge.)

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

(At the conclusion of the pledge, the installing official asks the members to welcome new chapters with applause.)

**APPENDIX B INSTALLATION OF STATE OFFICERS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| W | Candles |  | Podium | VP VP | VP |  |
| W |  |  |  | AL AL | AL |  |
| G W | V B Y O R | W |  | P 1 2 | 3 | R T S FVP P |

Outgoing Officers

1 (seated)

2

Newly Elected Officers (waiting off stage)

4 3

Leave Stage Remain Standing

SETTING: The room is darkened. Ten candles are arranged on the table in the following order: gray, three white, blue, violet, yellow, orange, red, and white. The white candle nearest the podium should be the tallest. Since the incoming officers will be holding the candles during the installation, perhaps some precaution should be taken for dripping wax. (Small discs of cardboard or the like may be used at the base of the candle.)

The new officers should come forward in the following order: parliamentarian, vice presidents at large (3), reporter, treasurer, secretary, first vice president, and president. Each enters from the lower left corner of the stage when his/her office is announced, stands before the installing officer during the charge, then retires to the opposite end of the table still holding the candle and facing the onlooking members.

**Outgoing President:** Will the newly elected officers of the Pennsylvania Chapter of Future Business Leaders of America please come forward as I announce your office. (Outgoing president lights tall white candle.) Lighting the tallest candle symbolizes the chapter in its entirety with all its members working together. With this symbol we shall charge each officer to do the job for which he or she has been elected.

**Outgoing Parliamentarian:** , parliamentarian. (Parliamentarian comes forward.) You have been named parliamentarian of the Pennsylvania Chapter of FBLA. As parliamentarian, it will be your responsibility to monitor all formal chapter meetings so that they are conducted within the framework of parliamentary procedure. Through your efforts, the chapter

meetings will be conducted in an orderly fashion, resulting in the efficient disposition of business. Do you accept this responsibility?

**Parliamentarian:** I do.

**Outgoing Parliamentarian:** I now declare you, in the name of the Pennsylvania Chapter of FBLA, the parliamentarian. (Parliamentarian selects gray candle from table, and outgoing parliamentarian lights it with the white candle.)

This gray candle symbolizes the achievements possible when chapter meetings are conducted in an orderly fashion.

**Outgoing Vice Presidents at Large:** (One of the outgoing vice presidents at large should speak for all three.) , , and , vice presidents at large. (The vice presidents at large come forward with the small white candles.) You have been elected vice presidents at large. In selecting you for this office, the members have indicated their desire to have you represent them on the state Executive Committee and speak in their behalf as you participate in the planning and administration of state chapter activities. Will you pledge to accept the responsibilities of this office and represent faithfully the members of each district during 20 -20 ?

**Vice Presidents at Large:** (In unison) I will.

**Vice President at Large:** I now declare you, in the name of the Pennsylvania Chapter of FBLA, the vice presidents at large. (Each outgoing vice president at large takes the tall white candle and lights the candle held by his/her successor.) The color of these three small candles matches the tall candle. Together they symbolize that you represent all of the members of the Pennsylvania chapters.

**Outgoing Reporter:** \_ , reporter. (Reporter comes forward.) You have been elected reporter of the Pennsylvania Chapter of FBLA. Accepting this office obligates you to publicize the activities of the state chapter. Do you accept this responsibility?

**Reporter:** I do.

**Outgoing Reporter:** I now declare you, in the name of the Pennsylvania Chapter of FBLA, the reporter. (Reporter selects violet candle from table and outgoing reporter lights it with the white candle.) This violet candle symbolizes the importance of maintaining proper communications at all levels.

**Outgoing Treasurer:** \_ , treasurer. (Treasurer comes forward.) You have been elected treasurer of the Pennsylvania Chapter of FBLA. In electing you to this office, the members have shown their faith in your business ability and your honesty. Do you promise to keep accurate records of all money received and spent and to present orderly reports upon requests?

**Treasurer:** I do.

**Outgoing Treasurer:** I now declare you, in the name of the Pennsylvania Chapter of FBLA, the treasurer. (Treasurer selects blue candle from table and outgoing treasurer lights it with white candle.)

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This lighted blue candle symbolizes the trust and confidence which the members have in your ability to safeguard all funds.

**Outgoing Secretary:** , secretary. (Secretary comes forward.) You have been elected secretary of the Pennsylvania Chapter of FBLA. Accepting this office obligates you to be present and keep a record of what takes place at every meeting. Do you accept this responsibility?

**Secretary:** I do.

**Outgoing Secretary**: I now declare you, in the name of the Pennsylvania Chapter of FBLA, the secretary. (Secretary selects yellow candle from table and outgoing secretary lights it with the white candle.) This yellow candle symbolizes constancy in attendance and in keeping members informed of the chapter’s progress.

**Outgoing First Vice President:** , first vice president. (First vice president comes forward.) You have been elected first vice president of the Pennsylvania Chapter of FBLA. Your duty will be to assume the responsibilities in the absence of the president. Will you strive to carry out the duties of this office?

**First Vice President**: I do.

**First Vice President:** I now declare you, in the name of the Pennsylvania Chapter of FBLA, the first vice president. (First vice president selects orange candle from table and outgoing first vice president lights it with the white candle.) This orange candle is the symbol of the harmony and faithfulness which should characterize your efforts in working with the president to carry out the ideals of this chapter.

**Outgoing President:** , president. (President comes forward.) The members of the Pennsylvania Chapter of FBLA have bestowed upon you a great honor in electing you the president. Your major responsibility is to lead and encourage this chapter in all its activities. It is your duty to preside at all meetings and see that they are conducted in accordance with the constitution and correct principles of parliamentary practice. Do you accept this responsibility?

**President:** I do.

**Outgoing President:** I now declare you, in the name of the Pennsylvania Chapter of FBLA, the president. (President takes red candle from the table and outgoing president lights it with the white candle.) This red candle is the symbol of your duties and obligation to the chapter and its members.

(Outgoing president turns to members.)

You have heard the pledges of your officers. You also must cooperate. Your membership in this organization indicates your willingness to strive to follow the FBLA purposes.

Members of the Pennsylvania Chapter of FBLA, I present to you, your officers for 20 - . I declare them duly installed to plan and direct programs and activities toward our goals of “Service, Education, and Progress.”

(Lights are turned on and officers are seated. The newly-elected president is then called forward and with a few appropriate remarks; the outgoing president presents the gavel to the new president, who closes the meeting.)

**APPENDIX C DELEGATE CODE OF CONDUCT**

Pennsylvania Future Business Leaders of America

One of the goals of FBLA is to facilitate the transition from school to work. Individual conduct and appearance are a part of that training. It is a special privilege to attend an FBLA conference, and it is the responsibility of all delegates to conduct themselves in a proper, businesslike manner at all times.

FBLA members have an excellent reputation. Delegate conduct at every FBLA function should make a positive contribution to the reputation that has been established. Listed below are conduct rules for every FBLA function. The term “delegate” shall be any person attending any FBLA function.

1. All delegates shall behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, or upon FBLA.
2. Conduct not conducive to an educational function will not be allowed. Such conduct includes, but is not limited to, actions disrupting a businesslike atmosphere, association with non- conference individuals, or activities which endanger self or others. Any damages to any property or furnishings in the hotel or convention center will be paid for by the individual or chapter responsible.
3. Student delegates shall keep their advisers informed of their activities and whereabouts at all times. Accidents, injuries, or illnesses must be reported to the local or State Adviser immediately.
4. Traditional business attire is required for all general sessions, competitive events, caucusing, workshops, meal functions, and receptions. Attire for social functions shall be listed in the conference program. Delegates shall abide by the dress code established by the PA FBLA Board of Directors for all state functions. Delegates not adhering to the dress code shall not be admitted to the functions listed above.
5. **The specific dress code for all delegates shall be: Permitted for Gentlemen**
   * Business suit with collar dress shirt, and necktie or
   * Sport coat, dress slacks, collared shirt, and necktie or
   * Dress slacks, collared shirt, and necktie.
   * Banded collar shirt may be worn only if sport coat or business suite is worn.
   * Dress shoes and socks.

**Permitted for Ladies**

* + Business suit with blouse or
  + Business pantsuit with blouse or
  + Skirt or dress slacks with blouse or sweater or

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* + Business dress or
  + Dress capris (below the knee) or dress gauchos (below the knee) with a coordinating jacket.
  + Dress shoes.
  + The length of ladies' dresses, skirts, etc. shall be no shorter than 1 inch above the top of the ladies' knees.

**Not Permitted for Ladies and Gentlemen**

* + Jewelry in visible body piercing, other than ears.
  + Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise or bike shorts.
  + Off-the shoulder, backless, see-through, tight-fitting, spaghetti straps, strapless, or **extremely short** or low-cut blouses/tops/dresses/skirts.
  + T-shirts, Lycra, spandex, midriff tops, tank tops; bathing suits.
  + Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee boots.
  + Athletic wear, including sneakers.
  + Hats or flannel fabric clothing.
  + Bolo ties.
  + Visible foundation garments.
  + Cargo pants.

Casual attire is acceptable for specific functions as listed in the program or during times when not attending specific conference functions.

New fashion trends may be in style, but not necessarily appropriate. The best way to operate is to avoid walking the line. If there is doubt, select something else to wear. Be a professional.

1. It is the responsibility of all student delegates to adhere to the curfews which are listed in the conference program. Curfew is described as being in your assigned room during the designated hours. It is the responsibility of advisers to enforce curfews with the assistance of security personnel.
2. No alcoholic beverages or narcotics of any form shall be possessed at any time, under any circumstances. Use or possession of such substances may subject the student delegate to criminal prosecution.
3. Advisers are responsible for the supervision of conduct. Student delegates who disregard the code of conduct will be subject to disciplinary action, and they and/or their chapter delegation can be sent home at their own expense and will be disqualified from competitive awards or withdrawn from office, if applicable. Parents and/or school district officials will be notified.
4. Student delegates are not permitted to leave conference facilities without the approval and supervision of their adviser.
5. There will be NO SMOKING/NO TOBACCO PRODUCTS in any meeting rooms or at any meal functions by any conference participants. Student delegates shall not possess or use tobacco products at any time, in any location of the workshop or conference.
6. Delegates are responsible for reviewing their conference/workshop program upon arrival at any function. Student delegates are responsible for any specific duties as assigned by their chapter adviser (may include, but not be limited to, attendance at workshops, general sessions, competitions which permit audiences, etc.)
7. Voting delegates are required to attend all voting delegate meetings.
8. No male students are permitted in female students’ rooms or vice versa unless the door to the hall is completely open.
9. Advisers are responsible for taking all reasonable precautions to ensure the safety of their student delegates at all FBLA functions and must be readily available in case of an emergency.
10. Delegates shall wear their conference name tags at all times while on site.
11. Delegates shall respect and abide by the authority vested in the PA FBLA Board of Directors.
12. No adviser should accept responsibility for a student delegate from another school without a written agreement between the administrations of the two schools. That agreement should be attached to the State Leadership Workshop and/or State Leadership Conference registration forms. No student delegates will be accepted without an adviser listed or a written agreement attached.
13. Adult student delegates shall abide by the rules and regulations for a minor student delegate.
14. Delegates must be accompanied by an adviser if leaving the Opening Session and Awards Program.
15. Delegates must be in attendance for the duration of the Opening Session and Awards Program.
16. All hotel rooms at PA FBLA functions are property of the hotel and PA FBLA—not the individual(s) and/or school district(s)—and may be searched at any time for any suspected violation of the Delegate Code of Conducts at the request of a PA FBLA staff member or student’s/students’ adviser.

**APPENDIX D**

**CRITERIA TO EVALUATE POSTSECONDARY INSTITUTIONS**

**that plan to**

**OFFER AN FBLA SCHOLARSHIP**

The following criteria are to be considered guidelines. Institutions will undoubtedly have other aspects to consider depending on the needs of the area served and the resources available. Information in these criteria has been developed to complement and supplement the report of a member of the FBLA Board of Directors or representatives of the Board who visit the institution.

Yes No Curriculum

1.

The institution provides a sequentially planned business curriculum that conforms to the needs of the students and adequately prepares them for the working world and or/graduate school.

2. The institution has an internship or work-release program.

3.

The institution has extra-curricular programs or business-related clubs such as Phi Beta Lambda available for students.

4. The institution makes continuous in-depth follow up of former students. As a result, the curriculum is continuously updated.

5.

The institution has a business advisory committee composed of members of the business community versed in various disciplines the college offers.

1. What is the employment rate of recent business graduates?
2. What is the acceptance rate at graduate schools of recent graduates of the business program?

Reference Sources and Equipment

8.

The institution maintains an adequate number of books, periodicals, and other materials in the field of business.

9.

Business students have access to up-to-date electronic equipment which they might come in contact with in the working world.

Selection of Students

Yes No

10. The institution requires students to present evidence of satisfactory oral and written command of the English language as determined by a standard test which the institution may apply and/or offers a remedial program to assist those students in need.

Staff

The institution has an adequate administrative and supervisory staff who are genuinely interested in the business program.

|  |  |  |
| --- | --- | --- |
|  |  | 11. |
|  |  | 12. |
|  |  | 13. |
|  |  | 14. |
|  |  | 15. |

The members of the business staff have earned degrees beyond the bachelor’s level and have had work experience in their teaching specialty.

The institution has an effective placement service.

Faculty from the institution are available and willing to speak with FBLA chapters concerning careers in their particular field.

The institution has a non-discriminatory policy.

Accreditation

16. The school is accredited by the Pennsylvania Department of Education.

1. Other agencies that have accredited this institution include:

FBLA Scholarship Data

18. The scholarship will be offered on an annual basis.

Specify what the scholarship will cover:

* 1. ) Specific amount
  2. Term covered
  3. Minimum grade point average required to maintain scholarship
  4. Name of contact person

Title of contact person

Address of contact person

* 1. Number of scholarships to be offered
  2. What admission test(s) is/are required?
  3. Is prior application required for awarding of the scholarship

**APPENDIX E BATTLE OF THE CHAPTERS**

Guidelines for State Leadership Workshop

1. Questions may be formulated from any of the FBLA-PBL state or national publications (Chapter Management Handbook, PA FBLA Policy/Leadership Handbook, Tomorrow’s Business Leader,

Robert’s Rules of Order--Newly Revised, 1990, National FBLA-PBL Web Site, or Pennsylvania FBLA Web Site, etc.) or current news issues from any newspaper or magazine.

1. Questions will be developed in the state office.
2. A moderator will read the questions; judges will verify if the answer is correct. Judges will use their FBLA-PBL knowledge to ascertain if a question, if not exact, is acceptable. **Judges’ decisions are final**.
3. For the final round of competition, scores are recorded on a chalkboard.
4. If a discrepancy exists between two publications, the information in the most recent publication will prevail.
5. A student may not participate in this event if he or she has participated in prior years.

Preliminary Round

1. Two or three persons from each chapter shall make up a team.
2. Team members are lined up across the stage or in front of the stage from stage right to stage left in alphabetical order.
3. An announcer will give a question to each team beginning in alphabetical order by chapter. The first team member will have a chance to answer the question within ten seconds. A timekeeper will state when the ten seconds are up. If the team member answers incorrectly, the next chapter’s team member will attempt to answer the same question.
4. If more than one answer is given by a team member, the first answer will be the only one used by the judges.
5. When the question has been answered correctly, a new question will be asked of the next chapter’s team member. If no one answers correctly, the question is discarded. Another question is given with no one disqualified from the previous question.
6. Team members are not allowed to discuss the question. The audience is asked to remain quiet and not to respond to the question.
7. When a team member answers incorrectly, he/she will leave the stage, only after the question has been answered correctly.
8. Questions will be asked of team members until only two chapters are represented. All three team members of these two remaining teams will participate in the finals.

Final Round

1. Two chapters will be represented in the finals.
2. Each chapter has a bell placed in the center of its table. When the moderator asks a question, team members may discuss the answer among themselves. The first chapter team member to ring the bell gets the chance to answer the question first. The person who rings the bell must answer the question. Each correct answer is worth 5 points.
3. If an answer given is incorrect, the other chapter team has the opportunity to answer the question. Only five seconds will be allowed to give an answer in the finals. After time is up, another question will be given.
4. If members of both teams ring the bell at the same time, the question may be thrown out and another question would be asked.
5. There will be no penalty points for incorrect answers.
6. The team that reaches 50 points first will be the winner.

**APPENDIX F EMBLEM CEREMONY**

The organization’s official emblem should be constructed from paper, cardboard, felt, or wood large enough for handling and have a number of removable parts. These parts are to be affixed to the shield.

**PRESIDENT**: (raps gavel once for the group to come to order)

You are about to witness the emblem ceremony in which the significance of each component of our emblem is described.

(the president raps the gavel once, and the officers stand)

**PRESIDENT**: (stands at rostrum and picks up the eagle)

The eagle denotes our belief in democracy, liberty, and the American way of life. (affixes the eagle to stand and steps back a few feet from the rostrum)

**Member 1**: (moves to rostrum and picks up word “service”)

The word service denotes the idea that every individual should be interested in and take responsibility for promoting better social, political, community, and family life.

(affixes word and steps back)

**Member 2**: (moves to rostrum and picks up word “education”)

The word education is symbolic of the idea that education is the right of every individual in America.

(affixes word and steps back)

**Member 3**: (moves to rostrum and picks up word “progress”)

The word progress represents the challenge of tomorrow which depends on mutual understanding and cooperation of business, industry, labor, religious, family, and education institutions and by the people of our own and other lands.

(affixes word and steps back)

**Member 4**: (moves to rostrum and picks up word “future”)

The word future reminds us that the future of the world depends upon the quality of leadership we are able to produce and we in FBLA will be the business leaders of the future. We must learn to recognize the situations in which our individual talents will become useful.

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(affixes word and steps back)

**Member 5**: (moves to rostrum and picks up word “business”)

The world of business is our world. To be successful in business, a person must be educated both formally and informally in business methods and procedures and in the basic principles of our economic system and government.

(affixes word and steps back)

**Member 6**: (moves to rostrum and picks up word “leaders”)

The word leaders represents the search for knowledge in order for us to become better citizens. This knowledge will prepare us for the great task of leadership ahead.

(affixes word and steps back)

**Member 7**: (moves to rostrum and picks up word “America”)

Finally, we think about America. The future of America depends on our generation. We should pledge ourselves to use any abilities endowed to us to make America a better place for everyone.

(affixes word and steps back)

**PRESIDENT**: (moves to rostrum and gives closing)

All the words now attached stand for Future Business Leaders of America. The shield stands for our organization which provides opportunities for each member to become a leader of tomorrow.

(the president raps the gavel once and the members sit down)

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**APPENDIX G**

**CONSTITUTION**

**PENNSYLVANIA STATE CHAPTER FUTURE BUSINESS LEADERS OF AMERICA**

**ARTICLE I - NAME**

The name of this organization shall be the Pennsylvania State Chapter of the Future Business Leaders of America, hereinafter referred to as “the chapter.”

**ARTICLE II - PURPOSE**

The purpose of this FBLA Chapter shall be to further the goals of FBLA within the state of Pennsylvania. The chapter shall provide as an integral part of the instructional program additional opportunities for secondary students (grades 9-12) in business and/or business related fields to develop vocational and career supportive competencies and to promote civic and personal responsibilities.

The specific goals of the Chapter are to:

* + Develop competent, aggressive business leadership
  + Strengthen the confidence of students in themselves and their work
  + Create more interest in and understanding of American business enterprise
  + Encourage members in the development of individual projects which 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

The Chapter shall not have any purpose nor engage in any activity inconsistent with the status of an educational and charitable organization as defined in Section 501(c)(3) of the Internal Revenue code of 1954 or any successor provision thereto and none of these goals shall at any time be deemed or construed to be other than the public benefit purposes and objectives consistent with such educational and charitable status nor shall the Chapter adopt goals or engage in any activity inconsistent with the goals and policies of FBLA-PBL, Inc.

**ARTICLE III - MEMBERSHIP**

The membership of the Chapter shall consist of FBLA members residing within the state of Pennsylvania. Classes of membership identical to those established by FBLA-PBL, Inc., shall be established by the Chapter. Such classes, together with the voting and rights of each, may be more specifically set forth in the Bylaws.

**ARTICLE IV - DUES AND FINANCE**

**Section 1**. The Chapter may assess dues from the members in addition to dues assessed by FBLA-PBL, Inc.

**Section 2**. No part of the net earnings of the Chapter shall inure to the benefit of any member, sponsor, donor, creator, director, officer, employee, or any other private individual or to the benefit of any corporation or organization, any part of the net earnings of which inure to the benefit of any private

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individual; provided, this shall not prevent payment of reasonable compensation for services annually rendered the Chapter in effecting its goals.

The Chapter shall not divert any part of its income or corpus to any member, sponsor, donor, creator, director, officer, or employee; by lending any part of its income or corpus without receipt of adequate security and a responsible rate of interest; by paying any compensation in excess of reasonable allowance for salaries, or other compensation for personal services actually rendered; by making any purchase of security or other property for more than adequate consideration for money or money’s worth; by selling any substantial part of its securities or other property for less than adequate consideration for money or money’s worth; or by engaging in any other transaction which, either directly or indirectly, results in such division of its income or corpus.

The Chapter shall not make any accumulation of its income unreasonable in amount or duration.

**Section 3**. The Chapter shall not use any income for purposes other than the objects in this Constitution set forth or invest any income in any manner which might jeopardize the fulfillment or carrying out if its objects. The Chapter shall not devote a substantial portion of its activities to carrying on propaganda or otherwise attempting to influence legislation, and in no event shall the Chapter engage in any legislative activities other than those in direct furtherance of the Chapter’s stated objectives. The Chapter shall not participate in or intervene in any political campaign on behalf of any candidate for public office. In general the Chapter shall not act in any way or engage in any activity which might affect its right or right of FBLA-PBL, to full tax exemption or the rights of donors to the Chapter of FBLA-PBL, Inc., and the Chapter shall be so operated as to be entitled to and receive all tax exemptions, federal or local, which may be granted to charitable, scientific, or educational associations or foundations.

**ARTICLE V - ORGANIZATION**

**Section 1**. The Chapter is a subsidiary of the Future Business Leaders of America-Phi Beta Lambda, Inc. As an integral part of FBLA-PBL, Inc., the Chapter shall have goals and engage in activities consistent with the organization’s status as a charitable and educational organization as defined in Section 501(c)(3) of the Internal Revenue Code of 1954. Reports shall be submitted to FBLA-PBL. Inc., as requested.

**Section 2**. The Chapter shall be governed by a Board of Directors which shall serve as the policy making body for the Chapter, and which shall be subject to this Constitution, the FBLA Bylaws, and the Board of Directors of FBLA-PBL, Inc.

**Section 3**. The Chapter shall adopt a set of Bylaws consistent with this Constitution, which shall include the powers and duties of the Board of Directors, officers and elections, meetings of the Chapter, and any other provisions necessary for the orderly administration of the Chapter.

**Section 4**. The Chapter shall maintain such relationship with FBLA local chapters within the state of Pennsylvania as shall be approved by the Board of Directors. The Chapter may apply to the Internal Revenue Service for a group tax exemption ruling on behalf of the local chapters within the state.

**ARTICLE VI - EMBLEMS AND INSIGNIA**

The Chapter emblems shall be emblems of the national organization. Only members in good standing may use official emblems and insignia.

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**ARTICLE VII - AMENDMENTS**

The Constitution is a mandatory Constitution drafted by FBLA-PBL, Inc., for adoption by its state chapters and shall be unamendable without the written consent of FBLA-PBL, Inc. Should amendments be required for the purpose of qualifying or retaining qualification under Section 501(c)(3) of the Internal Revenue Code of 1954 or any successor provision thereto, such amendments, as approved by the Board of Directors of FBLA shall become a part of this Constitution with or without the consent of the Chapter.

**BYLAWS**

**ARTICLE I**

**Section 1**. The Pennsylvania State Chapter of the Future Business Leaders of America shall be Pennsylvania’s representative body in the national organization of FBLA-PBL, Incorporated.

**Section 2**. The state chapter is organized into three districts which include regions approved by the Board of Directors, each with several local chapters.

**Section 3**. The state chapter shall be governed by a Board of Directors, an Executive Committee, and delegates at the state leadership conference.

**Section 4**. Regional and local chapter officers may be elected to the office of president, vice president, secretary, and treasurer, and shall have the same duties on the regional and local levels as specified for the position on the state level. Regional and local chapter officers shall serve under the direction of the regional and local chapter advisers respectively to assist in the promotion and development of FBLA activities. Regional advisers shall be selected by the local advisers within each region.

**Section 5**. Each local chapter shall have an adviser who shall be a faculty member who is teaching a business or business-related course.

**ARTICLE II - BOARD OF DIRECTORS**

**Section 1**. **Purpose.** The Board of Directors shall serve as the policy making body of the state chapter.

**Section 2**. **Composition.** The Board of Directors shall be comprised of the following voting members: (a) six local advisers at large, (b) the PA FBLA state president, (c) the PA FBLA state first vice president, (d) the PA FBLA Board Treasurer, (e) a representative from business and/or industry, (f) a representative from school administration, (g) an alumnus of FBLA, (h) two persons at large, (i) two retired members of education or the education field, (j) the adviser to the state president, and (k) the adviser to the state first vice president. The following shall serve on the Board of Directors in an ex- officio, non-voting capacity: (a) the PA FBLA Executive Director/State Chairman, (b) the PA FBLA Conference Coordinator, (c) the PDE business education adviser, (d) the PDE CTSO facilitator, (e) the past president of the Board of the Directors, (f) the PA FBLA State Adviser, and (g) the PA FBLA Competitive Events Coordinator.

**Section 3**. **Qualifications.**

1. Executive Director/State Chairman. The Executive Director/State Chairman is selected by the Board of Directors using criteria necessary to efficiently run the FBLA state program. The Executive Director/State Chairman shall have FBLA experience for a minimum of three years and shall possess a working knowledge of

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the national, state, and local organization. Duties of the Executive Director/State Chairman will be in accordance with the job description approved by the Board of Directors. The Executive Director will also serve as State Chairman, which is approved by the President and CEO of the national organization.

1. State Adviser. The State Adviser shall be a business teacher or a teacher of a business-related course with a minimum of two years’ experience as an FBLA local chapter adviser. The State Adviser is selected by the Board of Directors using criteria necessary to efficiently manage the duties in accordance with the job description approved by the Board of Directors.
2. Six Local Advisers. Six local advisers at large shall be elected on a rotational basis to serve three-year terms with one-third of this group elected annually.
3. Representative from Business and/or Industry. One representative from business and/or industry shall be appointed by the Board for a three-year term.
4. School Administrator. One school administrator from a school that has an active FBLA chapter shall be appointed for a three-year term.
5. Alumnus of FBLA. One alumnus of FBLA shall be elected by the local chapter advisers for a three-year term.
6. PDE Business Education Adviser. The business educator adviser shall be an employee of the Pennsylvania Department of Education.
7. CTSO Facilitator. The CTSO Facilitator who provides assistance to FBLA shall be employed by the Pennsylvania Department of Education.
8. Board Treasurer. The Board Treasurer shall have served as an FBLA local chapter adviser and shall possess a thorough working knowledge of the national, state, and local organizations.
9. Competitive Events Coordinator. The Competitive Events Coordinator is selected by the Board of Directors using criteria necessary to efficiently manage the duties in accordance with the job description approved by the Board of Directors.
10. Conference Coordinator. The Conference Coordinator is selected by the Board of Directors using criteria necessary to efficiently manage the duties in accordance with the job description approved by the Board of Directors.
11. Persons at Large. Two persons at large shall be appointed by the Board of Directors for a three-year term.
12. Retired Members of Education or the Educational Field. Two retired members of the education or educational field that have a knowledge base of PA FBLA and have worked with PA FBLA on the state level, regional level, or local level in some capactity will be appointed by the Board of Directors for a three-year term.

**Section 4**. **Board of Directors Officers.** The Board President shall preside at all meetings of the Board of Directors and shall appoint all committees and committee chairmen.

The President of the Board of Directors shall be elected by secret ballot at an annual meeting from among all Board voting members who have two years remaining in their terms. The member chosen shall then be declared to be the President-elect and shall assume the duties of Board President one year following the election. Upon completion of the term as Board President, the Board President shall then serve an additional one-year period as Past President of the Board.

Should the Board President for any reason not be able to complete the term or be unable to serve, then the President-elect shall immediately succeed to the office of Board President.

The Executive Director/State Chairman will be the Board Secretary who shall keep the minutes of all Board of Directors meetings.

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**Section 5**. **Removal From Office**. An appointed or elected member of the Board of Directors may be removed by a two-thirds vote of the members of the Board of Directors for failure to uphold the responsibilities of the office such as failure to attend two or more consecutive meetings. A Director may resign at any time by giving written notice to the PA FBLA Executive Director/State Chairman and/or the Board President of the PA FBLA Board of Directors.

**Section 6**. **Vacancies on the Board of Directors**. Vacancies on the Board of Directors shall be filled by a majority vote of the remaining members of the Board of Directors. A Director elected by the Board to fill a vacancy shall be elected to hold office for the remainder of the term of the Director whose position and category is being filled.

**Section 7**. **Board Committees**. The four standing committees of the Board of Directors shall be (1) the Finance Committee, (2) the Membership Committee, (3) the Human Resource Committee, and

1. the Conferences/Workshops Committee. Ad-hoc committees may be appointed as necessary by the Board President of the Board of Directors.

**Section 8**. **Personal Liability.** A director shall not be personally liable as a director for monetary damages, for any action taken, or any failure to perform the duties of his/her office under Section 8363 of Title 42 (Judiciary and Judicial Procedure) of the Pennsylvania consolidated Statutes, and the breach or failure to perform such duties constitutes self-dealing, willful misconduct, or recklessness. This section shall not apply to the responsibility or liability of a director pursuant to any criminal statute, or the liability of a director for the payment of taxes pursuant to Local, State, or Federal law, nor shall this section apply to any actions filed prior to the date of the amendment adding this section to the bylaws, nor to any breach or performance of duty or a failure of performance of duty by a director prior to April 4, 1989. No amendment to or repeal of this section shall apply to or have any effect on the liability or alleged liability of any director for, or with respect to, any acts or omissions of such director occurring prior to such amendment or repeal.

**ARTICLE III - EXECUTIVE COMMITTEE**

**Section 1**. **Purpose.** The Executive Committee shall plan and implement, under the guidance of the Board of Directors, the total program of youth leadership development.

**Section 2**. **Composition.** The Executive Committee shall be comprised of (a) the state president, (b) the state first vice president, (c) the state secretary, (d) the state treasurer, (e) the state reporter, and (f) the state parliamentarian. In addition, there shall be three vice presidents at large. The membership, therefore, shall consist of nine members.

Local chapter advisers of the state officers and members of the Board of Directors shall serve in an ex-officio capacity.

**Section 3**. **Method of Selection.** The eight student members of the Executive Committee shall be elected to state office by plurality vote of the voting delegates at the state leadership conference. The highest scoring ninth, tenth, or eleventh grade member, who submitted an application for the parliamentary procedure written test, which is administered at the state leadership conference, shall be appointed by the chairman to act as parliamentarian

**Section 4**. **Qualifications.**

* 1. To be considered for state office, a candidate shall
     1. be recommended by the chapter’s adviser;
     2. file an official application with the state office by the date designated;
     3. have at least one full year remaining as an active member in his/her educational program if running for the office of president, first vice president, secretary, reporter, or treasurer;

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* + 1. have at least two full years remaining as an active member in his/her business program if running for the office of vice president at large;
    2. hold or have held an elective office in either his/her local or regional chapter or a comparable office in an organization on the approved list of national activities released by the National Association of Secondary School Principals if running for the office of president, first vice president, secretary, reporter, or treasurer, and
    3. be approved by the orientation committee.
  1. Not more than one candidate for state office may campaign from a local chapter.
  2. The candidates for state office shall be present at the State Leadership Conference to be eligible for official nomination.
  3. The state committee may appoint a student as a state officer if a vacancy exists after elections are held at the State Leadership Conference. The state committee may choose from among students not elected to other offices; students from schools with already elected state officers; or by advertising a vacancy.

**Section 5**. **Duties.**

1. **State President.** It shall be the duty of the president to serve as a member of the Board of Directors, serve as chairman of the Executive Committee under the direction of the State Adviser, preside over the committee meetings of the state chapter, maintain a close and continuing relationship with the state adviser, serve as a voting delegate at the national leadership conference, and perform other duties for the promotion and development of local, regional, and state activities.
2. **State First Vice President.** It shall be the duty of the first vice president to serve as a member of the Board of Directors, serve as chairman of all Executive Committee committees, and be responsible for their reports. He/she shall serve as a voting delegate at the national leadership conference. The first vice president shall assist the president in duties assigned to him/her. In the president’s absence, he/she shall preside over all chapter meetings and meetings of the Executive Committee.
3. **Secretary.** The secretary shall perform all the duties common to this office, be prepared to go to the national leadership conference as the first alternate voting delegate, and keep an accurate record of all sessions of the state chapter, meetings of the Executive Committee, prepare correspondence on behalf of the Executive Committee, and perform duties assigned to him/her by the executive director/state chairman or state adviser.
4. **State Treasurer**. The treasurer shall be responsible for coordinating financial matters regarding the state project(s).
5. **State Reporter.** The reporter shall be responsible for producing and distributing a state newsletter and publicizing the activities of the state chapter.
6. **Vice Presidents at Large.** The vice presidents at large shall perform duties assigned to them by the state president, the state adviser, or the executive director/state chairman.
7. **State Parliamentarian.** The parliamentarian shall be responsible for the orderly conduct of business during meetings of the Executive Committee and during business meetings at the state leadership conference.

**ARTICLE IV - MEMBERSHIP**

**Section 1**. **Membership Class.** Membership in the Pennsylvania state chapter of FBLA, Inc., shall be active, professional, and honorary life.

**Section 2**. **Active Members** shall be students participating in a business and/or business-related course who accept the purposes of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school-community relations, and possess qualities for employment. Active members shall be eligible to participate in state chapter events, serve as voting delegates to the state leadership conference, hold state office, and represent their local chapter as approved by their respective local advisers. A business-related course is defined as one in which one or more of the SCANS five competencies and three-part foundations are integrated.

**Section 3**. **Professional Members** shall be persons associated with or participating in the professional development of FBLA as approved by the state chapter. Such members may include local and state chapter advisers, business teachers, business teacher educators, state supervisors of business education, employers or supervisor of cooperative work-training students, advisory committee members, businesspersons, and other persons contributing to the growth and development of FBLA. Professional members shall not participate in competitive events, serve as voting delegates, or hold office.

**Section 4**. **Honorary Life Members** may be elected to a local or state chapter by a majority vote of the members. They shall be persons who are assisting in the advancement of business education, and/or who are rendering outstanding service to FBLA. Honorary Life Members are not eligible to vote or hold office and are not required to pay dues.

**ARTICLE V - DUES**

**Section 1**. State dues, based on fiscal reports by the PA FBLA Executive Director/State Chairman and on the recommendations by the Executive Committee and the Board of Directors, shall be determined by a majority vote of the voting delegates present at the state leadership conference.

**Section 2**. Initial dues shall be remitted on specially designed forms by October 20 of the current school year. Dues for additional members shall be postmarked by January 31 or prior to the date of the member’s RLC if earlier than January 31.

**Section 3**. Newly created chapters shall remit dues when the application for the chapter charter is submitted.

**ARTICLE VI - FINANCES**

**Section 1**. The PA FBLA Executive Director/State Chairman shall administer all finances and submit an annual budget to the Board of Directors for approval.

**Section 2**. An external review of the financial records of the organization shall be performed annually by a professional accounting firm.

**Section 3**. The fiscal year of the PA FBLA shall be July 1 through June 30.

**ARTICLE VII - MEETINGS**

**Section 1**. All formal meetings shall be conducted according to Robert’s Rules of Order, Newly Revised, 2000.

**Section 2**. **Board of Directors Meetings.** The Board of Directors shall meet when necessary on dates designated by the Executive Director/State Chairman and/or the Board President of the Board of Directors. A majority of members shall constitute a quorum.

**Section 3**. **Executive Committee Meetings.** The Executive Committee shall meet on dates designated by the Executive Director/State Chairman and/or the State Adviser. A majority of members shall constitute a quorum.

**Section 4**. **State Chapter Meetings.** The business meetings of the state chapter shall take place during the state leadership conference, which shall be held annually. A majority of the voting delegates shall constitute a quorum.

**ARTICLE VIII - DELEGATES**

**Section 1**. Two delegates shall represent each local chapter to act on all matters that may come before the state chapter at the state leadership conference.

**Section 2**. Voting delegates to the national leadership conference shall consist of the state president and the state first vice president. The alternative voting delegate shall be the state secretary.

**ARTICLE IX - AMENDMENTS**

Proposed amendments to these bylaws shall be submitted in writing to the state office at least 90 days prior to the state leadership conference by a member of the Board of Directors, a member of the Executive Committee, a regional officer or adviser, or a local chapter officer or adviser. A copy of the proposed amendments shall be mailed to each chapter at least 30 days prior to the state leadership conference. The proposed amendments shall be presented and discussed at a business meeting during the state leadership conference and shall be passed by a two-thirds vote of the voting delegates present.

APPROVAL DATE, APRIL 10, 1997

Revised March 30, 2004

Revised April 20, 2006

Revised May 1, 2007

Revised April 16, 2013

**APPENDIX H**

**SCANS Workplace Skills Standards**

The FBLA-PBL competitive events program is designed to correlate with national recognized business curriculum standards. For instance, members participating in competitive events demonstrate their mastery of the Foundation Skills and Competencies outlined by the SCANS Workplace Skills Standards. These include:

**Foundation Skills**

* Basic skills: reading, speaking, listening, and knowing arithmetic and mathematical concepts
* Thinking skills: reasoning, making decisions, thinking creatively, solving problems, seeing things in the mind’s eye, and knowing how to learn
* Personal qualities: responsibility, self-esteem, sociability, self-management, integrity, and honesty

**Competencies**

* Resources: identifying, organizing, planning, and allocating time, money, materials, and workers
* Interpersonal skills: negotiating, exercising leadership, working with diversity, teaching others new skills, serving clients and customers, and participating as a team member
* Information skills: using computers to process information and acquiring and evaluating, organizing and maintaining, and interpreting and communicating information
* Systems skills: understanding systems, monitoring, and correcting system performance, and improving and designing systems
* Technology utilization skills: selecting technology, applying technology to a task, and maintaining and troubleshooting technology

**APPENDIX I PA FBLA**

**STATE OFFICER CANDIDATE GUIDELINES**

**PLEASE READ CAREFULLY THROUGH ALL MATERIALS. FAILURE TO FOLLOW ALL GUIDELINESS WILL RESULT IN YOUR NAME**

**NOT BEING PLACED ON THE BALLOT.**

Congratulations on your decision to run for an office within PA FBLA. In seeking election, all applicants must complete the following requirements. All elements **must be** completed, or your name will not be placed on the ballot.

**OFFICER CANDIDATE**

The following elements must be included in your state officer application packet to be sent to

**Mr. Bruce E. Boncal, Executive Director/State Chairman, RECEIVED BY deadline. January 15, 2015**.

* **SUBMIT A RESUME**

Include current GPA, any offices/leadership positions held, FBLA activities, any other experiences, and business classes taken.

* **SUBMIT A ONE-PAGE LETTER OF APPLICATION**

Include qualifications and reasons why you would be an asset to the PA FBLA state officer team. For proper letter format, please reference the Personal Letter Sample found in the FBLA-PBL Format Guide.

Letter is to be addressed to: Mr. Bruce E. Boncal

Executive Director/State Chairman Pennsylvania FBLA

PO Box 5085

Jersey Shore, PA 17740

* **SUBMIT A COMPLETED QUESTIONNAIRE**

These answers are to be as complete and detailed as possible. This is your opportunity to expand upon any comments made in your letter of application and/or resume.

* **SUBMIT AN OFFICIAL TRANSCRIPT**
* **SUBMIT A COMPLETED STATE OFFICER CANDIDATE APPLICATION**
* **SUBMIT A COMPLETED STATE OFFICER ADVISER CANDIDATE APPLICATION**
* **SUBMIT THREE RECOMMENDATION LETTERS**

Note: letters are to be sealed and the envelope seal must be signed by creator.

* + Your local chapter adviser
  + School administrator or counselor
  + Coach, teacher, or employer

Letter is to be addressed to: Mr. Bruce E. Boncal

Executive Director/State Chairman Pennsylvania FBLA

PO Box 5085

Jersey Shore, PA 17740

Upon receipt of your officer application packet, you will receive written documentation from Miss Kristi Ryland, State Adviser, regarding the required Podcast, as well as your interview, which are the next two elements of the state officer candidate process.

* + The interview must be attended by you and your local chapter adviser
  + You may not report to this interview alone, nor with a parent
    - Failure to comply will result in your name being removed from the ballot
  + Failure to report to your scheduled interview will result in your name being removed from the ballot
  + Professional FBLA business attire is required by candidate and adviser for the interview
  + During the interview, you will be evaluated on specific criteria
    - Please see the attached rubric for evaluation

**Note:** Interviews will be held at the Hershey Lodge in Hershey, PA on Saturday, February 21, 2015, and Saturday, March 7, 2015. You are only required to attend one interview session.

In addition, officer candidate and adviser must view a podcast and complete the required online questions relating to the Podcast. The Podcast and required online questions will be made available for viewing for one week, from January 26-30, 2015.

State officer candidates will be required to attend a mandatory state officer briefing meeting on Sunday, April 12, at the Hershey Lodge and Convention Center. Specific meeting details will be provided by the state adviser.

**If you have any questions about the process, please contact Miss Kristi Ryland, State Adviser at** [**kryland@pafbla.us**](mailto:kryland@pafbla.us) **or Luke Skerpon, Middle Level Coordinator & Staff Assistant at** [**lskerpon@pafbla.us.**](mailto:lskerpon@pafbla.us)

**STATE OFFICER APPLICANT QUESTIONNAIRE**

The following questions are to be **TYPED** and submitted as part of the applicant’s packet. This is your chance to explain further any comments made in your resume or letter of application. Be sure your answers are as complete as possible. Please limit your responses to two typewritten pages total for all questions.

Why do you wish to become a state officer of Pennsylvania FBLA?

Why do you believe that you are qualified for the state officer position for which you applied?

What will be the principal duties of the office you seek?

How do you plan to schedule your time to complete the tasks/assignments associated with being a state officer?

From a personal standpoint, explain what being a member of FBLA has done for you?

If elected, what specific projects or programs would you encourage the state officer team to consider to enhance PA FBLA and why?

What have you personally done to help promote FBLA within your local school?

What do you believe is the fundamental reason for the success of PA FBLA? How could you enhance this success at the state level?

**STATE OFFICER ADVISER APPLICANT QUESTIONNAIRE**

The following questions are to be **TYPED** and submitted as part of the applicant’s packet. In order for the state officer to have a positive officer experience, it is absolutely necessary that his/her adviser assumes an active part and complete the team element. Thus, we are requiring all state officer advisers to complete a questionnaire as well and it will become part of the officer application packet. **These questions should be completed by the adviser who will serve as the main adviser to the state officer candidate.**

When thinking of your state officer applicant, what three words come to mind? Please explain your reasoning for choosing each word.

How many years have you served as a local chapter adviser? Have you ever served as an adviser to a state officer before? If so, when and to what state officer positions?

What will be your student’s responsibilities if elected to the position for which he/she has applied?

One of the most important aspects of a state officer and adviser relationship is the ability to communicate and work together as a team. Explain the team dynamic between you and your state officer candidate?

Do you have any concerns about your candidate being able to perform the duties required of a state officer? If so, please explain. How do you plan to schedule your time to assist the officer in accomplishing his/her duties?

What do you believe are your responsibilities when serving as an adviser to a state officer?

Do you have any concerns juggling professional duties, personal issues, and having a state officer? Why or why not? Please explain.

**PA FBLA STATE OFFICER APPLICATION**

Review pages 56-60 of the PA FBLA Policy/Leadership Handbook for a listing of the responsibilities of each office ***before*** completing this application. Also review Article III of the state chapter bylaws for qualifications. Vice Presidents at Large **must** have at least two full years remaining as an active member and need not have held any elective office. See the special note for parliamentarian below.

NAME CURENNT GRADE LEVEL

SCHOOL SCHOOL PHONE

include area code

SCHOOL ADDRESS

include complete mailing address

HOME ADDRESS

include complete mailing address

HOME PHONE CELL PHONE

include area code include area code

STUDENT E-MAIL ADDRESS

PARENTS'/GUARDIANS' NAMES

list first name/last name of each parent/guardian

PRINCIPAL NAME

SUPERINTENDENT NAME

ADVISER(S) WHO WILL BE RESPONSIBLE FOR THE OFFICER

ADVISER E-MAIL ADDRESS

ADVISER CELL PHONE

include area code

I would like to be considered as a candidate for the following office: (check one)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ⁪ | President |  | First Vice President | ⁪ | Secretary | ⁪ | Treasurer |
| ⁪ | Reporter |  | Vice President at Large | ⁪ | Parliamentarian |  |  |

**Note: The office of parliamentarian is not an elective office; any member who is eligible may apply. The candidate for the office of parliamentarian who has completed the officer candidate application packet and scored the highest on the written portion of the Parliamentary Procedure event at the SLC will be appointed.**

**If a candidate is running for the office of president or first vice president, he/she must have held an FBLA office at the local, region, or state level.**

I currently hold or have held the following elective office(s) in either a local, regional, or state FBLA chapter or a comparable office in an organization on the approved list of national activities released by the National Association of Secondary School Principals.

**I agree to attend and participate in the following meetings:**

Chapter advisers must provide transportation and attend the following meetings with their state officer. Lodging and meal expenses of the student and one adviser are financed in accordance with the approved state chapter budget. All transportation costs for the student and adviser to in-state meetings plus expenses of the adviser for the National Leadership Conference and the State Leadership Conference (except for the extra day for the SLC) should be paid by the respective school district. See the “Anticipated Costs for a State Officer” posted on the PA FBLA web site for more information.

**Tentative Dates/Locations – Subject to Change**

|  |  |
| --- | --- |
| May 15-16, 2015 | Board of Directors Meeting, Hershey  (President, First Vice President, and Respective Advisers only) |
| May 29-31, 2015 | Executive Committee Meeting, Hershey |
| June 27-July 3, 2015 | National Leadership Conference, Chicago, Illinois |
| October 24, 2015 | Executive Committee Meeting (before SLW), State College |
| October 25-26, 2015 | State Leadership Workshop, State College |
| November 20-21, 2015 | National Fall Leadership Conference, Baltimore, Maryland  \*The NFLC is optional for state officers unless PA is the host state.  When the NFLC is held outside of the Eastern Region, the officers’ adviser is responsible for the state officer’s supervision and arranging his/her lodging. |
| January 29-30, 2016 (tentative) | Board of Directors Meeting, Hershey  (President, First Vice President, and Respective Advisers only) |
| January 30-31, 2016 (tentative) | Executive Committee Meeting, Hershey |
| April 9-10, 2016 | Executive Committee Meeting, Hershey |
| April 11-13, 2016 | State Leadership Conference, Hershey |
| All dates/locations in the above schedule are subject to change. Notification of any changes will be provided as soon as the information becomes available | |

**2015-2016 School Year**

Additional meetings that the officer will have the option of attending such as Institute for Leaders, Pennsylvania Business Education Association Conference, and various regional meetings.

To become a state officer of Pennsylvania FBLA requires a commitment on the part of all parties involved. In order to make that commitment, each party must understand their responsibility in this leadership experience. In order for this application to be accepted, all appropriate signatures must be completed.

**CERTIFICATION BY APPLICANT**

If elected to serve as a PA FBLA state officer, I agree to: (place an X in each box and sign)

⁪

⁪

⁪

⁪

⁪

I have read pages 56-60 and 93-94 of the PA FBLA Policy/Leadership Handbook and understand the duties of the office of

which I am seeking

Represent PA FBLA to the best of my ability

Be financially liable for costs incurred for my training/travel if I resign from my position for reasons other than those deemed catastrophic or medical

Perform all assigned officer responsibilities

Maintain the highest degree of personal honor, integrity, and ethics

Candidate’s Signature

Date

**CERTIFICATION OF PARENT/GUARDIAN**

I/we are willing for our son/daughter to be a state officer in PA FBLA should he/she be elected/appointed. I/we realize that additional time and effort will be required by my/our child in this position and that travel in and out of the state during the year can be expected. I/we will cooperate with my/our child in the fulfilling of the responsibilities of the office.

Parent’s/Guardian’s Signature

Date

**CERTIFICATION BY LOCAL CHAPTER ADVISER**

If is elected/appointed, I agree to: (place an X in each box and sign)

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⁪

I have read pages 56-60 and 93-94 of the PA FBLA Policy/Leadership Handbook and understand the duties of an adviser

to a state officer

Support this officer if he/she is elected

Ensure that all school policies regarding travel and absences are followed Ensure that school officials are appropriately informed of officer activities Monitor the officer’s academic program

Assist the officer with the successful performance of his/her duties and responsibilities

Adviser’s Signature

Date

**CERTIFICATION BY SCHOOL ADMINISTRATORS**

If is elected/appointed, I agree to: (place an X in each box and sign)

⁪

⁪

⁪

We have read pages 56-60 and 93-94 of the PA FBLA Policy/Leadership Handbook and understand the duties of state officers

and their advisers

Support this officer if he/she is elected

Support the adviser’s role throughout the year, including attendance at required events

Principal’s Signature

Date

Superintendent’s Signature

Date

**CANDIDATE QUESTIONS FOR INTERVIEW**

**(Note: *NOT* to be shared with candidate)**

**There are approximately 20 questions about Pennsylvania and National FBLA that will be asked of the candidate.**

**PA FBLA STATE OFFICER CANDIDATE INTERVIEW RATING SHEET**

**CANDIDATE OFFICE**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Clearly Not Demonstrated** | **Poor/Rarely Demonstrated** | **Below Average Demonstration** | **Average Demonstration** | **Good Demonstration** | **Exceeds Expectations** | **EXPECTED VALUES** | **TOTAL POINTS** |
|  | | | | | | | | |
| **PROFESSIONALISM** | | | | | | | | |
| Professional appearance | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 8 |  |
| Proper greeting, introduction, and closing | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 6 |  |
| Poise, maturity, attitude | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 6 |  |
| Communication skills | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 6 |  |
| Self-confidence, initiative, assertiveness | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 6 |  |
| **LEADERSHIP** | | | | | | | | |
| Participation/leadership in FBLA | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 7 |  |
| Participation in other school and/or community organizations | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 6 |  |
| Potential leadership qualities | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 7 |  |
| **COMMUNICATION** | | | | | | | | |
| Materials:   * Cover Letter * Resume * Transcript * Officer Q/A * Adviser Q/A * 3 Reference Letters | 0  (No Materials other than application page submitted) | 2  (Missing 4+ Materials) | 4  (Missing 3 Materials) | 6  (Missing 2 materials) | 8  (Missing 1 material) | 10  (Has All Materials) | 10 |  |
| Proper Business Style | 0  (7+ errors) | 2  (6 errors) | 4  (5 errors) | 6  (3-4 errors) | 8  (1-2 errors) | 10  (0 errors) | 8 |  |
| Clear and concise presentation of facts with logical arrangement | 0 | 1-2 | 3-4 | 5-6 | 7-8 | 9-10 | 7 |  |
| Correct grammar, punctuation, & spelling | 0  (7+ errors) | 2  (6 errors) | 4  (5 errors) | 6  (3-4 errors) | 8  (1-2 errors) | 10  (0 errors) | 8 |  |
|  | | | | | | | | |
| FBLA Knowledge Exam *(50 questions, multiple choice, & fill in blank about general FBLA knowledge, and PA FBLA Policy/ Leadership Handbook)* | 100%-96%: 10 points 75%-71%: 5 points  95%-91%: 9 points 70%-66%: 4 points  90%-86%: 8 points 65%-61%: 3 points  85%-81%: 7 points 60%-56%: 2 points  80%-76%: 6 points 55%-51%: 1 point  50% and below: 0 points | | | | | | 5  (75%) |  |
|  | | | | | | | | |
|  | | | | | | | | |
| **Total Rating Score** |  | | | | | | |  |

***Revised 9/2011***

###### APPENDIX J

**ELECTION CAMPAIGN REGULATIONS**

1. All candidates **must submit** the following campaign materials **prior** to the State Leadership Conference (as per the posted deadline) in a portfolio holder or three-ring binder or notebook with a cover page that includes the candidate’s name, school, and office sought:
   1. Final copy of campaign speech
   2. Final copy of campaign brochure/data sheet
   3. Candidate financial statement
   4. One each of any campaign items and literature (stickers, flyers, sample design of campaign signs, etc.). These items must be properly identified with the name of the candidate and office sought.
   5. Candidates must include a description of any items, which will be given away at the campaign booth to generate name recognition. In addition, candidates must provide a written or geographical description of any banners, posters, or other decorations in the campaign booth. Please remember that items may not be pinned, taped, tacked, or in any way adhere to the walls, floors, ceiling or furniture. Money, alcohol, and tobacco may not be distributed. Any food items that are distributed must be professionally sealed and packaged
   6. A written description of any audio-visuals that are planned to be used must be included with the campaign material. It is the responsibility of the candidate to bring or rent his/her own equipment. Equipment costs (rental services, electrical access, etc.), if any, must be listed on the financial statement. Candidates who choose to use electricity in their campaign booths will be required to pay a service charge. The cost will be provided to approved candidates after the interview process
2. All candidates and their advisers **must attend** the Candidate/Campaign Briefing Meetings at the State Leadership Conference.
   1. Each candidate and local chapter adviser (on record on the state officer application) must attend. Campaign manager attendance is optional.
   2. A roll call will be taken at each session. Any candidate AND adviser that is not present at one of the scheduled meetings will be disqualified unless prior arrangements have been made with a member of the state officer screening panel.
   3. The State Adviser and current state officers will conduct the Candidate Briefing Session.
   4. Campaign guidelines will be reviewed
   5. Campaign booth assignments will be discussed
   6. Handouts of campaign rules will be distributed.
   7. Candidates may submit an updated financial statement (with receipts) at this meeting if it has changed from the statement submitted prior to the SLC.
3. Candidate Financial Statement. A candidate may not spend or have received donated materials (at “fair market” value) and/or money totaling more than $500 in the campaign for a state office. Substantiated documentation for donations and receipts for all campaign materials must accompany the financial statement. Income plus Donations must equal Expenses (For example, if you have $275 income and $225 in donations, to total expenses must also equal $500. Any additional income must be returned to whoever donated it. Audio-visual equipment rented or loaned to the candidate should be reported at either the actual rental rate or “fair market” estimation. You may use your own computer or speakers (as well as your schools) but any items donated from other people must be reported at “fair market” value. Candidates must use the financial reporting form provided after the interview process.
4. Specific Campaign Regulations that will be reviewed at the Candidate/Campaign Briefing meetings are as follows.
   1. Campaign literature shall not be mailed to other members prior to the State Leadership Conference.
   2. No literature shall be distributed prior to OR after the conclusion of the campaign booths at the campaign rally. Any material distributed outside of the campaign booth area is considered a violation of the state officer election process and will result in disqualification.
   3. No campaign clothing or campaign buttons may be worn prior to or enroute to the State Leadership Conference. They may only be worn during the campaign booth campaign rally and after.
   4. Candidates may announce their candidacy and receive endorsement from their respective region during their RLC. Permission to do so must be received from the regional adviser prior to the RLC.
   5. Campaign guidelines will be reviewed
   6. Candidates should be prepared to discuss the content of their campaign speech with the state officer screening panel.
5. All campaign materials will be approved by the state officer screening panel via the binder submitted prior to the SLC. Members of the state officer screening panel will also review campaign booths at the conclusion of the set-up time to assure that all items were included in the binder.
   1. Campaign literature shall be placed on a table in the assigned location and shall not be distributed outside the campaign area, such as in dining rooms, in meeting rooms, under doors, on doors, or in hallways. No literature may be distributed before campaign booths officially open (as listed in the program) and no literature may be distributed after campaign booths officially close.
   2. Whistles or other noise-making devices (including musical instruments) shall not be permitted. Nothing may be thrown from the stage.
   3. Campaign hats, shirts, buttons, etc., may be word outside the campaign area after the campaign rally.
   4. Candidates may present only a speech during the campaign rally, and no props of any kinds will be permitted with the exception of the candidate’s copy of the campaign speech.
   5. Campaign managers and campaign assistants will be provided a badge that must be worn when assisting in the campaign area. These badges will be distributed at the Candidate/Campaign Briefing Meetings.
6. The campaign rally will be held as part of the Opening General Session on the first evening of the conference. At this time, **ALL** candidates for state office will be allotted two (2) minutes to present their speeches. Candidates for all offices shall limit their campaign speeches to two (2) minutes. Timekeepers will be used to monitor each speech. A warning will be given when 1 minute 45 seconds has expired. Speeches should deal with the candidate’s qualifications, reasons for seeking office, and goals, if elected. No skits will be permitted at the State Leadership Conference. Campaign managers are not permitted to introduce the candidate at the campaign rally. Campaign speeches must be presented from the stage podium.
7. An area shall be designed for campaign booths.
   1. These booths shall be uniform in size for each candidate.
   2. One table shall be placed in each booth.
   3. Booths shall be set up according to office. For example: President #1-5, First Vice President #6-10, etc. (depending upon the number of candidates). Campaign booth assignments will be distributed at the Candidate/Campaign Briefing Meetings.
   4. Candidates are permitted to use approved materials in their designated booth.
   5. Candidates and campaign assistants are not permitted to distribute any materials except from **behind** the table in their designated campaign booth.
   6. Candidates must place a copy of their financial statement on the lower right hand corner of the campaign booth table.
8. There will be a specified time period and location for all registered voting delegates to cast ballots. Announcement of the newly elected officers will be made at the Business Session. In the event of a tie, a secret ballot will be conducted of all present eligible voting delegates at the Business Session. In the event of an additional tie, additional secret ballots will be conducted until the tie is broken.
9. Any supplies, such as tape and pins needed to set up campaign materials, must be supplied by the candidate.
10. No candidate is permitted to campaign in the voting area while the voting is taking place.
11. All candidates must dismantle campaign booths by the time indicated in the program.

**ANY CANDIDATE FOUND IN VIOLATION OF THESE CAMPAIGN REGULATIONS MAY BE DISQUALIFIED (NAME REMOVED FROM THE BALLOT)**

**BY THE BOARD OF DIRECTORS.**

**APPENDIX K TRAVEL POLICY**

A state officer must be accompanied by his/her adviser or another designated professional staff member from his/her school or a state Executive Committee adviser for all FBLA activities. FBLA will not accept parents in lieu of an adviser or another faculty member.

If the state officer’s adviser cannot attend the function and another faculty member will attend in his/her place, the State Adviser and Executive Director/State Chairman must be notified **in writing prior** to the meeting, conference, etc., to receive approval.

Under no circumstances will a state officer travel alone.

Under no circumstances should an adviser accept the responsibility of a state officer from another school unless he/she has a written agreement between the administrations of the two schools involved and the parents.

A copy of this agreement must be submitted 24 hours prior to the event to the State Adviser and Executive Director/State Chairman so that they are aware of who is responsible for supervising and transporting the state officer.

Neither the PA FBLA State Adviser nor the Executive Director/State Chairman will be responsible for a state officer.

**APPENDIX L**

**APPLICATION FOR BOARD OF DIRECTORS**

Position Applied For:

* Business and/or Industry Representative ⁪ FBLA Alumnus Representative
* School Administrator Representative ⁪ Adviser-at-Large Representative
* Person at Large ⁪ Retired Educator/Member of Education

|  |  |  |
| --- | --- | --- |
| **Name** |  |  |
| **Title (if applicable)** |  |  |
| **School/ Business Name (if**  **applicable)** | | |
| **Address** |  |  |
| **City/State/ZIP** |  | **Phone** |
| **Email Address** |  |  |

By completing this application, I understand that if elected, this position carries a three-year term of at least three meetings per year as well as serving on one or more committees of the Board.

Signature Date

On a separate sheet that you will attach to this application, please provide us with a one-page statement which will be published to advisers. Consider the following questions:

* + What was your past involvement with FBLA?
  + Why do you wish to serve on the Board of Directors?
  + What qualifications do you possess that would benefit the existing BOD?
  + Indicate your school affiliation and years of involvement with FBLA.

In addition to this application, you must submit one (1) letter of reference on your behalf (this letter will not be published). This letter can be written by administrators, colleagues, or fellow FBLA advisers. The letter is to be sent under separate seal, postmarked by January 31, 2015, to:

Mr. Bruce E. Boncal

PA FBLA Executive Director/State Chairman PO Box 5085

Jersey Shore, PA 17440

**CERTIFICATION BY SCHOOL ADMINISTRATORS (for adviser at large applicants only)**

If is elected/appointed, I agree to: (place an X in each box and sign)

⁪

⁪

Support this Board of Directors member if he/she is elected.

Support the adviser’s role throughout the year, including attendance at required events.

Principal’s Signature

Date

Superintendent’s Signature

Date

###### Appendix M

**Sample Local Chapter Bylaws**

**Pennsylvania Future Business Leaders of America**

Schools that are applying to either reactivate or charter their FBLA chapter are required to submit a file copy of their local chapter bylaws. Chapters may use this sample by simply filling in the appropriate blanks, they may modify portions of this sample, or they may draft new bylaws to fit their local needs.

Local chapter bylaws may not be inconsistent with state or national bylaws or with the FBLA-PBL, Inc. charter. Those provisions in local chapter bylaws which derive from these higher authorities may not be amended at the local level.

To obtain a Microsoft Word copy of the bylaws, please contact the PA FBLA Executive Director/State Chairman.

CHAPTER FUTURE BUSINESS LEADERS OF AMERICA

BYLAWS

**Article I. Name**

The name of this organization shall be the chapter of the Future Business Leaders of America.

**Article II. Purpose**

Section 1. The purpose of this FBLA chapter is to provide as an integral part of the instructional program additional opportunities for high school students (grades 9-12) in business and/or business related fields to develop vocational and career supportive competencies and to promote civic and personal responsibilities.

Section 2. The specific goals of FBLA are to:

* + - Develop competent, aggressive business leadership.
    - Strengthen the confidence of students in themselves and their work.
    - Create more interest in and understanding of American business enterprise.
    - Encourage members in the development of individual projects which 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.

**Article III. Membership**

Section 1. FBLA membership shall consist of members of chartered local chapters. These members shall hold membership in their state and national chapters. Individual members shall be recognized only through a state chapter of FBLA except that, in the case where there is no state chapter, the member shall be recognized by the national office.

Section 2. National FBLA, as well as the state and local chapters, shall be open for membership to these classes of members:

Active Members shall be secondary students who become members while enrolled in business and/or business related classes at who accept the purpose of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school-community relations, and possess qualities for employment. Active members shall pay dues as established by FBLA and may participate in national events, in accordance with the guidelines of the National Awards Program, serve as voting delegates to the National Leadership Conference, hold national office in accordance with Article VI, and otherwise represent their state and local chapters as approved by their respective state or local advisers.

Honorary Life Members may be elected to a state or local chapter by a majority vote. They shall be persons who are assisting in the advancement of business and office education and/or who are rendering outstanding service to FBLA-PBL, Inc. Honorary Life Members shall not vote or hold office and shall not be required to pay dues.

National Honorary Life Members may be recommended by the membership and shall be accepted upon approval by the Board of Directors of FBLA-PBL, Inc. They shall be persons making significant contributions to the field of business and office education and/or to the growth and development of FBLA- PBL, Inc. National Honorary Life Members shall not vote or hold office and shall not be required to pay dues.

**Article IV. Dues and Finance**

Section 1. Dues. National dues based on fiscal reports by the National Office, and on recommendations by the National Executive Council and the Board of Directors, shall be determined by a majority vote of the state voting delegates at the National Leadership Conference.

National dues of members shall be forwarded to the FBLA National Office or shall be submitted through state chapters at the discretion of the state chapter.

Section 2. The membership dues in the Future Business Leaders of America shall be $ a year, of which $ shall be in payment of national dues and $ in payment of state dues.

Section 3. The fiscal year of the Future Business Leaders of America shall be from July 1 to June 30. Section 4. An annual report will be made by the treasurer at the end of the fiscal year.

**Article V. Officers and Elections**

Section 1. Officers of the chapter shall be: President, Vice President, Secretary, Treasurer, Reporter, Historian, and Parliamentarian. These officers with the adviser as ex-officio member shall constitute the Executive Board. Officers shall be elected or appointed for a term of one year or until their successors are elected. Officers shall assume their duties at the close of the meeting at which they were elected.

Section 2. The chapter shall have an adviser who shall be a faculty member teaching business or business related subjects. The chapter may have as many special-emphasis groups under the chapter charter as it deems necessary to meet the interests of all students and shall assume full responsibility for coordinating the program for these interest groups.

**Article VI. Duties of FBLA Officers**

Section 1. The President shall (a) preside over all meetings of the chapter; (b) appoint all committees and serve as an ex-officio member of these committees; and (c) promote the growth and development of FBLA.

Section 2. The Vice President shall (a) preside in the absence of the president; and (b) assist the president in other ways as appropriate.

Section 3. The Secretary shall (a) keep an accurate record of the chapter and Executive Board meetings; and (b) submit the required reports to the state and national chapters.

Section 4. The Treasurer shall (a) act as custodian of the funds of the organization, collect dues, and give financial reports; and (b) send the membership list with the dues to the state and national chapters.

Section 5. The Historian shall (a) maintain records of the chapter, including an annual report of its activities, awards, and publicity.

Section 6. The Parliamentarian shall (a) serve in any capacity as directed by the president; and (b) advise the president or presiding officer on points of parliamentary procedure.

Section 7. The Reporter shall (a) act as a public relations officer for the chapter; (b) see that news stories and photographs are delivered to the school paper, the local newspaper, the state news bulletin, and the national *Tomorrow’s Business Leader*; and 9c) cooperate with school officials concerning assembly, radio, and television programs.

Section 8. The officers shall serve on the Executive Board, and perform such duties as directed by the president and the adviser and not inconsistent with these bylaws or other rules adopted by the chapter.

**Article VII. Meetings**

Section 1. There must be at least one regular meeting a month during the school year. The

regular meeting shall be designated as the annual meeting for the purpose of electing officers, receiving reports of officers and committees, and for any other business which may arise. Other meetings may be held as deemed necessary by the President with the approval of the Executive Board.

Section 2. Quorum. members of the chapter shall constitute a quorum.

**Article VIII. Committees**

Section 1. The President, in consultation with the adviser, shall appoint the following committees: (a) Finance/Fund- Raising; (b) Community Service; (c) Social; and (d) Membership Development. The President shall appoint additional committees as authorized by the Executive Board. Duties of committees shall be determined by the Executive Board and the adopted parliamentary authority.

Section 2. Local chapters may select advisory committees to assist in the growth and development of their respective chapters.

**Article IX. Emblems, Insignia and Colors**

Section 1. The chapter emblems shall be the emblems of the national association.

Section 2. The official emblem and insignia item designs are described and protected from infringement by registration in the U.S. Patent Office under the Trademark Act of 1946. The manufacture, reproduction, wearing, or display of the emblem shall be governed by the Board of Directors of FBLA-PBL, Inc.

Section 3. Emblems and insignia shall be uniform in all local and state chapters and within special-emphasis groups; they shall be those of FBLA. Only members in good standing may use official emblems and insignia.

Section 4. The official colors of FBLA shall be blue and gold.

**Article X. Parliamentary Authority**

The rules contained in Robert’s Rules of Order Newly Revised, 1990 Edition, shall govern the chapter in all cases to which they are applicable and in which they are not inconsistent with the rules of FBLA-PBL, Inc., these bylaws, or any special rules of order the chapter may adopt.

**Article XI. Amendment of the Bylaws**

Amendments to the bylaws shall be submitted in writing at a regular meeting and shall not be voted on until the following regular meeting. A two-thirds vote of the members present shall be required for adoption.

###### CHAPTER FOUR - COMPETITIVE EVENTS

FBLA members need to develop the proper attitude toward competitive events. Learning how to win as well as how to lose should be an integral part of leadership development. The main value is not derived from winning or losing; rather, the real value comes from participation in activities leading to the event. New competitive events will be integrated into the PA FBLA program as they are announced by the national office.

**Dress Code**

The dress code approved by the PA FBLA Board of Directors for all PA FBLA functions is:

The purpose of the dress code is to uphold the professional image of the Association and its members and to prepare students for the business world. Appropriate business attire is required for all attendees—advisers, members, and guests—for all general sessions, competitive events, caucusing, workshops, meal functions, and receptions. Attire for social functions shall be listed in the conference program. Delegates shall abide by the dress code established by the PA FBLA Board of Directors for all state functions. Delegates not adhering to the dress code shall not be admitted to the functions listed above.

**The specific dress code for all delegates shall be: Permitted for Gentlemen**

* Business suit with collar dress shirt, and necktie or
* Sport coat, dress slacks, collared shirt, and necktie or
* Dress slacks, collared shirt, and necktie.
* Banded collar shirt may be worn only if sport coat or business suit is worn.
* Dress shoes and socks.

**Permitted for Ladies**

* Business suit with blouse or
* Business pantsuit with blouse or
* Skirt or dress slacks with blouse or sweater or
* Business dress or
* Dress capri pants (below the knee) or dress gauchos (below the knee) with a coordinating jacket.
* Dress shoes.
* The length of ladies' dresses, skirts, etc. shall be no shorter than 1 inch above the top of the ladies' knees.

**Not Permitted for Ladies and Gentlemen**

* Jewelry in visible body piercing, other than ears.
* Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise or bike shorts.
* Off-the shoulder, backless, see-through, tight-fitting, spaghetti straps, strapless, or **extremely short** or low-cut blouses/tops/dresses/skirts.T-shirts, Lycra, spandex, midriff tops, tank tops; bathing suits.
* Sandals, athletic sho**es, industrial w**ork shoes, hiking boots, bare feet, or over-the-knee boots.
* Athletic wear, including sneakers.
* Hats or flannel fabric clothing.
* Bolo ties.
* Visible foundation garments.
* Cargo pants

The State Leadership Conference Tuesday evening dinner and Awards Session is considered semi- formal. Females may wish to wear long gowns/prom-type gowns, but it is not mandatory. Dress/skirt length must be no shorter than one inch above the top of the knee for the State Leadership Conference Tuesday night dinner and Awards Program. Males should wear a coat and tie.

At the State Leadership Workshop, part of the business attire requirement may be waived on Monday to allow for an "official" shirt to be worn from the waist up. Compliance with the dress code is a requirement for all other elements of dress even if wearing an "official" shirt.

Casual attire is acceptable for specific functions as listed in the program or during times when not attending specific conference functions.

New fashion trends may be in style but not necessarily appropriate. The best way to operate is to avoid walking the line. If there is doubt, select something else to wear. Be a professional.

Delegates shall wear their conference name tags **at all times** while at the conference site.

\*Revised/approved by the PA FBLA Board of Directors, May 19, 2012.

**COMPETITIVE EVENTS**

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### Repeat Competitors

# Eligibility Guidelines

Members may not repeat an event at the SLC. Exceptions to this regulation are as follows:

* *Modified Events*. An individual may not compete in the same event when the event is modified.
* *Team Events*. In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at one previous SLC to include 3D Animation, Banking & Financial Systems, Business Ethics, Business Financial Plan, Business Plan, Business Presentation, Computer Game & Simulation Programming, Desktop Publishing, Digital Design & Promotion, Digital Video Production, E-business, Emerging Business Issues, Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Management Information Systems, Marketing, Mobile Application Development, Network Design, Public Service Announcement, Social Media Campaign, Sports & Entertainment Management, and Web Site Design. Team members may not compete in the same event for more than two (2) years.
* *Parliamentary Procedure*. Two members of the team may have competed in the event at a previous SLC; however, they may not compete in the same event more than two (2) years at the SLC.
* *Individual Entry*. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.
* *Pilot Events*. Participation in a pilot event does not disqualify a member competing in the same event once it becomes an official competition. A person participating in a pilot event is not eligible to compete in anther individual or team event.

### Sequenced Events

The following events are considered to be linked in a series. Once a member has competed at the SLC in the second or advanced event in the series, he/she may not subsequently compete in the first or introductory event. Event series impacted by this regulation include:

* Accounting I and Accounting II
* Business Math and Business Calculations
* Introduction to Business Communication and Business Communication
* Introduction to Parliamentary Procedure and Parliamentary Procedure
* Public Speaking I and Public Speaking II

### 9th and 10th Grade Events

* Business Math
* FBLA Principles and Procedures
* Introduction to Business
* Introduction to Business Communication

### Sequestered Final Events

* Introduction to Information Technology
* Introduction to Parliamentary Procedure
* Public Speaking I

The following events are sequestered: Banking & Financial Systems, Client Service, Entrepreneurship, Global Business, Help Desk, Hospitality Management, Impromptu Speaking, Management Decision Making, Management Information Systems, Marketing, Network Design, Parliamentary Procedure, Sports & Entertainment Management. Participants must report to the holding room prior to the first scheduled performance as indicated in the conference program.

* A participant or team is disqualified if they arrive after the first participant or team starts the performance.
* Sequestered participants must be escorted from room to room.
* No text messaging, e-mail, Internet use, or phone calls are allowed. Participants may be requested to place all electronic devices (includes cell phones) in the custody of the event administrators until the performance is complete at which time the student may pick up his/her electronic device.
* Participants may bring food and drinks to the holding room.
* Sequestered participants may not communicate with outside individuals.

###### Competitive Events Scores Privacy

Pennsylvania FBLA may provide advisers with the results of competitive events held at the region, state, and national leadership conferences. When Pennsylvania FBLA does provide such information to the FBLA adviser, the purpose is to provide feedback regarding the FBLA chapter member’s performance in the competitive events program. The adviser may share the information with the FBLA member.

Pennsylvania FBLA may distribute FBLA members’ competitive events information via the web through a password protected area, by e-mail directly to the adviser, by mail directly to the adviser, or some other appropriate distribution method which protects the privacy of the member.

Pennsylvania FBLA advisers are not permitted to publish/display the members’ competitive events scores for viewing in any print form, on any web site, Facebook, or other digital area where it may be publicly viewed by someone other than the member and the member’s parents/guardians. The adviser is expected to treat the member’s scores with the same privacy as any performance information that would occur at the member’s home school in accordance with any applicable state and federal privacy laws.

**3D Animation - New**

*Animation has become an effective way of conveying new ideas and products to a variety of audiences. This event provides recognition for FBLA members who demonstrate the ability to create an effective animation to present an idea to a specific audience.*

### Competencies

The event consists of two (2) parts: a prejudged project and a performance component.

*Project Competencies*

* document addresses topic and is appropriate for the audience
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* required information is effectively communicated
* copyright laws followed

*Performance Competences*

* explain content logically and systematically
* communicate the design process
* explain the tips, techniques, and tools used
* demonstrate good voice quality and diction
* display self-confidence through knowledge of content and articulation of ideas
* answer questions effectively

**Business Education Curriculum Standard(s)**: Communication; Information Technology

**2015 Topic**

Air travel is an ever-evolving collection of changes. Recently, the TSA launched TSA PreCheck where can go through a detailed background check and earn the right to have expedited screening at select airports throughout the United States. Create an animated video that highlights the normal frustrations of airport security, explains the benefits of TSA PreCheck, and motivates the audience to become known travelers who can use the TSA PreCheck program.

Please take special note—this is not just filming a video—it is creating an animation-based overview of the differences between standard screening and TSA PreCheck.

### State Eligibility

Each local chapter may enter two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php) on the FBLA web page.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

1. A Statement of Assurance must be submitted.
2. An event entry form must be submitted.
3. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
4. Comply with all state and federal copyright laws. Refer to the policy in the Format Guide.
5. Animations must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

**Prejudged Projec**t

1. The description area of the animation must contain copyright information as well as the name of the event, state, names of participants, and school.
2. Presentations must address the given topic.
3. Entries will be judged according to the rating sheet.
4. Presentations must be no more than three (3) minutes in length.
5. Entries created can be created in any program, but must play on Youtube.
6. Multiple animation techniques should be utilized.

**Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. The presentation is an explanation of the 3D animation process.
4. A small portion of the video must be shown to the judges.
5. The presentation should include, but not be limited to:
   1. Sources used to research the topics
   2. Development and design process
   3. Use of different animation techniques
   4. A list of equipment and software used
   5. Copyright issues with pictures, music, and other items
6. Participants must bring a copy of the animation if they choose to show a portion of the animation to the judges.
7. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
8. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. No assistance may be given from other chapter members, judges, advisers, or other audience members in assisting with your equipment set-up.
9. The individual or team must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Internet will not be provided for this event.
10. The individual or team will have seven (7) minutes to describe the project.
11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
12. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
13. The performance is open to all conference attendees, except performing participants of this event.

**14. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Procedure**

1. The event consists of two parts: (1) submission of animation, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.
4. Videos must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

### State Judging

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges selects the finalists, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Production and Elements* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Development of Project* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Overall quality of animated video” category within the *Production and Elements* section on the Production Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates ability to effectively answer questions.” category with the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first-, second-, or third-place winners cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**3D ANIMATION**

**Production Rating Sheet**

**New 2014-15**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Development of Project** | | | | | |
| Video successfully conveys the message outlined in the topic and does so in a way that captivates audience attention | 0 | 1–3 | 4–7 | 8–10 |  |
| Information related to topic is accurate | 0 | 1–3 | 4–7 | 8–10 |  |
| **Animated Video Production and Elements** | | | | | |
| Overall quality of animated video | 0 | 1–5 | 6–10 | 11–15 |  |
| Graphics are appropriate and consistent throughout the video | 0 | 1–6 | 7–13 | 14–20 |  |
| Editing is seamless and does not seem fragmented | 0 | 1–3 | 4–7 | 8–10 |  |
| Multiple animation techniques are utilized | 0 | 1–3 | 4–7 | 8–10 |  |
| Video concludes with appropriate credits | 0 | 1–3 | 4–7 | 8–10 |  |
| Logical flow of thoughts and seamless transitions | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points):   * Statement of Assurance not received  entry labeled incorrectly on the upload  did not follow copyright laws * video is longer than three (3) minutes | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Development of Project** | | | | | |
| Video successfully conveys the message outlined in the topic and does so in a way that captivates audience attention | 0 | 1–3 | 4–7 | 8–10 |  |
| Information related to topic is accurate | 0 | 1–3 | 4–7 | 8–10 |  |
| **Animated Video Production and Elements** | | | | | |
| Overall quality of animated video | 0 | 1–5 | 6–10 | 11–15 |  |
| Graphics are appropriate and consistent throughout the video | 0 | 1–6 | 7–13 | 14–20 |  |
| Editing is seamless and does not seem fragmented | 0 | 1–3 | 4–7 | 8–10 |  |
| Multiple animation techniques are utilized | 0 | 1–3 | 4–7 | 8–10 |  |
| Video concludes with appropriate credits | 0 | 1–3 | 4–7 | 8–10 |  |
| Logical flow of thoughts and seamless transitions | 0 | 1–5 | 6–10 | 11–15 |  |
| **Content** | | | | | |
| Describes the Pre-production process | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes the scenario | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes the production process | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes the post-production process | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes software used | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes techniques used | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes hardware used | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow directions. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /200 max.** | | | | | |
| **Prejudged Score /100 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

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# Accounting I

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

### Competencies

*Objective Test Competencies*

* journalizing
* account classification
* terminology, concepts and practices
* posting
* types of ownership
* income statement
* balance sheet
* worksheet
* bank reconciliation
* payroll
* manual and computerized accounting systems
* ethics
* depreciation

**Business Education Curriculum Standard(s)**: Accounting; Computation; Economics and Personal Finance

### Regional Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region.

Participants must not have had more than two (2) semesters (or one [1] semester in a block scheduling program) of high school accounting instruction, nor be enrolled in or have completed any additional accounting courses by May 20 of the current school year.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event. Students are not permitted to compete in this event if they have previously competed in Accounting II.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
6. At the State Leadership Conference, the participant will be provided a non-graphing calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Accounting II

*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*.

### Competencies

At the region level, a one-hour objective test will be administered on the competencies listed below. At the state level, this event consists of two (2) parts: an objective test and a production test.

*Objective Test Objectives*

* financial statements
* corporate accounting
* ratios and analysis
* accounts receivable and payable
* budgeting and cash flow
* cost accounting/manufacturing
* purchases and sales
* journalizing
* income tax
* payroll
* inventory
* plant assets and depreciation
* departmentalized accounting
* ethics
* partnerships

*Production Test Competencies*

* financial statements
* bank reconciliation
* payroll
* trial balance
* journalizing
* inventory
* depreciation
* adjusting/closing entries

**Business Education Curriculum Standard(s)**:

Accounting; Career Development; Computation; Economics and Personal Finance

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

Participants should have had more than one (1) year of high school accounting instruction or its equivalent.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. Participants must furnish their own No. 2 pencils and erasers.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure—Production/Objective Testing

###### State Procedure—Production Test

The following procedures must be used:

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman. The school-site test administrator for each eligible winner must be listed on the Regional Winners Reporting Form***.* The local chapter adviser is not permitted to be the school-site administrator**.
2. One hour will be allowed for the test at the school-site testing site. The test cannot be administered in multiple sessions. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty.
3. The production portion of this event must be computerized; therefore, manual submissions (handwritten) will not be accepted.
4. Any accounting or spreadsheet software or a prepared template may be used. Problems will be weighted according to difficulty and may be completed in any order.
5. Students may bring prepared templates to the production portion of the event.
6. No reference materials are allowed. Calculators are not allowed on the production test.
7. Documents produced must be prepared by the participant without help from the adviser or any other person.
8. The score received on this portion of the event will constitute 50 percent of the final event score.

###### State Procedure—Objective Test

1. A one-hour written objective test will be administered based on the previously listed competencies.
2. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**3. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. Participants must furnish their own No. 2 pencils and erasers.
2. At the State Leadership Conference, the participant will be provided a calculator to use in the competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### Region and State Judging

This event will be scored in the following manner:

* + 50% objective test score
  + 50% production test (school-site test) score

Judging of the school-site test will be based on the participant’s printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-place, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**USE THE FOLLOWING METHOD TO DETERMINE THE FINAL SCORE FOR THIS COMPETITOR**

**Accounting II**

**(Production - State Only)**

Total Points Received on the Production Portion

Multiplied by x .50

Equals Final Score on Production Test …………………………………. (a)

Objective Test Score

Multiplied by x .50

Equals Final Score on Objective Test………………………………… (b)

ADD (a) AND (b) FOR FINAL SCORE……………………………... (c)

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

# Agribusiness

*This event recognizes FBLA members who demonstrate an understanding of and skill in business agribusiness concepts and procedures.*

### Competencies

*Objective Test Competencies*

* economics
* finance and accounting
* health, safety, and environmental management
* management analysis and decision making
* marketing
* terminology and trends

**Business Education Curriculum Standard(s)**:

Accounting; Economics and Personal Finance; Entrepreneurship; Management; Marketing

### Regional Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region.

***Participants are permitted to compete in this event one year only.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
6. At the State Leadership Conference, the participant will be provided a non-graphing calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# American Enterprise Project

*The Edward D. Miller Award recognizes FBLA chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program*.

### Project Purpose

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 rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and then to share their expertise in some way with others inside and/or outside the school. Specifically, the performance should address impact of project to the community, member involvement, and results of the project.

**Business Education Curriculum Standard(s)**:

Communication; Economics and Personal Finance; Entrepreneurship; Management

### Competencies

This event consists of two (2) parts:

* Pre-judged Written Report
* Performance Component

*Project Competencies*

* arrange report logically and in proper business style
* demonstrate good written communication skills
* describe project development and implementation

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* describe project development and implementation

### State Eligibility

Each local chapter may enter one (1) report. The local chapter must be on record in the Pennsylvania state and the FBLA- PBL national offices as having paid dues by January 31 of the current school year.

The top 10 rated reports from among those submitted will be required to give an oral presentation at the SLC. For the oral presentation, one to three (1-3) members from each chapter may be part of the team to present that oral presentation. Those members may already be qualified to compete at the SLC in another event, or the chapter may choose other members to attend the SLC to participate in this oral presentation.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### State Regulations

**Pre-Judged Written Report**

1. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the posted due date.
2. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format**.**
3. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn’t adhere to the report cover and report contents guidelines.
   1. **Report Covers**
      1. Front cover is **not** counted against the page limit.
      2. Front covers **must** contain the following information: the name of the school, the state, the name of the event, name(s) of students (if applicable) and the year (20xx-20xx).
   2. **Report Contents**
      1. Reports **must** contain a table of contents with page numbers.
      2. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
      3. Pages must be numbered and must be sized for 8 ½” x 11.”
      4. Reports must not exceed fifteen (15) pages (a title page, divider pages, and appendices are optional and must be included in the page count).
4. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants

to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

1. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
2. Penalty points will be given if the written project doesn’t adhere to the guidelines.

### State Procedure

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.
3. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

**Conference Requirements**

1. The event consists of two parts: (1) submission of a written report and (2) performance.
2. Participants are required to complete both parts to be eligible to win an award.

**Oral Presentation**

1. A maximum of three (3) members may represent the chapter in making the oral presentation. The members may already be qualified to attend the SLC in another competitive event, or the chapter may choose one to three (1-3) additional members to attend the SLC to make the presentation.
2. The team members must perform all aspects of the presentation (e.g., speaking, setup, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
3. All team members must actively participate in the presentation.
4. Participation in a chapter event oral presentation will not preclude a member from competing in an individual or team competitive event. The chapter adviser must check the conference schedule to make sure all participants have no conflicts with other competitive events.
5. Visual aids and samples specifically related to the project may be used in the presentations. However, no items may be left after the presentation with either the judges or the audience.
6. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
7. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
8. Seven (7) minutes will be given to describe the project and the results obtained.
9. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
11. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
12. **The participants must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, the participants will not be admitted to the performance area until he or she is in compliance.**

**State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the written portion in order to determine the top ten (10) finalists, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category within the *Report Format* section on the Report Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *~~Written~~ Report Rating Sheet*.

**Second Tiebreaker**

* + Total points of the *Explanation* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Statements are well-organized and clearly stated” category in the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the

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project at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the local chapter of the first-, second-, or third-place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**AMERICAN ENTERPRISE PROJECT**

##### Report Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Purpose of Project  •Project designed specifically to promote local understanding of and support for the American Enterprise system | 0 | 1–5 | 6–10 | 11–15 |  |
| Research into school and/or community needs | 0 | 1–2 | 3–4 | 5 |  |
| Planning and development of project | 0 | 1–7 | 8–14 | 15–20 |  |
| Implementation of project | 0 | 1–5 | 6–10 | 11–15 |  |
| Evaluation and Results  •Benefits to and impact on the school and/or community | 0 | 1–7 | 8–14 | 15–20 |  |
| **Report Format** | | | | | |
| Clear and concise presentation with logical arrangement of information following the rating sheet categories | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional report design appropriate to audience | 0 | 1–2 | 3–4 | 5 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):   * missing cover information  missing table of contents  over fifteen (15) pages  no page numbers  report format does not follow rating sheet  entry labeled incorrectly on the upload | | | | | |
| **Total Points /100 max.** | | | | | |

|  |  |  |
| --- | --- | --- |
| School: |  | Region: |
| Name(s)  Judge’s Signature: |  | VERIFICATION & INITIALS  (scores checked for accuracy)   * Competitive Events Team |
|  | Date: |

Judge’s Comments:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Explanation** | | | | | |
| Describes project development and strategies used to implement project | 0 | 1–7 | 8–14 | 15–20 |  |
| Describes research into school or community needs | 0 | 1–5 | 6–10 | 11–15 |  |
| Appropriate level of chapter member involvement in project | 0 | 1–3 | 4–7 | 8–10 |  |
| Degree of impact on the community and its citizens | 0 | 1–7 | 8–14 | 15–20 |  |
| Evidence of publicity received | 0 | 1–2 | 3–4 | 5 |  |
| Student evaluation of project effectiveness | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, assertiveness, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Report Score /100 max.** | | | | | |
| **Final Score** (add total points and report score) **/200 max.** | | | | | |

School: Region:

Name(s)

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

Judge’s Signature: Date:

Judge’s Comments:

# Banking and Financial Systems

*Understanding how financial institutions and financial consulting and advisory services operate is important to successful business ownership and management, as well as to personal financial success. This event provides recognition for FBLA members who demonstrate an understanding of and skill in the general operations of the various components of the financial service sector.*

### Competencies

This event is composed of two (2) parts: an objective test and a performance component. Only a written objective test will be administered at the RLC.

*Objective Test Competencies*

* concepts and practices
* basic terminology
* government regulation of financial services
* impact of technology on financial services
* types and differences between the various types of institutions
* ethics
* careers in financial services
* taxation

*Performance Competencies*

* answer questions effectively
* demonstrate the ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* display self-confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Accounting; Career Development; Computation; Economics and Personal Finance; Management

**Case Study**

The performance component is a case study consisting of a problem or scenario encountered in the banking or financial business community.

### Region Eligibility

Each chapter may enter one team of two to three (2-3) members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***One team member may repeat and may have entered this event at a previous Regional Leadership Conference****.*

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. Participants must furnish their own No. 2 pencils and erasers. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the chapter adviser must confirm the students’ participation in the event. Participants who are not confirmed be will disqualified.
3. For the final round, the event consists of two parts: (1) objective test and (2) performance.
4. Participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest scores will advance to the final performance round. The ten (10) highest scoring teams will be posted after the Opening General Session. The order of performance will be drawn at random by members of the state committee.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Case Study Problem**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered before the first performance to receive instructions. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The team will not receive any instructions if the participants arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**
3. A case study will be given consisting of a problem or scenario encountered in the banking or financial business community.
4. Twenty (20) minutes before the performance, each participant will receive the case study.
5. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and presentation. Information may be written on both sides of the index cards. Note cards will be collected following the presentation.
6. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
7. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
8. Team members should introduce themselves, describe the situation, make recommendations, and summarize the case.
9. All team members are expected to actively participate in the performance.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
11. Final presentations are open to conference attendees, except performing participants of this event.

### State Eligibility

The minimum number of competitors each region may enter is the first place team who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tied performance score, the objective test score will be used.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**BANKING & FINANCIAL SYSTEMS**

##### Performance Rating Sheet

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Problem is understood and well-defined | **0** | 1–3 | 4–7 | 8–10 |  |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1–7 | 8–14 | 15–20 |  |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1–7 | 8–14 | 15–20 |  |
| Demonstrates knowledge and understanding of banking and financial systems concepts | 0 | 1–7 | 8–14 | 15–20 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Team demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| Team members demonstrate self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Team members participate actively during the presentation | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Business Calculations

*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 demonstrate an understanding of mathematical functions in business applications*.

### Competencies

*Objective Test Competencies*

* consumer credit
* mark-ups and discounts
* data analysis and reporting
* payroll
* interest rates
* investments
* taxes
* bank records
* insurance
* ratios and proportions
* depreciation
* inventory

**Business Education Curriculum Standard(s)**: Accounting; Computation

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Business Communication

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

### Competencies

*Objective Test Competencies*

* nonverbal and oral communication
* communication concepts
* written and report application
* grammar
* reading comprehension
* editing and proofreading
* word definition and usage
* capitalization and punctuation
* spelling
* digital communication [e-mail, messaging, Netiquette]

**Business Education Curriculum Standard(s)**: Communication

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has**

**begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Business Ethics

*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.*

### Competencies

This event consists of a performance component. Each team will present and defend its positions related to an ethical dilemma.

*Performance Competencies*

* demonstrate ethical business decisions
* answer questions effectively
* demonstrate ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Business Law; Career Development; Communication; Information Technology

**2015 National Case Study Topic**

Research an ethical topic dealing with global business and sweatshops and /or child labor.

### Region Eligibility

Each chapter may enter one team of two to three (2-3) members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***One team member may repeat and may have entered this event at a previous Region Leadership Conference****.*

**If one or more of the team’s members cannot participate in the performance and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

***One team member may repeat and may have entered this event at a prior State Leadership Conference.***

**If one or more of the team’s members cannot participate in the performance and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
2. There will only be one round of competition at the region level.
3. Participants must research the case study prior to the conference and be prepared to present their findings and solutions.
4. Student members (not advisers) must prepare their presentation.
5. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
6. One (1) member must introduce the team and describe the ethical situation.
7. All team members must actively participate in the presentation.
8. The team must submit six (6) copies of a written synopsis on the selected case, which does not exceed 500 words. Include a reference section (not counted in the 500 word limit). All copies must be submitted in six (6) standard file folders. Label the folder tab with the participants’ name(s), state, school, and event title.
9. Teams are permitted to bring prepared notes.
10. Books, other bound materials, props, and equipment are prohibited.
11. The team has seven (7) minutes to present the ethical dilemma to the judges.
12. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
13. Following each presentation, judges will conduct a three (3) minute question-answer period.

### State Procedure

**Conference Requirements**

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) teams will be posted and will compete in the final round.
2. The following procedures will be followed during the **final round**:
   * The order of performance will be drawn at random by a member of the state committee.
3. The adviser must report to event confirmation to verify the competitor’s participation in this event. Participants not confirmed will be disqualified from the event.
4. Both the rounds will be open to an audience.

**5. The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**

1. There will only be one round of competition at the region level.
2. Participants must research the case study prior to the conference and be prepared to present their findings and solutions.
3. Student members (not advisers) must prepare their presentation.
4. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
5. One (1) member must introduce the team and describe the ethical situation.
6. All team members must actively participate in the presentation.
7. The team must submit six (6) copies of a written synopsis on the selected case, which does not exceed 500 words. Include a reference section (not counted in the 500 word limit). All copies must be submitted in six (6) standard file folders. Label the folder tab with the participants’ name(s), state, school, and event title.
8. Teams are permitted to bring prepared notes.
9. Books, other bound materials, props, and equipment are prohibited.
10. The team has seven (7) minutes to present the ethical dilemma to the judges.
11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
12. Following each presentation, judges will conduct a three (3) minute question-answer period.

### Region and State Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content and Recommendation* section on the Performance Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Statements are well-organized and clearly stated; appropriate business language used” category within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

##### Performance Rating Sheet

Revised 2013-14

* + - **Preliminary Round**  **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content and Recommendation** | | | | | |
| Situation is understood and effectively defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Ethical dimensions of the problem are clearly defined | 0 | 1–3 | 4–7 | 8–10 |  |
| Team’s position is clearly stated | 0 | 1–3 | 4–7 | 8–10 |  |
| Effective ethical solution is offered | 0 | 1–5 | 6–10 | 11–15 |  |
| Quality of research | 0 | 1–3 | 4–7 | 8–10 |  |
| Written case synopsis; clearly written with references | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well organized and clearly stated, appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| All team members actively participate in the presentation | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines (no synopsis or synopsis over 500 words) | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

**Judge’s Comments:**

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

##### Synopsis Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not Demonstrated** | **Does Not Meet Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Points Earned** |
| **Content and Recommendation** | | | | | |
| Written case synopsis; clearly written with references | 0 | 1–5 | 6–10 | 11–15 |  |
| **Total Points /15 max.** | | | | | |

Check here if synopsis over 500 words.

Name(s):

School: Region:

Judge’s Signature: Date:

**Judge’s Comments:**

VERIFICATION & INITIALS

(scores checked for accuracy)

 Competitive Events Coordinator

# Business Financial Plan

*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. The financial plan requesting a loan from a financial institution must be economically and financially sound with a realistic time frame. In addition to learning and applying financial decision-making skills, team participants*

*develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions*.

### Competencies

This event consists of two (2) parts:

* Pre-judged Written Report
* Performance Component

*Report Competencies*

* arrange the report logically and in proper business style
* demonstrate good written communication skills
* describe project development and implementation
* explain the need for a loan, the type of loan, and the process of obtaining a loan

*Performance Competencies*

* answer questions effectively
* demonstrate the ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate effective verbal communication skills
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Accounting; Communication; Computation; Economics and Personal Finance; Management

**2015 National Topic**

You are planning to open a one-stop shop home improvement store where customers will be able to purchase a variety of items including kitchen cabinets, closets, outdoor decks, curio cases, lighting, surveillance cameras, furniture, home theater equipment, flooring, and other home enhancements. Competition includes hardware stores, furniture stores, entertainment and electronic stores, and interior design companies.

Your niche is that everything available in these stores can be purchased in one location where customers can get bundle deals on multiple goods to save money. You are planning to open your facility in a 25,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse, as well as hire contractors, installers, and truck drivers to assist with the delivery and set up or building of purchases.

**State Eligibility**

Each local chapter may enter two (2) projects prepared by an individual or a team of 2-3 members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. All the participants who prepare the written report must represent the chapter in the oral presentation if the chapter is selected as one of the ten finalists. The project must not have been submitted for judging at a previous State Leadership Conference.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

**Pre-Judged Written Report**

1. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format**.**
2. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn’t adhere to the report cover and report contents guidelines.
   1. **Report Covers**
      1. Front cover is **not** counted against the page limit.
      2. Front covers **must** contain the following information: the name of the school, the state, name of the event, name(s) of students (if applicable) and the year (20xx-20xx).
   2. **Report Contents**
      1. A one-page description of the plan should be the first page of the report.
      2. Reports **must** contain a table of contents with page numbers.
      3. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
      4. Pages must be numbered and must be sized for 8 ½” x 11.”
      5. Reports must not exceed fifteen (15) pages excluding the front cover and the description (a title page, divider pages, and appendices are optional and must be included in the page count).
3. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants

to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

1. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
2. Penalty points will be given if the written project doesn’t adhere to the guidelines.
3. Reports must be prepared by student members, not advisers. Local chapter advisers, as well as financial institutions, should serve as consultants to ensure the financial plan is well organized, contains substantiated statements, and is prepared in an acceptable format.

**Performance**

1. Based on the highest written report scores, a maximum of ten (10) entries will be selected to make oral presentations at the State Leadership Conference. Only these finalists qualify to attend the State Leadership Conference.
2. Each individual or team of 2-3 members from each chapter selected for the finals will give an oral presentation at the State Leadership Conference. The presentation must be conducted by participants who authored the event.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
7. All individuals or team members must actively participate in the performance.
8. Seven (7) minutes will be given to describe the project and the results obtained.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
11. The performance is open to conference attendees, except performing participants of this event.

### State Procedure

1. The event consists of two parts: (1) submission of a written business financial plan, and (2) performance.
2. Participants are required to complete both parts to be eligible to win an award.
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code**.

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
3. **The materials must be received by the PA FBLA Executive Director/State Chairman by the received by date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by this date will result in the participants being disqualified**.

**Conference Requirements**

1. The participants with the ten (10) highest written report scores will be scheduled for an oral presentation. The top ten

(10) finalists will be notified by the PA FBLA Executive Director/State Chairman by date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA website. Only those ten (10) finalists will qualify to attend the State Leadership Conference.

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own equipment.

### State Judging

Reports will be screened to determine if the projects have complied with event eligibility and regulations. A separate panel of judges will select the ten (10) finalists before the State Leadership Conference. Only these ten (10) finalists will qualify to attend the State Leadership Conference, and they will be notified by the PA FBLA Executive Director/State Chairman on the date that that is listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is listed on the PA FBLA website.

A panel of judges will evaluate the oral presentations. Final rank will be determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

If there is a tie after the written portion in order to determine the top 10 finalists, ties will be broken based on the following:

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| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

**First Tiebreaker**

* + Total points of the *Report Content* section on the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category in the *Format* section on the Report Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Description of business, assumptions, and strategies to obtain ~~the~~ loan” category in the *Report Content* section on the Report Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://email.scsd.k12.pa.us/exchange/cclaar/Inbox/No%20Subject-16731.EML/2011-2012/Handbook/www.pafbla.org/tiebreakers.php)

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winners cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**BUSINESS FINANCIAL PLAN**

##### Report Rating Sheet

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Report Content** | | | | | |
| Description of business, assumptions, and strategies to obtain loan (one page) | 0 | 1–10 | 11–20 | 21–30 |  |
| Company Description   * Legal form of business * Company governance * Company location(s) * Long- and short-term goals | 0 | 1–7 | 8–14 | 15–20 |  |
| Operations and Management   * Business facilities described * Management personnel identified * Workforce described (current and projected) | 0 | 1–8 | 9–18 | 19–25 |  |
| Target Market   * Target market defined (size, growth potential, needs) * Risks and potential adverse results identified, analyzed, and planned for | 0 | 1–10 | 11–20 | 21–30 |  |
| Financial Institution   * Name and type of financial institution to which loan application is being made | 0 | 1–7 | 8–14 | 15–20 |  |
| Loan Request   * Purpose of loan and amount requested * Itemized planned expenditures * Projections for future stability of company | 0 | 1–10 | 11–20 | 21–30 |  |
| Supporting Documents   * Works cited page | 0 | 1–5 | 6–10 | 11–15 |  |
| **Format** | | | | | |
| Clear and concise presentation with logical arrangement of information following the rating sheet categories | 0 | 1–5 | 6–10 | 11–15 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal /200 max.** | | | | | |
| **Penalty Points** Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):   * cover incorrect  missing table of contents  over fifteen (15) pages  no page numbers  report format does not follow rating sheet  entry labeled incorrectly on the upload | | | | | |
| **Total Points /200 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team



###### Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Description of the company, operations, and management (current & projected) | 0 | 1–5 | 6–10 | 11–15 |  |
| Description of the financial plan and strategies to obtain loan | 0 | 1–5 | 6–10 | 11–15 |  |
| Underlying assumptions explained and supported | 0 | 1–5 | 6–10 | 11–15 |  |
| Risks and potential adverse results identified, analyzed, and planned | 0 | 1–5 | 6–10 | 11–15 |  |
| Purpose of loan and amount requested and projections | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Report Score /200 max.** | | | | | |
| **Final Score** (add total points and report score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator \_
* Official Checker

# Business Law

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

### Competencies

*Objective Test Competencies*

* legal system
* contracts and sales
* business organization
* property laws
* agency and employment laws
* negotiable instruments, insurance, secured transactions, bankruptcy
* consumer and product/personal liability
* computer law
* domestic and personal law

**Business Education Curriculum Standard(s)**:

Business Law; International Business; Economics and Personal Finance

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining**

**amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference**.**

# Business Math

*Acquiring the ability to solve common business mathematical problems is a basic skill needed by all prospective business employees. This event provides recognition for FBLA members who demonstrate an understanding of basic math functions needed in business*.

### Competencies

*Objective Test Competencies*

* basic math concepts
* consumer credit
* data analysis and probability
* fractions
* percentages
* discounts
* decimals

**Business Education Curriculum Standard(s)**: Computation

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event. Students are not permitted to compete in this event if they have previously competed in Business Calculations.***

**Only members enrolled in grades 9 and 10 as of May 20 of the current school year are eligible.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining**

**amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Business Plan

*Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes FBLA members that demonstrate an understanding and mastery of the process required in developing and implementing a new business venture*.

### Competencies

This event consists of two (2) parts:

* Pre-judged Written Report
* Performance Component

*Report Competencies*

* arrange report logically and in proper business style
* demonstrate good written communication skills
* describe project development and implementation
* explain process of preparing the business plan, obstacles, and lessons learned
* provide information on market, analysis, organization, and development of business

*Performance Competencies*

* answer questions effectively
* demonstrate the ability to make a businesslike presentation
* demonstrate the ability to work as a team
* demonstrate effective verbal communication skills
* demonstrate project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Accounting; Career Development; Communication; Economics and Personal Finance; Entrepreneurship; Management; Marketing

### Report Content

Business plans must not have been in operation for a period exceeding 12 months prior to the SLC. Reports should not be submitted that evaluate ongoing business ventures. 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. Convinces the reader to read the rest of the report.
* **Company Description**. Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
* **Industry Analysis**. Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
* **Target Market**. Provides a brief overview of the nature and accessibility of the target market.
* **Competitive Analysis.** Includes an honest and complete analysis of the business’ competition. 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 the way the business will operate on a day-to-day basis. Includes 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. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business’ development. Discusses compensation and incentives and details decision-making processes.
* **Long-Term Development.** Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business’ potential for success and failure. Identifies priorities for directing future business activities.
* **Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively**.**
* **Appendix.** In addition, many business plans include copies of key supporting documents (e.g. certifications, licenses, tax requirements, codes, etc.) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, and the like.

### State Eligibility

Each local chapter may enter two (2) projects. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. Although this event is classified as an individual event, the project may be authored by either an individual member or by a team, not to exceed three (3) members. All the participants who prepared the written report must represent the chapter in the oral presentation if the chapter is selected as one of the ten finalists. The project must not have been submitted for judging at a previous State Leadership Conference.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

**Pre-judged Written Report**

1. A pre-judged report should be developed based on a proposed business venture or current business operation.
2. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format**.**
3. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn’t adhere to the report cover and report contents guidelines.
   1. **Report Covers**
      1. Front cover is **not** counted against the page limit.
      2. Front covers **must** contain the following information: the name of the school, the state, name of the event, name(s) of students (if applicable) and the year (20xx-20xx).
   2. **Report Contents**
      1. Reports **must** contain a table of contents with page numbers.
      2. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
      3. Pages must be numbered and must be sized for 8 ½” x 11.”
      4. Reports must not exceed thirty (30) pages excluding the front cover and the description (a title page, divider pages, and appendices are optional and must be included in the page count).
4. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants

to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

1. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
2. Penalty points will be given if the written project doesn’t adhere to the guidelines.

**Performance**

1. Based on the highest written report scores, a maximum of ten (10) entries will be selected to make oral presentations at the State Leadership Conference. Only these finalists qualify to attend the State Leadership Conference.
2. Each individual or team of 2-3 members from each chapter selected for the finals will give an oral presentation at the State Leadership Conference. The presentation must be conducted by participants who authored the event.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
7. All individuals or team members must actively participate in the performance.
8. Seven (7) minutes will be given to describe the project and the results obtained.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
11. The performance is open to conference attendees, except performing participants of this event.

### State Procedure

1. The event consists of two parts: (1) submission of a written business plan, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.

**4. The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code.**

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After the chapter adviser registers the student for the SLC, instructions on how to upload via dropbox will be sent directly to the chapter adviser.
3. **The materials must be mailed to the PA FBLA Executive Director/State Chairman by the received date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received date will result in the participants being disqualified**.

**Conference Requirements**

1. The participants with the ten (10) highest written report scores will be scheduled for an oral presentation. The top ten

(10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site. Only those ten (10) finalists will qualify to attend the State Leadership Conference.

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### State Judging

1. Reports will be screened to determine if the projects have complied with event eligibility and regulations. A separate panel of judges will select the ten (10) finalists before the State Leadership Conference. Only these ten (10) finalists will qualify to attend the State Leadership Conference, and they will be notified by the date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

A panel of judges will evaluate the presentations. Final rank will be determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

If there is a tie after the written portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category in the *Report Format* section on the Report Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Correct grammar, punctuation, spelling, and acceptable business style” category in the *Report Format* section on the Report Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Statements are well-organized and clearly stated; appropriate business language used” category within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**BUSINESS PLAN**

##### Report Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Executive Summary  •Convinces reader that business concept is sound and has a reasonable chance of success  •Is concise and effectively written | 0 | 1–7 | 8–14 | 15–20 |  |
| Company Profile  •Legal form of business  •Effective date of business  •Company mission statement/vision  •Company governance  •Company location(s)  •Immediate development goals  •Overview of company’s financial status | 0 | 1–5 | 6–10 | 11–15 |  |
| Industry Analysis  •Description of industry (size, growth rates, nature of competition, history)  •Trends and strategic opportunities within industry | 0 | 1–5 | 6–10 | 11–15 |  |
| Target Market  •Target market defined (size, growth potential, needs)  •Effective analysis of market’s potential, current patterns, and sensitivities | 0 | 1–5 | 6–10 | 11–15 |  |
| Competition  •Key competitors identified  •Effective analysis of competitors’ strengths and weaknesses  •Potential future competitors  •Barriers to entry for new competitors identified | 0 | 1–5 | 6–10 | 11–15 |  |
| Marketing Plan and Sales Strategy  •Key message to be communicated identified  •Options for message delivery identified and analyzed including Web process  •Sales procedures and methods defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Operations  •Business facilities described  •Production plan defined and analyzed  •Workforce plan defined and analyzed  •Impact of technology | 0 | 1–5 | 6–10 | 11–15 |  |
| Management and Organization  •Key employees/principals identified and described  •Board of directors, advisory committee, consultants, and other human resources identified and described  •Plan for identifying, recruiting, and securing key participants described  •Compensation and incentives plan | 0 | 1–5 | 6–10 | 11–15 |  |

(continued on next page)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Long-term Development  •Goals for three-, five- or more years are identified and documented  •Risks and potential adverse results identified and analyzed  •Strategy in place to take business toward long- term goals | 0 | 1–5 | 6–10 | 11–15 |  |
| Financials  •Type of accounting system to be used is identified  •Financial projections are included and reasonable  •1st year monthly cash flow  •1st year monthly income statement  •Yearly income statements for years 1, 3 & 5  •Financial assumptions clearly identified | 0 | 1–7 | 8–14 | 15– 20 |  |
| Supporting Documents  •May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc. | 0 | 1–5 | 6–10 | 11–15 |  |
| **Report Format** | | | | | |
| Clear and concise presentation with logical arrangement of information following the rating sheet categories | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional written presentation appropriate to audience | 0 | 1–2 | 3–4 | 5 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Penalty Points** Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):   * cover incorrect  missing table of contents  over thirty (30) pages  no page numbers  report format does not follow rating sheet  entry labeled incorrectly on the upload | | | | | |
| **Total Points /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

#### BUSINESS PLAN

##### Performance Rating Sheet

###### Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Description of business concept and company profile | 0 | 1–2 | 3–4 | 5 |  |
| Marketing aspects of business are thoroughly covered | 0 | 1–5 | 6–10 | 11–15 |  |
| Description of operations and management plans | 0 | 1–3 | 4–7 | 8–10 |  |
| Financial documents and projections are reasonable easy to understand | 0 | 1–7 | 8–14 | 15–20 |  |
| Risks are anticipated, analyzed and planned for | 0 | 1–3 | 4–7 | 8–10 |  |
| Long-term goals are identified and reasonable | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions regarding business start-up logistics | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| All team members actively participate in the presentation | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Report Score /200 max.** | | | | | |
| **Final Score** (add total points and report score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Business Presentation

*Using technology to support a presentation can significantly enhance a business leader’s effectiveness. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology*.

### Competencies

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* demonstrate ability to work as a team
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication; Information Technology

**2015 Topic**

You have been asked to make a presentation to the local Chamber of Commerce on how they can protect themselves from Identity Theft.

### State Eligibility

Each local chapter may enter two (2) presentations. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

**Procedure—Prejudged Projec**t

1. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site.
3. In addition to the event entry form, a Statement of Assurance should be submitted with entry which includes the documentation needed including software used, sources of information, copyright notations, instructions for running project, and template used.
4. Presentations must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
5. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.
6. Presentations must address the given topic. Entries will be judged according to the rating sheet.
7. Presentations should be no more than seven (7) minutes in length.

**Procedure - Final Round**

1. The event consists of two parts: (1) submission pre-judged presentation, and (2) oral presentation.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.

**Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Participant(s) must use a presentation software program as an aid in delivering the business presentation.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
6. All individuals or team members are expected to actively participate in the performance.
7. Seven (7) minutes will be given to deliver the presentation.
8. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
11. The performance is open to all conference attendees, except performing participants of this event.
12. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets, a panel of judges selects the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Pre-Judged Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Organization* section on the Pre-Judged Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Presentation and statements are well-organized and clearly stated; appropriate business language used*”* category within the *Delivery* section on the Pre-Judged Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Pre-Judged *R*ating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the *Organization* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second- and third-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

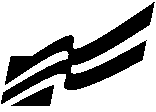
In the event that the first-, second-, or third-place winner(s) cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**BUSINESS PRESENTATION**

##### Pre-Judged Rating Sheet

Revised 2013-2014

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Purpose clearly stated | 0 | 1–2 | 3–4 | 5 |  |
| Suitability and accuracy of statements in presentation | 0 | 1–2 | 3–4 | 5 |  |
| Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation clearly related to topic | 0 | 1–3 | 4–7 | 8–10 |  |
| Effectively uses a variety of formatting and effect features of program such as text, graphics, and transitions. | 0 | 1–5 | 6–10 | 11–15 |  |
| Technology is effectively integrated into overall presentation | 0 | 1–5 | 6–10 | 11–15 |  |
| **Organization** | | | | | |
| Topic adequately developed | 0 | 1–2 | 3–4 | 5 |  |
| Logical sequence of ideas | 0 | 1–2 | 3–4 | 5 |  |
| Accomplished purpose | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation and statements are well-organized and clearly stated; appropriate business language used | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to guidelines [maximum (10) points]:   * Statement of Assurance not received  entry labeled incorrectly on the upload | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Presentation clearly related to topic | 0 | 1–3 | 4–7 | 8–10 |  |
| Purpose clearly stated | 0 | 1–2 | 3–4 | 5 |  |
| Effectively uses a variety of formatting and effect features of program such as text, graphics, and transitions. | 0 | 1–3 | 4–7 | 8–10 |  |
| Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth | 0 | 1–3 | 4–7 | 8–10 |  |
| Technology is effectively integrated into overall presentation | 0 | 1–5 | 6–10 | 11–15 |  |
| Suitability and accuracy of statements in presentation | 0 | 1–2 | 3–4 | 5 |  |
| **Organization** | | | | | |
| Topic adequately developed | 0 | 1–2 | 3–4 | 5 |  |
| Logical sequence of ideas | 0 | 1–2 | 3–4 | 5 |  |
| Accomplished purpose | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Presentation and statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Final Score /100 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Business Procedures

*Competency in performing daily tasks is a necessity in business. This event provides recognition for FBLA members who possess knowledge of basic skills and procedures and the ability to make intelligent business decisions*.

### Competencies

*Objective Test Competencies*

* human relations
* technology concepts
* business operations
* communication skills
* information processing
* decision making/management
* career development
* database and information management
* ethics and safety
* finance

**Business Education Curriculum Standard(s)**:

Career Development; Communication; Computation; Economics and Personal Finance; Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining**

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| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

**amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, participants or the chapter adviser must confirm the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Business Partnership of the Year

*This event recognizes outstanding partners from the business sector who have contributed to the success of Future Business Leaders of America-Phi Beta Lambda on the local, state, and/or national levels*.

### State Eligibility

Each local chapter may make one nomination in the Business Partnership of the Year event. Nominees must be members of the business sector.

### State Procedure

1. A 500-word or less biographical sketch of the nominee based on the criteria listed on No. 2 must be submitted as a single PDF file to the PA FBLA Executive Director/State Chairman no later than February 1 to be considered for the current school year. Nominations may be made at any time, may be updated at any time, and will be kept on file for a period of two years.
2. Criteria for selection of nominees at the state level should address each of the areas listed below:
   * promotion of FBLA activities, such as speeches to service club, giving presentations, or hosting workshops.
   * years of participation in FBLA activities.
   * contribution to chapter projects and activities, such as speaking to FBLA chapters.
   * arrangement of tours for FBLA chapters.
   * financial assistance to FBLA local and/or state chapter(s).
   * underwriting expenses of students to attend the FBLA state or national leadership conferences.
   * judging competitive events at an FBLA region and/or state leadership conference.
   * achievement in business and industry.
   * community service through civic and social organizations.
3. Nominees for state Business Partnership of the Year must be selected in accordance with the regulations of the state chapter.
4. Nominees must be members of the business community.
5. PA FBLA will pay the meals, lodging, and registration of one representative of the Business Partnership of the Year recipient at the SLC.

### State Judging

The Board of Directors will select the winner.

### State Awards

Pennsylvania FBLA will recognize one (1) nominee at the State Leadership Conference.

### National Eligibility

There is no national eligibility.

# Businessperson of the Year

*This event recognizes outstanding leaders from the business sector who have contributed to the success of Future Business Leaders of America-Phi Beta Lambda on the local, state, and/or national levels*.

### State Eligibility

Each local chapter may make one nomination in the Businessperson of the Year event. Nominees must be members of the business sector.

### State Procedure

1. A 500-word or less biographical sketch of the nominee based on the criteria listed on No. 2 must be submitted as a single PDF file to the PA FBLA Executive Director/State Chairman no later than February 1 to be considered for the current school year. Nominations may be made at any time, may be updated at any time, and will be kept on file for a period of two years.
2. Criteria for selection of nominees at the state level should address each of the areas listed below:
   * promotion of FBLA activities, such as speeches to service club, giving presentations, or hosting workshops.
   * years of participation in FBLA activities.
   * contribution to chapter projects and activities, such as speaking to FBLA chapters.
   * arrangement of tours for FBLA chapters.
   * financial assistance to FBLA local and/or state chapter(s).
   * underwriting expenses of students to attend the FBLA state or national leadership conferences.
   * judging competitive events at an FBLA region and/or state leadership conference.
   * achievement in business and industry.
   * community service through civic and social organizations.
3. Nominees for state Businessperson of the Year must be selected in accordance with the regulations of the state chapter.
4. Nominees must be members of the business community. Student members and persons who are full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.
5. PA FBLA will pay the meals, lodging, and registration of the Businessperson of the Year recipient and one guest at the SLC.

### State Judging

The Board of Directors will select the winner.

### State Awards

Pennsylvania FBLA will recognize one (1) nominee at the State Leadership Conference.

### National Eligibility

The award winner at the State Leadership Conference will be nominated for national recognition.

# Client Service

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

### Competencies

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* provide ways for client to solve their problem
* translate case into effective, efficient, and spontaneous action

**Business Education Curriculum Standard(s)**: Career Development; Communication

### Region Eligibility

Each chapter may enter 1 (one) participant who is a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

Each region may enter the first-place winner who is a member of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition.
2. This is a sequestered event. Individuals will be sequestered before the first performance to receive instructions and time assignments. **Because the students in this event are sequestered, a participant arriving late may enter the holding**

**room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. The individual will not receive any instructions if they arrive after instructions have been given by the event administrator.**

1. Ten (10) minutes before the performance, each participant will receive the scenario.
2. Two (2) 4” x 6” note cards will be provided for each participant 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.
3. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
4. The participant has five (5) minutes to interact with a panel of judges to demonstrate in a clear and effective way how he/she would solve the problem.
5. This is a role-play event with open exchange between participants and the judges throughout the presentation.
6. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
7. The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php.](http://www.pafbla.org/dresscode) If the participant does not comply, he or she will not be admitted to the performance area until he or she is in compliance.

### State Procedure

**Conference Requirements**

The following procedures must be used:

1. There will be two rounds of competition—a preliminary round and a final round.

1. A **preliminary round** will be held to determine the top individuals in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) individuals will be posted and will compete in the final round.
2. The following procedure will be followed during the **final round**:
   * The order of performance will be drawn at random by a member of the state committee.
3. The adviser must report to event confirmation to verify the competitor’s participation in this event. Participants not confirmed will be disqualified from the event.
4. Both rounds will be open to spectators.
5. This is a sequestered event. Individuals will be sequestered before the first performance to receive instructions and time assignments. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. The individual will not receive any instructions if they arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
6. All participants in this event must report at the event time listed in the program for instructions.
7. The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php.](http://www.pafbla.org/dresscode) If the participant does not comply, he or she will not be admitted to the holding room until the participant is in compliance with the dress code.
8. Ten (10) minutes before the performance, each participant will receive the scenario.
9. Two (2) 4” x 6” note cards will be provided for each participant 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.
10. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
11. The participant has five (5) minutes to interact with a panel of judges to demonstrate in a clear and effective way how he/she would solve the problem.
12. This is a role-play event with open exchange between participants and the judges throughout the presentation.
13. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up.

### Region and State Judging

This event will be evaluated by a panel of judges and who will determine the final ranking. All decisions of the judges are final. In the event there is a tie, the following tiebreakers will be used to determine the final rankings:

**First Tiebreaker**

* + The student with the highest score in the *Content* section of the Performance Rating Sheet.

**Second Tiebreaker**

* + The student with the highest score in the “Demonstrates the ability to ask and answer questions effectively” category in the *Delivery* section of the Performance Rating Sheet.

**Third Tiebreaker**

* + The student with the highest score in the “Statements are well organized and clearly stated” category in the *Delivery*

section of the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning participants at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place participant cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the participant that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning individual about participating at the National Leadership Conference.

**CLIENT SERVICE**

##### Performance Rating Sheet

* + - **Preliminary Round**  **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Scenario is understood and well-defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Participant’s position is clearly stated | 0 | 1–5 | 6–10 | 11–15 |  |
| Effective solution is offered | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well organized and clearly stated | 0 | 1–5 | 6–10 | 11–15 |  |
| Participant displays empathy/diplomacy when responding to situation | 0 | 1-2 | 3-4 | 5 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to ask and answer questions effectively | 0 | 1–5 | 6–10 | 11–15 |  |
| Participant actively interacts with judges | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Community Service Project

*This event recognizes FBLA chapters that successfully implement community service projects to serve the citizens of their community*.

### Competencies

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities but to focus on one project in detail for this report.

This event consists of two (2) parts:

* Pre-judged Written Report
* Performance Component

*Report Competencies*

* arrange report logically and in proper business style
* demonstrate good written communication skills
* describe project development and implementation

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* demonstrate ability to work as a team
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication; Management; Marketing

### State Eligibility

Each local chapter may enter one (1) report. The local chapter must be on record in the Pennsylvania state and the FBLA- PBL national offices as having paid dues by January 31 of the current school year.

The top 10 rated reports from among those submitted will be required to give an oral presentation at the SLC. For the oral presentation, one to three (1-3) members from each chapter may be part of the team to present that oral presentation. Those members may already be qualified to compete at the SLC in another event, or the chapter may choose other members to attend the SLC to participate in this oral presentation.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified

### State Regulations

**Pre-Judged Written Report**

1. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format**.**
2. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn’t adhere to the report cover and report contents guidelines.
   1. **Report Covers**
      1. Front cover is **not** counted against the page limit.
      2. Front covers **must** contain the following information: the name of the school, the state, name of the event, name(s) of students (if applicable) and the year (20xx-20xx).

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| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

* 1. **Report Contents**
     1. A one-page description of the plan should be the first page of the report.
     2. Reports **must** contain a table of contents with page numbers.
     3. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
     4. Pages must be numbered and must be sized for 8 ½” x 11.”
     5. Reports must not exceed fifteen (15) pages excluding the front cover and the description (a title page, divider pages, and appendices are optional and must be included in the page count).

1. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants

to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

1. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
2. Penalty points will be given if the written project doesn’t adhere to the guidelines.
3. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants

to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

1. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
2. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the start of the current State Leadership Conference.

### State Procedure

1. The event consists of two parts: (1) submission of a written project, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.
3. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

**Oral Presentation**

1. A maximum of three (3) members may represent the chapter in making the oral presentation. The members may already be qualified to attend the SLC in another competitive event, or the chapter may choose 1-3 additional members to attend the SLC to make the presentation.

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1. Participation in a chapter event oral presentation will not preclude a member from competing in an individual or team competitive event. The chapter adviser must check the conference schedule to make sure all participants have no conflicts with other competitive events.
2. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
3. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
5. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
6. All individuals or team members are expected to actively participate in the performance.
7. Teams will have seven (7) minutes to describe the project and the results obtained.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
9. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
10. The performance is open to all conference attendees, except performing participants of this event.
11. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the written portion in determining the top 10 finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category of the *Report Format* section on the Report Rating sheet.

**Third Tiebreaker**

* + Total points of the “Correct grammar, punctuation, spelling, and acceptable business style” category of the *Report Format* section on the Report Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” category of the *Delivery* section on the Performance Rating Sheet.

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Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, or third-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute oral presentation at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the local chapter of the first-, second-, or third-place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**COMMUNITY SERVICE PROJECT**

##### Report Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Purpose of Project   * Statement of project goals * Service to the community and its citizens | 0 | 1–5 | 6–10 | 11–15 |  |
| Planning and development of project | 0 | 1–5 | 6–10 | 11–15 |  |
| Implementation of project | 0 | 1–5 | 6–10 | 11–15 |  |
| Impact and benefits to the community | 0 | 1–8 | 9–18 | 19–25 |  |
| Evidence of publicity | 0 | 1–2 | 3–4 | 5 |  |
| **Report Format** | | | | | |
| Clear and concise presentation with logical arrangement of information following the rating sheet categories | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional report & design appropriate to audience | 0 | 1–2 | 3–4 | 5 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):   * cover incorrect  missing table of contents  over fifteen (15) pages  no page numbers  report format does not follow rating sheet  entry labeled incorrectly on the upload | | | | | |
| **Total Points /100 max.** | | | | | |

|  |  |  |
| --- | --- | --- |
| School: |  | Region: |
| Name(s)  Judge’s Signature: |  |  |
|  | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Description of project development and strategies used to implement project | 0 | 1–8 | 9–18 | 19–25 |  |
| Appropriate level of chapter member involvement in the project | 0 | 1–3 | 4–7 | 8–10 |  |
| Degree of impact on the community and its citizens | 0 | 1–7 | 8–15 | 16–20 |  |
| Evidence of publicity received | 0 | 1–2 | 3–4 | 5 |  |
| Effective student evaluation of project | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–5 | 6–10 | 11–15 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Report Score /100 max.** | | | | | |
| **Final Score** (add total points and report score) **/200 max.** | | | | | |

School: Region:

Name(s)

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

Judge’s Date:

Signature:

Judge’s Comments:

# Computer Applications

*Knowledge of computer applications is a necessity in today’s high-tech business world. Employees must be able to apply various computer applications in a business environment using critical-thinking and decision-making skills. This event provides recognition for FBLA members who can most efficiently demonstrate computer application skills*.

### Competencies

*Objective Test Competencies*

* basic computer terminology and concepts
* presentation, publishing, and multimedia applications
* security
* basic application knowledge and word processing
* e-mail, integrated and collaboration applications
* netiquette and legal issues
* spreadsheet and database applications
* formatting, grammar, punctuation, spelling, and proofreading

*Production Competencies*

* **Word Processing**—letters, memorandums, tables, reports, or any other type of word processing problems
* **Database**—creating a database, applying various functions such as searching, querying, etc.
* **Spreadsheets**—applying functions such as move, combine, format, creating, and applying formulas
* **Business Graphics**—bar, line, pie, exploded pie, stacked bar
* **Presentation**—preparing text slides with graphics

**Business Education Curriculum Standard(s)**: Communication; Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**The participant is required to take both the objective and school-site tests. Otherwise, the participant will be disqualified**.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**The participant is required to take both the objective and school-site test** i**n order to win an award at the SLC.**

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### Region Procedure

###### Production Test

1. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.

**2. The local chapter adviser is not permitted to be the school-site administrator**.

1. Two **continuous** hours will be allowed for the skills test at the school testing site. The test cannot be administered in multiple sessions. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.
2. The following reference materials are allowed at the test site: dictionaries and the Format Guide. You will need to supply your own Format Guide. It may be retrieved from [www.pafbla.org.](http://www.pafbla.org/)
3. Documents produced for this event must be prepared by the FBLA competitors, without the help from the adviser or any other person.
4. Participants will be responsible for formatting each problem and must recognize the necessity for accurate proofreading.
5. Results will be based on accuracy of printed copy. The standards of mailability are listed at the end of these guidelines.
6. Calculators are not allowed on the production portion of the school-site test.
7. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.

###### Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. Participants must furnish their own No. 2 pencils and erasers.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

###### Production Test

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman. The school-site test administrator’s name must be provided by the local adviser for each eligible winner to the PA FBLA Executive Director. **The local chapter adviser is not permitted to be the school-site administrator**.
2. The PA FBLA Executive Director/State Chairman will provide the production testing materials to the test administrator. It is the responsibility of the local chapter adviser to make the test administrator aware that he or she is to receive, administer, and return these tests in the proper pre-addressed envelope by the deadline date to the PA FBLA Executive Director/State Chairman. The chapter adviser is to provide no assistance in this process.
3. If at any time during this process it is determined that the student will not be taking the test, the test administrator must return the unopened test package **within five working days** to the PA FBLA Executive Director/State Chairman. The PA FBLA Executive Director/State Chairman will mail the test package to the next eligible participant.
4. Two **continuous** hours will be allowed for the skills test at the school-site testing site. The test cannot be administered in multiple sessions. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty.
5. The following reference materials are allowed at the test site: dictionaries and the Format Guide. You will need to supply your own Format Guide. It may be retrieved from [www.pafbla.org.](http://www.pafbla.org/)
6. Documents produced for this event must be prepared by the FBLA competitors, without the help from the adviser or any other person.
7. Participants will be responsible for formatting each problem and must recognize the necessity for accurate proofreading.
8. Results will be based on accuracy of printed copy. The standards of mailability are listed at the end of these guidelines.
9. Calculators are not allowed on the production portion of the school-site test.

###### Objective Test

1. A one-hour written objective test will be administered based on the previously listed competencies.
2. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**3. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. Participants must furnish their own No. 2 pencils and erasers.
2. At the State Leadership Conference, the participant will be provided a calculator to use in the competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

This event will be scored in the following manner:

* + 15% objective test score
  + 85% production test (school-site test) score

Judging of the school-site test will be based on the participant’s printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

### Standards of Mailability

Materials submitted in these events are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents.

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error:

1. Omission of a nonessential part of a document (e.g., reference initials, enclosure notation, etc.)
2. Minor errors in vertical placement
3. Minor errors in horizontal placement
4. Minor spacing errors
5. Inserted or omitted words that do not change the meaning of the sentence.
6. Transposed words that do not change the meaning of the sentence

The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error:

1. Failure to follow specific directions
2. Keying or spelling errors
3. Inserted or omitted words that change the meaning of the sentence
4. Omission of essential parts of a document (Examples: date, inside address, etc.)
5. Format Guide is not followed.

**USE THE FOLLOWING METHOD TO DETERMINE THE FINAL SCORE FOR THIS COMPETITOR**

**Computer Applications**

Total Points Received on the Production Portion

Multiplied by x .85

Equals Final Score on Production Test …………………………………. (a)

Objective Test Score

Multiplied by x .15

Equals Final Score on Objective Test………………………………… (b)

ADD (a) AND (b) FOR FINAL SCORE……………………………... (c)

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
* Official Checker

# Computer Game & Simulation Programming

*Interactive computer games and simulations have achieved broad acceptance and implementation in a wide variety of business and educational disciplines. Buried within many of these programs is a message that advances the player’s experience from simple entertainment to edutainment. This event tests the programmer’s skill in designing a functional interactive simulation/game that will both entertain and educate/inform the player.*

### Competencies

This event consists of two (2) parts:

* a pre-judged program
* performance component

*Project Competencies*

* program addresses the topic and is appropriate for the audience
* required information is effectively communicated
* user interface is intuitive and responsive to program operations
* navigation is logical and designed to lead the player to the intended objective
* program demonstrates a finished and well tuned product free of artifacts and glitches
* gameplay incorporates both entertainment and edutainment play within topic specifications
* game world graphics, text treatment, and special effects show creativity and cohesiveness of design
* artistry, character, overall layout, color choice, and design is creative and appealing to the target audience
* program contains some element of skill, chance, competition or random actions that will inspire replay more than once
* player interactions with other characters, objects, obstacles, and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world
* storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* player tasks are non-trivial and receive appropriate rewards
* copyright laws are followed
* programming code is adequately commented and follows a logical order. Each module can be identified and understood.

*Performance Competencies*

* explain content logically and systematically
* understanding of the programming logic and coding is evident
* design process is effectively communicated
* tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
* presentation is professionally presented
* self-confidence apparent through knowledge of the content and articulation of ideas
* answer questions effectively

**Business Education Curriculum Standard(s)**: Information Technology; Management

**2015 National Topic**

You are a computer virus tracker. You live inside a computer and travel the network looking for viruses and malware. When some are detected, you have to travel to the infection site and launch anti-virus software discs at the malware minions. Escalate the adventure from basic network bugs to a Web Bot boss. Take note in design to include computer networking structure and devices.

### State Eligibility

Each local chapter may enter two (2) programs. One member or a team of up to 3 members may create the program. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

***In the event of a team entry, no more than one (1) member may have submitted a program for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

The top 10 rated programs from among those submitted will be required to give an oral presentation at the SLC. The Statement of Assurance and event entry form must be submitted with the pre-judged program.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### State Regulations

**Prejudged Program**

1. The participant may choose any programming language or game/animation engine to create a stand alone executable program that will display creativity, programming skill, and convey the message of the topic.
2. The program must contain minimally the following:
   1. Minimum of five missions/tasks/levels to be completed before winning or completing the game.
   2. Must be graphical in nature, not text based.
   3. An initial title page with the game title, user interface control instructions and active buttons for Play and Quit.
   4. A quit command programmed to the escape key. This is needed if the player wants to end the game before completing.
3. The upload must contain the executable object, data, or support files needed to run the executable file, and files showing the programming code (can be text or flowchart files that can be opened using Microsoft Office 2007), must be received by the due date along with the Statement of Assurance and event entry form.
4. 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 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.
5. Program must run on Windows XP or higher computer.
6. Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
7. Program produced for this event must be prepared by the participant(s) without help.

### State Procedure

1. The event consists of two parts: (1) submission of a program, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
   2. Statement of Assurance.
   3. Programs must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.

Oral Presentation

1. The top ten (10) individuals or teams will be scheduled for a final presentation at the SLC.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. The participant(s) is responsible for bringing a copy of the program.
6. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
7. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
8. All individuals or team members are expected to actively participate in the performance.
9. Teams will have seven (7) minutes to present the program.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
11. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
12. The performance is open to all conference attendees, except performing participants of this event.
13. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the pre-judged program in order to determine the top 10 finalists for the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Game Play Evaluation* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Game Concept and Design Evaluation* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Storage media, uploaded folder, and shortcuts formatted properly” category within the *Program Usability and Support* section on the Production Rating Sheet.

If there is a tie after the pre-judged program portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Production* Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” section within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the program at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

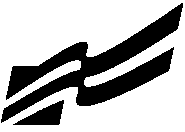
In the event that the local chapter of the first-, second-, or third-place winning program cannot attend the National Leadership Conference or does not wish to have its program submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**COMPUTER GAME & SIMULATION PROGRAMMING**

**Production Rating Sheet**

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Program Usability and Support** | | | | | |
| Storage media, uploaded folder, and shortcuts formatted properly | 0 | 1–3 | 4–7 | 8–10 |  |
| Instructions clear and executable launches from shortcut without modification | 0 | 1–3 | 4–7 | 8–10 |  |
| **Game Play Evaluation** | | | | | |
| Quality of Rules—rules presented well and player knows what to do | 0 | 1–3 | 4–7 | 8–10 |  |
| User Interface—game controls are easy to use without much explanation | 0 | 1–3 | 4–7 | 8–10 |  |
| Navigation—the player can get to the end of game and knows how to get there | 0 | 1–3 | 4–7 | 8–10 |  |
| Performance—no errors, bugs, or glitches | 0 | 1–3 | 4–7 | 8–10 |  |
| Play—game is challenging, the game can be completed | 0 | 1–3 | 4–7 | 8–10 |  |
| Artistry—color, backgrounds, characters, sounds are attractive and visible | 0 | 1–3 | 4–7 | 8–10 |  |
| Player Interactions—player participates in the story and the actions are consistent with the concept | 0 | 1–3 | 4–7 | 8–10 |  |
| Immersion—player feels connected to the gameplay and is not distracted or removed from interaction | 0 | 1–3 | 4–7 | 8–10 |  |
| Rewards—player is rewarded properly for taking game risks | 0 | 1–3 | 4–7 | 8–10 |  |
| **Game Concept & Design Evaluation** | | | | | |
| Fully addresses concept and topic | 0 | 1–7 | 8-14 | 15-20 |  |
| Game play and graphics appropriate for concept and age group | 0 | 1–3 | 4–7 | 8–10 |  |
| Incorporates entertainment and education elements | 0 | 1–3 | 4–7 | 8–10 |  |
| Title slide is attractive with working direction, quit, and start buttons | 0 | 1–3 | 4–7 | 8–10 |  |
| Contains all levels required | 0 | 1–3 | 4–7 | 8–10 |  |
| Errors did not crash game or prevent continuing game play | 0 | 1–3 | 4–7 | 8–10 |  |
| Code is well written and logically designed | 0 | 1–3 | 4–7 | 8–10 |  |
| Code or game engine events are well commented to explain logic used and reason for a block of code | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points).   * Statement of Assurance not received  entry labeled incorrectly on the upload | | | | | |
| **Total Points /200 max** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

#### COMPUTER GAME & SIMULATION PROGRAMMING

##### Performance Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Describes the topic, problem, and challenges | 0 | 1–2 | 3–4 | 5 |  |
| Describes the planning process used to design the game through planning documents such as storyboards, flowcharts, etc. | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes design software selection and why these were most appropriate to the task | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes the user interface (input/output parameters) and why this applies best for this audience | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes how the game flows from starting point to victory and what is needed to win | 0 | 1–5 | 6–10 | 11–15 |  |
| Describes user interactions and how these actions are entertaining, educational, and engaging to the audience | 0 | 1–5 | 6–10 | 11–15 |  |
| Describes the program modules, structure, and commenting | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes the usefulness of the program in meeting the educational goal of the topic | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for leaving materials. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /200 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/300 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date:

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

Judge’s Comments:

**203**

# Computer Problem Solving

*Having a broad base of knowledge and competencies in core hardware and operating system technologies including installation, configuration, diagnostics, preventative maintenance, and basic networking is an important element for today’s computer savvy individual*.

### Competencies

*Objective Test Competencies*

* operating systems
* networks
* personal computer components
* security
* safety and environmental issues
* laptop and portable devices
* printers and scanners

**Business Education Curriculum Standard(s)**: Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the**

**test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference**.**

# Cyber Security

*With the increased use of the Internet for browsing, researching, information gathering, and e-commerce, information and cyber security has become a growing concern for businesses throughout our global economy. This event recognizes FBLA members who understand security needs for technology.*

### Competencies

*Objective Test Competencies*

* defend and attack (virus, spam, spyware, etc.)
* network security
* disaster recovery
* e-mail security
* intrusion detection
* authentication
* public key
* physical security
* cryptography
* forensics security
* cyber security policy

**Business Education Curriculum Standard(s)**: Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Database Design and Applications

*Databases are necessary to organize data and information in business. This event recognizes FBLA members who demonstrate that they have acquired entry-level skills for understanding database usage and development in business.*

### Competencies

This event is composed of two (2) parts: an objective test and a production test.

*Objective Test Competencies*

* data definitions/terminology
* query development
* table relationships (include referential integrity)
* form development
* reports (sorts, groups, graphics, calculations)

*Production Competencies*

* design of multiple table databases (selection of tables, field and data types, ER diagrams, relationships)
* creation of tables and inserting data into tables
* development of single table SQL statements
* development of multiple table SQL statements
* creation of forms/reports

**Business Education Curriculum Standard(s)**: Computation; Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event****.*

**The participant is required to take both the objective and production tests. Otherwise, the participant will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**The participant is required to take both the objective and school-site test**s i**n order to win an award at the SLC.**

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

###### Production Test

1. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.
2. **The local chapter adviser is not permitted to be the school-site administrator**.
3. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.
4. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.
5. Calculators, and all other reference materials, are not allowed on the school-site production test.
6. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.

###### Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

3. Participants must furnish their own No. 2 pencils and erasers. No other equipment or materials are permitted in this event.

### State Procedure

###### Production Test

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman. The school-site test administrator for each eligible winner must be listed on the Regional Winners Reporting Form. **The local chapter adviser is not permitted to be the school-site administrator**.
2. The PA FBLA Executive Director/State Chairman will e-mail the school-site testing materials directly to the test administrator. It is the responsibility of the local chapter adviser to make the test administrator aware that he or she is to receive, administer, and return these tests in the proper pre-addressed envelope by the deadline date to the PA FBLA Executive Director/State Chairman. The chapter adviser is to provide no assistance in this process.
3. If at any time during this process it is determined that the student will not be taking the test, the test administrator must return the unopened test package **within five working days** to the PA FBLA Executive Director/State Chairman. The PA FBLA Executive Director/State Chairman will mail the test package to the next eligible participant.
4. One **continuous** hour will be allowed for the production test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.
5. Calculators are not allowed on the school-site test.
6. No reference materials are allowed.
7. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.

###### Objective Test

1. A one-hour written objective test will be administered at the SLC based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. Participants must furnish their own No. 2 pencils and erasers.
5. No other equipment or materials are permitted in this event.

### Region and State Judging

This event will be scored in the following manner:

* + 15% objective test score
  + 85% production test (school-site test) score

Judging of the school-site test will be based on the participant’s printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

At the Regional and State Conferences, the following tiebreaker policy will be as follows:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**USE THE FOLLOWING METHOD TO DETERMINE THE FINAL SCORE FOR THIS COMPETITOR**

**Database Design and Applications**

Total Points Received on the Production Portion

Multiplied by x .85

Equals Final Score on Production Test …………………………………. (a)

Objective Test Score

Multiplied by x .15

Equals Final Score on Objective Test………………………………… (b)

ADD (a) AND (b) FOR FINAL SCORE……………………………... (c)

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
* Official Checker

# Desktop Application Programming

*Certain types of accounting processes require that each record in the file be processed. Desktop Application Programming focuses on these procedural style processing systems. This event tests the programmer’s skill in designing a useful, efficient, and effective program in the area described below.*

### Competencies

This event consists of two (2) parts: a prejudged program and a performance component. The program must address the topic given.

*Project Competencies*

* development of topic is logical and creative
* code is commented at appropriate points
* interface is a logical arrangement and contains all necessary information
* program runs without error

*Performance Competencies*

* explain content logically and systematically
* understanding of the programming logic and coding is evident
* design process effectively communicated
* tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
* professional presentation
* self-confidence apparent through the knowledge of content and articulation of ideas
* answer questions effectively

**Business Education Curriculum Standard(s)**: Information Technology; Management

### 2015 Topic

*Furry Friends* Animal Shelter has asked you to develop an animal records system. You will create an interface that allows supervisors and staff to enter information regarding each animal and then to print reports based on the information.

The initial screen should ask for the following basic information: Case Number (unique identifier)

* + If a case number is entered, the screen with all information about the animal should appear.
  + If no case number is entered, then a new arrival button should be available. The following information should be available for entry for all new arrivals.
  + Animal Name
  + Animal Type (only options should be Dog, Cat, or Other)
  + Animal Age (numeric field only)
  + Date of Birth (if known)
  + Date of Arrival (by default, should be the current date) Micro-chipped (need a field for Yes/No)
    - If yes, need to have field for chip number, owner, and date contacted.
    - If no, need to have field for date of micro-chipping and chip number.
  + Relinquishing Party
  + Cage Number (numeric field only)

Upon arrival, all animals are placed in quarantine until all test results have returned. The report will show cage numbers for all animals in quarantine. The report should begin with the letter Q.

After the initial screen information is entered, the screen should then advance to a special screen based on the animal type. Then the additional information should be able to be entered based on animal type. **Dog**

General Information Fields

Breed

Options for this field should come from data from codes tables in a database or flat file.

* + Weight (numeric field)
  + Hair color
  + Type of hair (long/short) Animal Sex
  + Male/Female (only options) Spayed/Neutered (field for Yes/No)
  + If not, the procedure must be scheduled. Include a field for Date of Procedure. Flea Test
  + Need a field for Yes/No
  + If yes, need date of first treatment. Heartworm Test
  + Need a field for Positive/Negative only
  + Need a field for test date
  + If positive, need a field for date medication begins and a field for retest date.

Vaccinations

Need a check box for each and a field for entering a date

* + Rabies
  + Distemper
  + Bordetella

**Cat**

General Information Fields

Breed

Options for this field should come from data from codes tables in a database or flat file. Weight (numeric field)

* + Hair color
  + Type of hair (long/short) Sex of Animal
  + Male/Female (only options)
  + Spayed/Neutered (field for Yes/No)
  + If not, procedure must be scheduled. Include a field for Date of Procedure. Flea Test
  + Need a field for Yes/No
  + If yes, need date of first treatment. Declawed
  + Need a field for Yes/No
  + If no, need a field for declawing. The only options should be two/four.
  + When a cat is adopted, the new owners are given the option of having the cat declawed. Feline Leukemia Test
  + Need a field for Positive/Negative only
  + Need a field for test date Vaccinations
  + Rabies

Other

General Information Fields

* + Animal Type
  + Weight (numeric field)
  + Animal Appearance description
  + Vaccinations

This should be a general description area.

The program also should calculate the cost of each animal at the shelter. The owners or managers of the shelter need to calculate the cost for each animal in order to determine the cost for adoptions. Also calculations need to be made for the average cost of an animal’s stay. Below is a list of the basic costs. Costs

* + Micro-chipped $5.00
  + Flea Treatment $10.00
  + Vaccinations $15.00 ea. Tests
  + Heartworm $10.00
  + Feline Leukemia $15.00
  + Rabies $30.00

 Daily $10.00

* + Once a month flea preventions $3.00
  + Spay/Neutered $75.00

**Reports**

The application should generate the following reports.

Client Report: This report is given to a client upon adoption. The information should have the company name centered at the top. The report should contain the following information:

* + Animal name
  + Animal age (numeric field only)
  + Date of birth (if known)
  + Micro-chipped information
  + Breed
  + Weight (numeric field)
  + Hair color
  + Type of hair (long/short) Animal sex (Male/Female)
  + Spayed/Neutered information
  + Vaccination information

Inventory Report: This report should list each animal in the shelter and its location.

Cost Report: This report should allow the owner/manager to pull up any animal in the shelter and find a detailed list of all the expenses for the animal.

Expense Report: This report should allow the owner/manager the opportunity to list total expenses for all the animals in the shelter.

### State Eligibility

Each local chapter may enter two (2) programs. Only one member may create the program. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

This event consists of two (2) parts: a prejudged program and a performance component. **Participant(s) are required to complete both parts.** The top 10 rated programs from among those submitted will be required to give an oral presentation at the SLC.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### State Regulations

**Prejudged Program**

1. The program must address the topic given, and can be created using any programming language.
2. The upload must contain the executable object, data, program documentation (including but not limited to, execution instructions, system requirements, and text files for all program code—see <http://en.wikipedia.org/wiki/Software_documentation>), and support files needed to run the executable file must be received by the deadline at the [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php) page.
3. A Statement of Assurance and event entry form must be included.
4. Entries will be judged according to the rating sheet.
5. The solution must run stand-alone with no programming errors.
6. The program must be designed so that the program will run when copied to a hard drive with this path.
7. Program must run on Windows XP or higher.
8. Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
9. The program must be prepared by the participant without help.

### State Procedure

1. The event consists of two parts: (1) submission of a program, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
   2. Statement of Assurance.
   3. Programs must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published** at [www.pafbla.org/importantdates.php**,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.

**Oral Presentation**

1. Performances should describe the program completely. Specifically, the performance should address the program creation, processes used, and results of the program.
2. The top ten (10) individuals will be scheduled for a final presentation at the SLC.
3. Presentation of the entry must be conducted by the participant who authored the event.
4. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
5. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site.
6. The participant is responsible for bringing a copy of the program.
7. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
8. The individual must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
9. The individual will have seven (7) minutes to describe the program.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
11. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
12. The performance is open to all conference attendees, except performing participants of this event.
13. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the pre-judged program portion in order to determine the top 10 finalists advancing to the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Results* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Program Readability and Style* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the *Program Structure and Content* section on the Production Rating Sheet. Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

If there is a tie after the pre-judged program portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Production* Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery*

section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the project at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

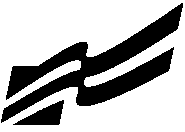
In the event that the local chapter of the first-, second-, or third-place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**DESKTOP APPLICATION PROGRAMMING**

**Production Rating Sheet**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Program Readability and Style** | | | | | |
| Appropriate identifiers used for variables, constants, arrays, objects, etc. | 0 | 1–3 | 4–7 | 8–10 |  |
| Commentary provided line-by-line and/or section is readable, useful, and complete | 0 | 1–7 | 8–14 | 15–20 |  |
| General program documentation is readable, useful, and complete (i.e. execution instructions, system requirements, etc.) | 0 | 1–7 | 8–14 | 15–20 |  |
| **Program Structure and Content** | | | | | |
| Program is concise, does not contain unnecessary complexity or repetitive blocks of code (uses functions and sub routines as necessary) | 0 | 1–7 | 8–14 | 15–20 |  |
| Appropriate data types are used for data storage to avoid drain on system resources | 0 | 1–7 | 8–14 | 15–20 |  |
| Program follows a logical sequence to accomplish required tasks (unusual approaches are well documented) | 0 | 1–3 | 4–7 | 8–10 |  |
| **Results** | | | | | |
| Program produces desired results (free of logic errors) | 0 | 1–7 | 8–14 | 15–20 |  |
| Program handles user and/or data input errors well (coded to avoid run-time errors) | 0 | 1–7 | 8–14 | 15–20 |  |
| Resulting output/feedback (onscreen and/or printed reports, alert/error messages, etc.) were useful | 0 | 1–10 | 11–20 | 21–30 |  |
| **Usability** | | | | | |
| Program provides instructions or a help menu for user assistance | 0 | 1–3 | 4–7 | 8–10 |  |
| User is able to navigate the program intuitively using a logical sequence (appropriate tab order for user input, asks for input in a logical sequence, etc.) | 0 | 1–3 | 4–7 | 8–10 |  |
| Program interface, feedback, reports, etc. are free of spelling, punctuation, and grammatical errors | 0 | 1–2 | 3–4 | 5 |  |
| Program aesthetics maintain user interest | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /200 max.** | | | | | |
| **Penalty Points:** Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points).  □□ Statement of Assurance not received  entry labeled incorrectly on the upload | | | | | |
| **Total Points /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

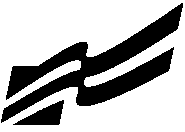
VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

**219**

**DESKTOP APPLICATION PROGRAMMING**

**Performance Rating Sheet**

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Description of the problem | 0 | 1–2 | 3–4 | 5 |  |
| Description of the planning process used to design the program | 0 | 1–3 | 4–7 | 8–10 |  |
| Description of program documentation | 0 | 1–3 | 4–7 | 8–10 |  |
| Description of input/output and program parameters | 0 | 1–5 | 6–10 | 11–15 |  |
| Description of how the program flows | 0 | 1–7 | 8–14 | 15–20 |  |
| Description of program structures | 0 | 1–5 | 6–10 | 11–15 |  |
| Description of the usefulness of the program | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for leaving material. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /200 max.** | | | | | |
| **Final Score**(add total score and prejudged score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Desktop Publishing

*Knowledge of desktop publishing is vital in many aspects of today’s visual business publications. This event provides recognition to FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making*.

### Competencies

This event consists of two (2) parts: an objective test and production project.

*Objective Test Competencies*

* basic desktop terminology and concepts
* related desktop application knowledge
* digital imaging and graphics
* desktop layout rules and standards
* safety, ethics, and legal issues
* print process
* message presentation, accuracy, and proofreading

*Production Competencies*

* documents address topic are appropriate for the audience
* required information is effectively communicated
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* appropriate selection of fonts and type sizes
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

**Business Education Curriculum Standard(s)**: Communication; Information Technology

### 2015 Topic

Some of your friends have started their own band and have asked you to be their marketing manager. You have been given the task to develop their promotional materials. You will need to design a poster that they will display in towns where they perform, a brochure they will send to different markets promoting the band, a business card, and quarter-page advertisement they will use for newspapers, magazines, and other areas.

### Region Eligibility

Each chapter may enter two individuals or two teams comprised of two members. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-2) may compete again in the same event as a team member the following year, not as an individual.***

**The participant(s) are required to take both the objective and complete the production project** i**n order to win an award at the RLC.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-2) may compete again in the same event as a team member the following year, not as an individual.***

**If one of the team’s members cannot attend the SLC but has participated in the production portion of the event, the remaining team member will be permitted to attend the SLC to take the objective portion of the test**. **The non-attending member must still be registered for the SLC in order to claim any awards which the team may win.**

**The participant(s) are required to take both the objective and complete the production project** i**n order to win an award at the SLC.**

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### Region Procedure

###### Production Project

1. Participants may use any desktop publishing software to complete the project.
2. The finished product must be submitted in color. Participants will provide a copy of the finished work in each of two separate folders.
3. Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.
4. Refer to copyright guidelines found in the Format Guide.

###### Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the**

**testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

1. If one team member is not present at the RLC, the other team member may be allowed to take the written test; however, both team members must be registered for the RLC and have completed the project component.

**3. The participants must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **Since this is a collaborative test, if one member is not permitted to enter the testing area, no team members will be admitted to the testing area until all in compliance with the dress code.**

1. Participants must furnish their own No. 2 pencils and erasers.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

###### Production Project

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman. The school-site test administrator for each winner must be listed on the Regional Winners Reporting Form***.* The local chapter adviser is not permitted to be the school-site administrator*.***
2. Participants may use any desktop publishing software to complete the project.
3. The finished product must be in color. Participants will provide a copy of the finished work in each of two separate folders.
4. Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.
5. Refer to copyright guidelines found in the Format Guide
6. Production projects must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

###### Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. If one team member is not present at the SLC, the other team member may be allowed to take the written test; however, both team members must be registered for the SLC and have completed the project component.
3. **The participants must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **Since this is a collaborative test, if one member is not permitted to enter the testing area, no team members will be admitted to the testing area until all in compliance with the dress code.**
4. At the State Leadership Conference, participants or the chapter adviser must confirm the event. Participants who are not confirmed will be disqualified.
5. Participants must furnish their own No. 2 pencils and erasers. No other equipment or materials are permitted in this event.
6. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

This event will be scored in the following manner:

* + 15% objective test score
  + 85% production project score

Judging of the production project will be based on the participant’s printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production project will be used to break the tie. If there still remains a tie, follow the objective test score tiebreaker below.

At the Regional and State Conferences, the following tiebreaker policy will be as follows:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**DESKTOP PUBLISHING**

##### Production Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Output effectively meets goals of the project | 0 | 1–5 | 6-10 | 11-15 |  |
| Content appropriately addresses the intended target audience | 0 | 1–3 | 4–7 | 8–10 |  |
| All pieces show a cohesive tie to one another | 0 | 1–2 | 3–4 | 5 |  |
| Clear connection to theme throughout materials | 0 | 1–3 | 4–7 | 8–10 |  |
| Included all information required in project instructions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Use of Software Features** | | | | | |
| Appropriate font selection and application (including size, spacing, type, etc.) | 0 | 1–2 | 3–4 | 5 |  |
| Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.) | 0 | 1–2 | 3–4 | 5 |  |
| Appropriate use of technology to enhance design and accomplish project goals | 0 | 1–3 | 4–7 | 8–10 |  |
| **Layout** | | | | | |
| Effective use of margins, columns, and white space | 0 | 1–2 | 3–4 | 5 |  |
| Appropriate selection, placement, and manipulation of graphics | 0 | 1–2 | 3–4 | 5 |  |
| Applied appropriate alignment, text wrapping, indenting, and bullets | 0 | 1–2 | 3–4 | 5 |  |
| Overall design impact is appealing and relates to target audience | 0 | 1–5 | 6–10 | 11–15 |  |
|  | | | | | |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error (maximum of twenty [20] points): | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Final Score /100 max.** | | | | | |

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

**USE THE FOLLOWING METHOD TO DETERMINE THE FINAL SCORE FOR THIS COMPETITOR**

**Desktop Publishing**

Total Points Received on the Production Portion

Multiplied by x .85

Equals Final Score on Production Test …………………………………. (a)

Objective Test Score

Multiplied by x .15

Equals Final Score on Objective Test………………………………… (b)

ADD (a) AND (b) FOR FINAL SCORE……………………………... (c)

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

# Digital Design and Promotion

*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.*

### Competencies

The event consists of two (2) parts: a prejudged promotional piece and a performance.

*Project Competencies*

* create a digital design promotional logo and tag line for given topic
* demonstrate appropriate graphic design rules
* show creativity and cohesiveness for design and tag line
* develop creative and appealing layout and design
* use appropriate artwork and design techniques to address the given topic
* use effective colors, layout, and design

*Performance Competencies*

* answer questions effectively
* demonstrate the ability to make a businesslike presentation
* demonstrate good decision making and problem solving skills
* demonstrate good verbal communication skills
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Career Development; Communication; Information Technology; Marketing

### 2015 Topic

You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it *Cycle Fitness.* Your firm is to design a new logo for this new shop and as well as for future locations he plans to open. Cycle Fitness plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a business card, a rack card that will sit on the counter in a holder indicating all the seminars offered, and a quarter-page advertisement, and a t-shirt.

**Information**

* + Opening Date is June 1
  + Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456
  + Rack Card: Create at least five seminars and cost

**Components**

* + The logo will be full color and should be incorporated on all of the printed pieces.
  + The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5” wide x 5.5” tall.
  + The business cards will be full color, with bleeds, 1 side. Size is 2” wide x 3.5” tall vertical card.
  + The rack card will be full color both sides. Size is 4” wide x 9” tall.
  + One-quarter page (5.14” x 10.5”) grayscale newspaper advertisement to appear in newspapers for grand opening.

### State Eligibility

Each local chapter may enter two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php) on the FBLA web page.

***In the event of a team entry, no more than one (1) member may have submitted a promotional piece for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

1. A Statement of Assurance must be submitted.
2. Submit an event entry form.
3. Comply with all state and federal copyright laws. Refer to the policy in the Format Guide.

**Prejudged Projec**t

1. Presentations must address the given topic.
2. Student members, not advisers, must prepare projects.
3. Participant(s) should place emphasis on graphic interpretation of the topic and design.
4. You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
5. Logos must be saved in JPEG, PDF, GIF, or EPS format.
6. Graphics should be computer generated.
7. Members are expected to follow all applicable copyright laws.

**Conference Requirements Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
4. Participant(s) are responsible for bringing a copy of the project submitted to use in the onsite presentation.
5. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items.
6. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
7. The participants are responsible for bringing a copy of their promotional pieces.
8. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
9. The individual or team must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
10. The individual or team will have seven (7) minutes to a panel of judges and sell the logo and tag line concept.
11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
12. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
13. The performance is open to all conference attendees, except performing participants of this event.

**14. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Procedure**

1. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site.
2. The event consists of two parts: (1) submission of the promotional piece(s), and (2) performance.
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. Participants are required to complete both parts to be eligible to win an award.
5. Promotional pieces must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

### State Judging

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges selects the finalists, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Presentation* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Theme fully and properly developed. Solution properly addresses assigned topic.” category within the *Content* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Layout has design and balance" category within the *Presentation* section on the Production Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the "Demonstrates the ability to effectively answer questions" in the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first-, second-, or third-place winner(s) cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student(s) who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**DIGITAL DESIGN & PROMOTION**

##### Production Rating Sheet

Revised 2013-2014

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Theme fully and properly developed. Solution properly addresses assigned topic. | 0 | 1-7 | 8-14 | 15-20 |  |
| Elements included in the graphics are suitable, appropriate, and directed toward a specific audience. | 0 | 1-7 | 8-14 | 15-20 |  |
| **Presentation** | | | | | |
| Layout has direction and balance. | 0 | 1-3 | 4-7 | 8-10 |  |
| Fonts and type style support the look and feel of the overall image | 0 | 1-2 | 3-4 | 5 |  |
| Colors and graphics enhance aesthetic appeal | 0 | 1-2 | 3-4 | 5 |  |
| Graphic design shows creativity, originality, and supports topic. | 0 | 1-3 | 4-7 | 8-10 |  |
| Format is consistent and appropriate. | 0 | 1-3 | 4-7 | 8-10 |  |
| Graphic design is clear and concise. | 0 | 1-3 | 4-7 | 8-10 |  |
| Design gains attention and has eye appeal. | 0 | 1-3 | 4-7 | 8-10 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points):   * Statement of Assurance not received  entry labeled incorrectly on the upload  did not follow copyright laws | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Description of promotional piece | 0 | 1–3 | 4–7 | 8–10 |  |
| Description of development and design ideas | 0 | 1–7 | 8–14 | 15–20 |  |
| Create interest and desire for design | 0 | 1–7 | 8–14 | 15–20 |  |
| Consistency in graphic design to theme | 0 | 1–5 | 6–10 | 11–-15 |  |
| Benefits matched to customer needs | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for leaving materials. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /100 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/200 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Digital Video Production

*Digital video has become a prominent and effective way of conveying new ideas and products. This event provides recognition for FBLA members who demonstrate the ability to create an effective video to present an idea to a specific audience.*

### Competencies

The event consists of two (2) parts: a prejudged project and a performance component.

*Project Competencies*

* document addresses topic and is appropriate for the audience
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* required information is effectively communicated
* copyright laws followed

*Performance Competences*

* explain content logically and systematically
* communicate the design process
* explain the tips, techniques, and tools used
* demonstrate good voice quality and diction
* display self-confidence through knowledge of content and articulation of ideas
* answer questions effectively

**Business Education Curriculum Standard(s)**: Communication; Information Technology

**2015 Topic**

Create a FBLA membership video to recruit FBLA members in your school and to show at career fairs and to the community.

### State Eligibility

Each local chapter may enter two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php) on the FBLA web page.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

1. A Statement of Assurance must be submitted.
2. An event entry form must be submitted.
3. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
4. Comply with all state and federal copyright laws. Refer to the policy in the Format Guide.
5. Videos must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

**Prejudged Projec**t

1. The description area of the video must contain copyright information as well as the name of the event, state, names of participants, and school.
2. Presentations must address the given topic.
3. Entries will be judged according to the rating sheet.
4. Presentations should be at least two (2) and no more than four (4) minutes in length.
5. Entries created can be created in any video editing program, but must play on a standard DVD player.
6. The production may use any method to capture or create moving images.

**Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. The presentation is an explanation of the digital video production.
4. A small portion of the video must be shown to the judges.
5. The presentation should include, but not be limited to:
6. Sources used to research the topics
7. Development and design process
8. Use of different video techniques
9. A list of equipment and software used
10. Copyright issues with pictures, music, and other items
11. Participants must bring a copy of the video if they choose to show a portion of the video to the judges.
12. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
13. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. No assistance may be given from other chapter members, judges, advisers, or other audience members in assisting with your equipment set-up.
14. The individual or team must provide the computer for the event. The Internet (hard-wired connection), a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
15. The individual or team will have seven (7) minutes to describe the project.
16. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
17. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
18. The performance is open to all conference attendees, except performing participants of this event.

**28. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Procedure**

1. The event consists of two parts: (1) submission of video, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.
4. Videos must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

### State Judging

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges selects the finalists, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Presentation* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Theme fully and properly developed. Solution properly addresses assigned topic” category within the *Content* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Presentation is clear and concise” category within the *Content* section on the Production Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates ability to effectively answer questions.” category with the *Delivery*

section on the Performance Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter

Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first-, second-, or third-place winners cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**DIGITAL VIDEO PRODUCTION**

##### Production Rating Sheet

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Theme fully and properly developed. Solution properly addresses assigned topic. | 0 | 1–7 | 8–14 | 15–20 |  |
| Elements included in presentation are suitable, appropriate, and directed towards a specific audience | 0 | 1–3 | 4–7 | 8–10 |  |
| Copyright information is noted in credits | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation is clear and concise | 0 | 1–7 | 8–14 | 15–20 |  |
| Effective use of technology | 0 | 1–7 | 8–14 | 15–20 |  |
| Proper use of grammar, spelling, punctuation, etc. | 0 | 1–2 | 3-4 | 5 |  |
| **Presentation** | | | | | |
| Presentation shows creativity and originality | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation includes an effective opening, body, and conclusion | 0 | 1–7 | 8–14 | 15–20 |  |
| Transitions are effective and appealing | 0 | 1–5 | 6–10 | 11–15 |  |
| Audio and visual elements coordinated and complimentary | 0 | 1–7 | 8–14 | 15–20 |  |
| Audio Editing   * Good quality * Appropriate volume | 0 | 1–5 | 6–10 | 11–15 |  |
| Proper Use of Video Technology   * Video uses multiple camera angles * Video is smooth and steady * Video is in focus | 0 | 1–5 | 6–10 | 11–15 |  |
| Titles and graphics enhance overall quality of presentation | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation effective at motivating audience to action | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over four (4) minutes. Time: | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points):   * Statement of Assurance not received  entry labeled incorrectly on the upload  did not follow copyright laws | | | | | |
| **Final Score /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Development of the topic in the presentation | 0 | 1–3 | 4–7 | 8–10 |  |
| Use and the implementation of innovative technology | 0 | 1–7 | 8–14 | 15–20 |  |
| Development and design process | 0 | 1–7 | 8–14 | 15–20 |  |
| Use of the video | 0 | 1–7 | 8–14 | 15–20 |  |
| Proper documentation of pictures, audio, etc. | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /200 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# E-business

*One critical element in a business’ success in today’s global market is the ability to sell products and services to the consumer via the Internet. This event recognizes FBLA members who have developed proficiency in the creation and design of Web commerce sites.*

### Competencies

This event is composed of two (2) parts: a prejudged project and a performance.

*Project Competencies*

* document addresses topic and is appropriate for the audience
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* required information is effectively communicated
* copyright laws followed
* website functions without error

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Communication; Economics and Personal Finance; Entrepreneurship; Information Technology; Marketing

**2015 Topic**

Set up a website for young artistic entrepreneur(s) to sell their art, pottery, jewelry, etc. You should include pictures, but not limited to, bio of the entrepreneur(s), social media links, purchase and shipping information, and shopping cart. Information may be fictitious.

### Copyright and Fair Use Information

*It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.*

### State Eligibility

Each local chapter may submit two (2) entries. Participation in this event will allow an individual or a team of two

(2) or three (3) members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable e-business sites. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten (10) entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site. No more than one (1) may have competed in this event at a previous State Leadership Conference.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

1. E-business sites should be designed to allow for viewing by as many different platforms as possible.
2. The website must be available for viewing on the Internet at the time of judging.
3. No changes can be made to the website after the official entry date.
4. A Statement of Assurance form must be completed with the URL and submitted to the state office by the date listed in the Important Dates section of the PA FBLA web site.
5. An event entry form must also be submitted.
6. Student members, not advisers, must prepare web sites. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
7. Web sites not adhering to these regulations will be disqualified.
8. Entries will be judged according to the rating sheet found in these guidelines.
9. The product or service may be real or fictional.

### State Procedure

1. The event consists of two parts: (1) submission of a website, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

**Prejudged Website**

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants’ names, school, city, state, and URL.
2. This is not a chapter website. The topic must be incorporated in the web site design.
3. The use of templates must be identified.
4. If using a shopping cart, it doesn’t need to be active.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website.
6. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
7. The website must be available for viewing on the Internet at the time of judging.
8. E-business sites should be designed to allow for viewing on many different platforms.

**Conference Requirements Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. The presentation is an explanation of the E-Business Web site, and the Web Site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not limited to:
   1. Development of the topic
   2. Development and design process
   3. Use and implementation of innovative technology
   4. Use and development of media elements
   5. Copyright issues with pictures, music, etc.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
5. The individual or team must provide the computer for the presentation. The individual or team must provide the computer for the event. The Internet (hard-wired connection), a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
6. The individual or team has five (5) minutes to set-up and remove the equipment.
7. The individual or team has seven (7) minutes to present.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
9. Following each oral presentation, the judges will conduct a three-minute (3) question-and-answer period.
10. The performance is open to all conference attendees, except performing participants of this event.
11. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Web sites that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheet found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Shopping Experience* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Shopping Cart Implementation* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the *Technical* section on the Production Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

The following tiebreaker will be used in the event there is a tie after the prejudged portion and oral presentation portion of the event:

**First Tiebreaker**

* + Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet**. Third Tiebreaker**
  + Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery*

section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning websites at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a presentation based on the national guidelines.

In the event that the first-, second-, and third-place winning websites do not wish to have their websites submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**Production Rating Sheet**

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Page Layout and Design** | | | | | |
| Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality | 0 | 1–5 | 6–10 | 11–15 |  |
| Graphic design shows creativity, originality, and supports topic | 0 | 1–5 | 6-10 | 11-15 |  |
| Page elements are effective without being distracted | 0 | 1–3 | 4–7 | 8–10 |  |
| **Shopping Experience** | | | | | |
| Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily | 0 | 1–7 | 8–14 | 15–20 |  |
| Product information is useful, informative, and adequate. If product images are used, they download quickly | 0 | 1–3 | 4–7 | 8–10 |  |
| Site clearly explains shipping and handling procedures, return policies, and product or service guarantees | 0 | 1–3 | 4–7 | 8–10 |  |
| Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors | 0 | 1–3 | 4–7 | 8–10 |  |
| Site allows customer to provide feedback/comments | 0 | 1–3 | 4–7 | 8–10 |  |
| **Shopping Cart Implementation** | | | | | |
| Shopping cart is easy to use and understandable and features are clearly explained | 0 | 1–3 | 4–7 | 8–10 |  |
| Customer can easily add items to and delete items from the shopping cart | 0 | 1–3 | 4–7 | 8–10 |  |
| Obvious navigation path to the cash register | 0 | 1–3 | 4–7 | 8–10 |  |
| Customer can get back to shopping easily from shopping cart | 0 | 1–3 | 4–7 | 8–10 |  |
| Order form is easy to understand and complete | 0 | 1–3 | 4–7 | 8–10 |  |
| Adequate information is provided for confirmation of a successful transaction | 0 | 1–3 | 4–7 | 8–10 |  |
| **Technical** | | | | | |
| Proper use of grammar, spelling, punctuation, etc. | 0 | 1–3 | 4–7 | 8–10 |  |
| Site is free of broken links and error messages | 0 | 1–3 | 4–7 | 8–10 |  |
| Site is compatible with multiple browsers & platforms | 0 | 1–3 | 4–7 | 8–10 |  |
| Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Penalty Points:** Deduct five points for not following guidelines. | | | | | |
| **Penalty Points:** Deduct five points for not submitting Statement of Assurance. | | | | | |
| **Total Points /200 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

**243**

**Performance Rating Sheet**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Describe development of the topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Demonstrates the customer’s shopping experience | 0 | 1–5 | 6–10 | 11–15 |  |
| Explain the use and implementation of technology | 0 | 1–5 | 6–10 | 11–15 |  |
| Explain the development and design process | 0 | 1–5 | 6–10 | 11–15 |  |
| Copyright information is noted in credits | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /200 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Economics

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

### Competencies

*Objective Test Competencies*

* basic economic concepts and principles
* productivity
* macroeconomics
* market structures (monopoly, oligopoly, etc.)
* investments and interest rates
* role of government
* monetary and fiscal policy
* types of businesses/economic institutions
* business cycles/circular flow
* supply and demand
* international trade/global economics

**Business Education Curriculum Standard(s)**:

Economics and Personal Finance; Entrepreneurship; International Business; Management

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
6. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**Electronic Career Portfolio - *MODIFIED***

*An electronic career portfolio is a purposeful collection of work in an electronic format that tells the story of an individual including achievements, growth, vision, reflection, skills, experience, education, training, and career goals. This tool gives a complete picture of an individual and their potential—much more than just a letter of application and résumé can provide.*

### Competencies

This event consists of two (2) components: a prejudged project and a performance.

*Project Competencies*

* demonstrate an understanding of the event
* demonstrate effective verbal communication skills
* demonstrate ability to make a professional presentation
* explain content logically and systematically
* develop a career plan
* effectively communicate design process
* demonstrate knowledge of employability skills and trends

**Business Education Curriculum Standard(s)**:

Career Development; Communication; Information Technology

### State Eligibility

Each local chapter may submit two (2) entries. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten (10) entries with the highest rating sheet scores will qualify to attend and make a presentation at the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) posted on the PA FBLA website.

### State Regulations

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants’ names, school, state, and date.
2. All information should reflect the student’s work, accomplishments and experiences. No fictitious information should be used.
3. A Statement of Assurance form must be completed with the URL and submitted to the state office by the date listed in the Important Dates section of the PA FBLA web site.
4. An event entry form must be submitted with the entry.
5. The portfolio must be available for viewing on the Internet at the time of judging. No changes can be made to the site after the official entry date.
6. Student members, not advisers, must prepare web sites. Advisers should serve as consultants to ensure that the portfolio is well organized, contains substantiated statements, and is written in an acceptable business style.
7. Entries will be judged according to the rating sheet found in these guidelines.

### State Procedure

**Prejudged Project**

1. The portfolio must include a résumé or data sheet, and career summary. The career summary page should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
2. Participants should showcase education and work experience by showing examples and evidence of work, skills, and accomplishments.
3. Sample materials also must be included in the portfolio. These samples must include, but are not limited to , the following:
   1. 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.
   2. 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.
   3. Examples of Special Skills: Includes up to five 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.

### State Procedure

1. The event consists of two parts: (1) submission of a project, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

**Performance**

1. Based on the top ten (10) highest prejudged project scores, a maximum of ten (10) individuals will be selected to make an oral presentation at the State Leadership Conference.
2. Student members, not advisers must prepare electronic career portfolios.
3. The presentation is an explanation of the chosen career search and supporting materials.
4. Students may present their portfolio using a DVD, USB flash drive, or by accessing it via the Internet.
5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
6. The individual must provide the computer for the presentation. The individual or team must provide the computer for the event. The Internet (hard-wired connection), a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
7. The individual or team has five (5) minutes to set-up and remove the equipment.
8. All information should reflect the student’s accomplishments and experiences. No fictitious information should be presented.
9. The individual has seven (7) minutes to present.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
11. Following each oral presentation, the judges will conduct a three-minute (3) question-and-answer period.
12. The performance is open to all conference attendees, except performing participants of this event.
13. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Portfolios that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheet found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

In the event there is a tie in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Samples* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Clear presentation with logical arrangement of information” category in the *Portfolio Usability* section on the Production Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The following tiebreaker will be used in the event there is a tie after the prejudged portion and oral presentation portion of the event:

**First Tiebreaker**

* + Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Samples* section of the Performance Rating Sheet

**Third Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning portfolios at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winning portfolios do not wish to have their portfolios submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

##### Production Rating Sheet

Revised 2014-15

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Resume (Data Sheet)   * Displays evidence of professional experience, career related experience, and leadership experience * Outlines any special certifications or training * Shares overview of academic success * Outlines Community Service | 0 | 1 – 3 | 4 - 7 | 8 - 10 |  |
| Career Research Summary:   * The specific career targeted is clearly identified and described – the portfolio must specifically be targeted towards a career * Skills and education needed for the career are identified and outlined * Money/salary and outlook for the career are identified * Evidence of research for the career summary | 0 | 1 – 5 | 6 – 10 | 11 – 15 |  |
| Sources of information cited pertaining to copyright standards | 0 | 1 – 3 | 4 - 7 | 8 - 10 |  |
| **Samples** | | | | | |
| Career-Related Education   * School activities * Career research project * Application of business education and/or related occupational skills and their relationships to the job | 0 | 1 – 5 | 6 – 10 | 11 – 15 |  |
| Educational Enhancement   * Career opportunities noted * Evidence of career development planning * Summarize any job shadowing, internships, informational interviews, or community service projects | 0 | 1 – 5 | 6 – 10 | 11 – 15 |  |
| Examples of Special Skills   * Includes up to five examples of special skills and/or abilities related to job and career goals | 0 | 1 – 3 | 4 – 7 | 8 – 10 |  |
| **Portfolio Usability** | | | | | |
| Navigation is easy and effective | 0 | 1 – 3 | 4 – 7 | 8 – 10 |  |
| Clear presentation with logical arrangement of information | 0 | 1 – 3 | 4 – 7 | 8 – 10 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1 – 2 | 3 – 4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct two (2) points for each spelling error (maximum of ten [10] points). Deduct five (5) points for not adhering to Guidelines.  Statement of Assurance not received | | | | | |
| **Total Points /100 max.** | | | | | |

Name:: School: Region: Judge’s Signature: Date:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

Judge’s Comments:

##### Performance Rating Sheet

Revised 2014-15

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Resume (Data Sheet)   * Displays evidence of professional experience, career related experience, and leadership experience * Outlines any special certifications or training * Shares overview of academic success * Outlines Community Service | 0 | 1 – 3 | 4 - 7 | 8 - 10 |  |
| Career Research Summary:   * The specific career targeted is clearly identified and described – the portfolio must specifically be targeted towards a career * Skills and education needed for the career are identified and outlined * Money/salary and outlook for the career are identified * Evidence of research for the career summary | 0 | 1 – 5 | 6 – 10 | 11 – 15 |  |
| Sources of information cited pertaining to copyright standards | 0 | 1 – 3 | 4 - 7 | 8 - 10 |  |
| **Samples** | | | | | |
| Career-Related Education   * School activities * Career research project * Application of business education and/or related occupational skills and their relationships to the job | 0 | 1 – 5 | 6 – 10 | 11 – 15 |  |
| Educational Enhancement   * Career opportunities noted * Evidence of career development planning * Summarize any job shadowing, internships, informational interviews, or community service projects | 0 | 1 – 5 | 6 – 10 | 11 – 15 |  |
| Examples of Special Skills   * Includes up to five examples of special skills and/or abilities related to job and career goals | 0 | 1 – 3 | 4 – 7 | 8 – 10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1 – 3 | 4 – 7 | 8 – 10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1 – 3 | 4 – 7 | 8 – 10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1 – 2 | 3– 4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for leaving materials. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |

Name:: Region: School: Date: Judge’s Signature:

|  |  |
| --- | --- |
| VERIFICATION & INITIALS  (scores checked for accuracy)   * Chief Administrator * Official Checker | Judge’s Comments: |
| | **PA FBLA Policy Leadership Handbook, Revised 09.28.14 251** |

**Emerging Business Issues - *Modified***

*This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations*.

### Competencies

*Performance Competencies*

* answer questions effectively
* arguments are persuasive and relevant to topic
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* describe project development and implementation
* explanation is logical and systematic

**Business Education Curriculum Standard(s)**:

Communication; Economics and Personal Finance; International Business; Management

**2015 Topic**

Consumer products sold by brand name companies have been facing increasing challenges throughout the recession as well as the increase in online shopping. Brand loyalty in three categories (food, beverage, and household goods) has decreased for three years (2013 American Pantry Study). The amount of consumers willing to purchase their traditional brands, regardless of whether the brand is on sale or not, has decreased from 33 percent in 2010 to 29 percent in 2012. One of the reasons this is occurring is competition from consumer products private label choices. The 2013 American Pantry Study found that 88 percent of consumers who have become purchasers of private label products will not return to their previous national brand purchases even once the economy has recovered.

* How will this trend positively affect the overall consumer products industry?
* How will this trend negatively affect the overall consumer products industry?

### Region Eligibility

Each chapter may enter one (1) team of two to three (2-3) members who must be from the same school. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**No more than one (1) team member may have competed in this event at a prior Region Leadership Conference.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Regulations

1. Each team’s presentation must be the result of its own independent work. Facts and working data may be secured from any source.
2. The student members, not the advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
3. Teams will be permitted to bring prepared notes to the presentation. No materials will be provided at the conference for the competitors.
4. No microphone or lectern/podium will be used.

### State Regulations

1. Each team’s presentation must be the result of its own independent work. Facts or working data may be secured from any source.
2. The student members, not the advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
3. Teams will be permitted to bring prepared notes to the presentation. No materials will be provided at the conference for the competitors.
4. No microphone or lectern/podium will be used.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition.
2. Each team will consist of two to three (2-3) members.
3. The order of performance will be drawn at random by the region adviser or designee.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. Teams will have seven (7) minutes to present both the negative and affirmative sides of the topic.
6. All team members must participate in the presentation.
7. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over seven (7) minutes.
9. Following each oral presentation, the judges will conduct a three (3) minute question and answer period.

**10. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Procedure**

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) teams will be posted and will compete in the final round.
2. At the State Leadership Conference, the chapter adviser must confirm the students’ participation in the event. Participants who are not confirmed will be disqualified.
3. The order of performance will be drawn at random by a member of the state committee.
4. Participants are expected to research the topic prior to the conference and present both the affirmative and the negative sides of the topic. Teams will be permitted to bring prepared notes. No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
5. Teams will have seven (7) minutes to present the case.
6. All team members must participate in the presentation.
7. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over seven (7) minutes.
9. Following each oral presentation, the judges will conduct a three (3) minute question and answer period.
10. The participant(s) must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php.](http://www.pafbla.org/dresscode) If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code.
11. All performances are open to conference attendees except performing participants of this event.

**12. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

1. If advancing to the final found, participants are required to complete both rounds to be eligible to win an award.

### Region and State Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Ability to Take a Position* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery*

section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the Region Leadership Conference.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place teams at the State Leadership Conference is eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-place, second-, or third-place teams cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible team about participating at the National Leadership Conference.

**EMERGING BUSINESS ISSUES**

##### Performance Rating Sheet

*Revised 2014-15*

* + - Preliminary Round ❐ Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Understanding of issue/topic | 0 | 1–3 | 4–7 | 8–10 |  |
| **Affirmative Argument** | | | | | |
| Flow and logic of content | 0 | 1–2 | 3–4 | 5 |  |
| Quality of Evidence | 0 | 1–3 | 4–7 | 8–10 |  |
| Persuasiveness | 0 | 1–3 | 4–7 | 8–10 |  |
| Relevance of argument | 0 | 1–3 | 4–7 | 8–10 |  |
| **Negative Argument** |  |  |  |  |  |
| Flow and logic of content | 0 | 1–2 | 3–4 | 5 |  |
| Quality of Evidence | 0 | 1–3 | 4–7 | 8–10 |  |
| Persuasiveness | 0 | 1–3 | 4–7 | 8–10 |  |
| Relevance of argument | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–2 | 3–4 | 5 |  |
| All team members actively participate in the presentation | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Entrepreneurship

*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. This event is based on team rather than individual participation. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations*.

### Competencies

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies*

* business plans
* community/business relations
* legal issues
* initial capital and credit
* personnel management
* financial management
* marketing management
* taxes
* government regulations

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* display self-confidence through knowledge of content and articulation of ideas
* explanation is logical and systematic

**Business Education Curriculum Standard(s)**:

Accounting; Communication; Entrepreneurship; Management; Marketing

**Case Study**

The case study will consist of a problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, and marketing. All the questions raised in the case must be addressed during the oral presentation.

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of two members, the team will not be allowed to substitute other participants and the team will be disqualified**.

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of two members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. Participants must furnish their own No. 2 pencils and erasers. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. The event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the adviser must confirm the students’ participation in the event. Participants who are not confirmed be will disqualified.
3. For the final round, the event consists of two parts: (1) an objective test, and (2) performance.
4. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted after the Opening General Session. The order of performance will be drawn at random by a state committee member.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Case Study Problem**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered before the first performance. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The team will not receive any instructions if the participants arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code**.
3. Twenty minutes (20) before performance, each team will receive the case study.
4. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and performance of the oral segment of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. No reference materials, electronic devices, or visual aids may be brought to or used during the preparation or performance.
6. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case.
7. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
8. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
9. All team members must actively participate in the presentation.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
11. Case study performances are open to conference attendees, except performing participants of this event.

**12. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**Region Judging**

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie performance score, the objective test score of the tied teams will be used to break the tie.

In the case of a tie after the performance round, the objective test tiebreakers will be used.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**ENTREPRENEURSHIP**

##### Performance Rating Sheet

* + - Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Problem is understood and well-defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1–5 | 6–10 | 11–15 |  |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1–5 | 6–10 | 11–15 |  |
| Anticipated results are based on correct reasoning | 0 | 1–5 | 6–10 | 11–15 |  |
| Issues presented in case are addressed completely | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well organized and clearly stated; appropriate business language is used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| Team members demonstrate self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| All team members participate actively during the presentation | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# FBLA Principles and Procedures

*Members in FBLA should be knowledgeable about the association and the information found in the official publications. This event provides recognition for FBLA members who are interested in learning about the background and current information of FBLA-PBL*.

### Competencies

*Objective Test Competencies*

* FBLA organization, bylaws, and handbook
* FBLA national competitive events guidelines
* FBLA national publications
* FBLA creed and national goals

**Business Education Curriculum Standard(s)**: N/A

**Region Eligibility**

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

**Only members enrolled in grades 9 and 10 as of May 20 of the current school year are eligible.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, participants or the chapter adviser must confirm the event. Participants who are not confirmed will be disqualified.
2. Participants must furnish their own No. 2 pencils and erasers.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Future Business Leader

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

### Competencies

This event consists of three (3) parts:

* Letter of Application and Résumé.
* Objective Test.
* Interview.

*Objective Test Competencies*

* general concepts in accounting, banking, business procedures, communications, economics, ethics, global business, law, management, marketing, math, and technology
* FBLA-PBL history, programs, and bylaws
* parliamentary procedure

*Performance Competencies*

* demonstrate effective verbal communication skills
* answer questions effectively
* display self-confidence through the knowledge of content and articulation of ideas

**Business Education Standard(s)**:

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

### Region Eligibility

Each chapter may enter two participants. The participants must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***.

It is the responsibility of the:

**local chapter adviser**

* + pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition. Every participant will be scheduled for an interview.
2. All participants in this event must report at the event time listed in the program**.**
3. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the objective test or interview areas until he or she is in compliance**.
4. The event consists of three parts: (1) submission of a letter of application with a résumé, (2) completion of an objective test, and (3) participation in a simulated interview.
5. Participants are required to complete all parts to be eligible to win an award.
6. The final placement will be determined using the preliminary round rating sheet which is 50% objective test score and 50% preliminary interview score.

**Preconference Requirements**

1. The participant must submit 6 copies of the following items:
   1. A one-page letter of application (original or copy) addressed to:

Ms. Jean Buckley President & CEO FBLA-PBL, Inc.

1912 Association Drive

Reston, VA 20191

The letter should state the reasons the participant is deserving the honor of this award.

* 1. A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.

1. All copies of the above materials must be submitted in six (6) standard file folders. The tab of each folder must be typed and must be labeled with the following information in the order listed below:

* Event Title
* Participant’s Name
* Name of **State**
* Name of School

1. Include the participant’s name on all pages submitted.
2. The region adviser, in consultation with the remaining local chapter advisers, will determine the procedures for submission of the materials.
3. **Participants failing to submit the materials by the deadline will be disqualified.**
4. A deduction of up to five (5) points will be made from the score of the participants who submit materials by the stated deadline but does not adhere to the event guidelines for the submission of proper materials.
5. The letter of application and résumé must be prepared by the student member, not the adviser. The adviser should serve as a consultant to ensure that the letter of application and resume are well organized, contain substantiated statements, and are written in business style. The materials should demonstrate the reasons the participant is deserving of this award.
6. The letter of application and resume must be composed prior to the Regional Leadership Conference and submitted as outlined above.

**Conference Requirements**

1. Each participant will be scheduled for a one-hour written objective test based on the previously listed competencies. The objective test will be machine and/or hand scored. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. Participants will be scheduled for a fifteen-minute (15) interview conducted by a panel of judges. Interview times will be determined by the region adviser. If the participant arrives late, then the participant has the remaining time for the interview in his or her scheduled interview slot.**

1. Judges will be provided with a copy of each participant’s application materials. No additional items can be brought into the interview or left with the judges.
2. No items, reference materials, visual aids, or electronic devices may be brought or used during the interview.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. A **preliminary round** will be held to determine the top individuals in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) individuals will be posted and will compete in the final round.
2. The event consists of three parts: (1) submission of a letter of application with a résumé, (2) an objective test based on the Competencies section of these guidelines, and (3) participation in an interview.
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. All participants will have a preliminary interview on the first day of the State Leadership Conference.
5. All participants must report at the time listed for the objective test.
6. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the objective test or interview areas until he or she is in compliance**.
7. The preliminary round rating sheet which was determined by 50% objective test score and 50% preliminary interview score will be used to determine the top candidates for the final round.
8. For the final round, the top ten will be determined by the final interview, and the objective test will only be used to break a tie. The final round rating sheet will be used for the final round.

**Preconference Requirements**

1. The participant must submit 6 copies of the following items:
   1. A one-page letter of application (original or copy) addressed to:

Ms. Jean Buckley President & CEO FBLA-PBL, Inc.

1912 Association Drive

Reston, VA 20191

The letter should state the reasons the participant is deserving the honor of this award.

* 1. A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.

1. All copies of the above materials must be submitted in six (6) standard file folders. The tab of each folder must be typed and must be labeled with the following information in the order listed below:

* Event Title
* Participant’s Name
* Name of **State**
* Name of School

1. Include the participant’s name on all pages submitted.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php**,](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified.**
3. A deduction of up to five (5) points will be made from the score of the participant who submits materials by the stated deadline but does not adhere to the event guidelines for the submission of proper materials.
4. The letter of application and résumé must be prepared by the student member, not the adviser. The adviser should serve as a consultant to ensure that the letter of application and resume are well organized, contain substantiated statements, and are written in business style. The materials should demonstrate the reasons the participant is deserving of this award.
5. The letter of application and résumé must be composed prior to the State Leadership Conference and submitted as outlined above.

**Conference Requirements**

1. Each participant will be given a preliminary interview. Participants will be scheduled for a ten (10) minute interview conducted by a panel of judges. **If the participant arrives late for the interview, then the participant has the remaining time for the interview in his or her scheduled interview slot.**
2. Each participant will be scheduled for a one-hour written objective test based on the Competencies section listed in these guidelines. The objective test will be scored through the online testing service. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
3. An equal number of participants from each group with the highest combined scores (objective and preliminary interview) will be scheduled for a fifteen-minute (15) final interview conducted by a panel of judges for the final round. The names of up to twelve (12) top participants will be posted after the Opening General Session.
4. The score for the final round will use the final round rating sheet which is solely based on the interview.
5. **If the participant arrives late for the interview, then the participant has the remaining time for the interview in his or her scheduled interview slot.**
6. Judges will be provided with a copy of each participant’s application materials.
7. No items, reference materials, visual aids, or electronic devices may be brought or used during the interview.
8. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region Judging

The region adviser, in consultation with the remaining local chapter advisers, will determine whether one panel or separate panels of judges will evaluate the components of this event.

At the Regional Conference, the following tiebreaker policy will be followed:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

### State Judging

Each component of the event—the written component (the letter application and résumé) and the performance component (the interview)—uses a separate panel of judges for the preliminary round. The final round uses the same set of judges for the letter of application, résumé, and interview.

Ties will be broken based on scores of the objective test. If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

**National Conference Eligibility**

The first-, second-, and third-place award winner at the State Leadership Conference is eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.
    - **Preliminary Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Interview** | | | | | |
| Demonstrates poise, maturity, and a good attitude | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, initiative, and assertiveness | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates proper greeting, introduction, and closing | 0 | 1–2 | 3–4 | 5 |  |
| Professional appearance | 0 | 1–2 | 3–4 | 5 |  |
| **Leadership Ability** | | | | | |
| Illustrates participation and leadership in FBLA | 0 | 1–5 | 6–10 | 11–15 |  |
| Explains participation in other school and/or community organizations | 0 | 1–3 | 4–7 | 8–10 |  |
| Explains and shows areas of outstanding achievement | 0 | 1–5 | 6–10 | 11–15 |  |
| Indicates understanding of career knowledge and career plans | 0 | 1–5 | 6–10 | 11–15 |  |
| **Application Materials** | | | | | |
| Effectiveness of application materials (resume and letter of application) | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points for failure to fully follow the guidelines. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Objective Test Score /100 max.** | | | | | |
| **Final Score /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Interview** | | | | | |
| Demonstrates poise, maturity, and a good attitude | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, initiative, and assertiveness | 0 | 1-3 | 4-7 | 8-10 |  |
| Demonstrates ability to effectively answer questions | 0 | 1–5 | 6–10 | 11–15 |  |
| Professional appearance | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates proper greeting, introduction, and closing | 0 | 1–2 | 3–4 | 5 |  |
| **Leadership Ability** | | | | | |
| Illustrates participation and leadership in FBLA | 0 | 1–5 | 6–10 | 11–15 |  |
| Explains participation in other school and/or community organizations | 0 | 1–5 | 6–10 | 11–15 |  |
| Explains and shows areas of outstanding achievement | 0 | 1–5 | 6–10 | 11–15 |  |
| Indicates understanding of career knowledge and career plans | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points for failure to fully follow the guidelines. | | | | | |
| **Total Points** | | | | | |
| **Objective Test Score** (to be used in the event of a tie) | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Future Business Leader

###### Letter of Application/Resume Rating Sheet (Materials Pre-Judged - Used for Preliminary Round)

|  |
| --- |
| **Evaluation Item** |
| ***Letter of Application and Resume*** |
| **\*Clear and concise presentation of facts with logical arrangement** |
| **\*Correct grammar, punctuation, spelling and acceptable business style** |
| **\*Educational/FBLA/Work preparation** |
| **Total: Letter of Application and Resume /15 max.** |

Name:

Region: School:

Judge’s Signature:

Judge’s Comments:

# Global Business

*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.*

### Competencies

This event is composed of two (2) parts: an objective test and performance component.

*Objective Test Competencies*

* basic international concepts
* ownership and management
* communication (including culture and language)
* legal issues
* treaties and trade agreements
* taxes and government regulations
* marketing
* currency exchange
* human resource management
* international trade
* career development
* finance
* ethics

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrates effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

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

**Case Study**

The case study will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the oral presentation.

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

**local chapter adviser**

* + pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. Participants must furnish their own No. 2 pencils and erasers. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. For the final round, the event consists of two parts: (1) objective test, and (2) performance.
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted after the Opening General Session. The order of performance will be drawn at random by a state committee member.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Case Study Problem**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered.
2. All teams will be sequestered before the first performance. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The team will not receive any instructions if the participants arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
3. Twenty minutes (20) before the performance, each team will receive the case study.
4. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
6. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
7. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the performance.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
9. Case study performances are open to conference attendees, except performing participants of this event.

**10. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**Region and State Judging**

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first- and second-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first- or second-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**GLOBAL BUSINESS**

##### Performance Rating Sheet

* + - Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Problem is understood and well-defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1–5 | 6–10 | 11–15 |  |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1–5 | 6–10 | 11–15 |  |
| Anticipated results are based on correct reasoning | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–5 | 6–10 | 11–15 |  |
| Team members show self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| All team members participate actively during the presentation | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Gold Seal Chapter Award of Merit

### Hollis and Kitty Guy Award

*The Hollis and Kitty Guy Award recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA-PBL*.

### State Eligibility

Each active local chapter may submit an entry for this award. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. This is a chapter recognition event only; therefore, no members qualify to attend the State Leadership Conference as Gold Seal Chapter Award of Merit participants. However, any member who assisted with the preparation of the project is eligible to compete in another individual or team event.

### State Procedure

1. Each local chapter must complete a copy of the William Selden Outstanding Chapter Criteria, which is posted on the PA FBLA web site, and attach all documentation that is required.
2. The local chapter adviser must complete and submit the event entry form which is included on the PA FBLA web site and one (1) copy of the William Selden Outstanding Chapter Criteria and all supporting documentation to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also on the PA FBLA web site.

### State Judging

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the winners, and all decisions of the judges are final.

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The PA FBLA Executive Director/State Chairman will nominate the top two (2) or up to fifteen (15) percent of its total number of active local chapters, whichever is greater.

### National Awards

The number of nominations verified by the national office determines the number of awards presented at the NLC.

# Health Care Administration

*Health care administrators manage the business side of health services, ensuring the 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 health care practices, managing financial functions, and enhancing employability skills. This event recognizes FBLA members who have the ability to help people in the health care field.*

### Competencies

*Objective Test Competencies*

* managing office activities
* enhancing communication skills
* identifying legal and ethical issues in health care practices
* managing financial functions
* enhancing employability skills.

**Business Education Curriculum Standard(s)**: Communication; Management

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Help Desk

*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. This event provides recognition for FBLA members who demonstrate an understanding of and ability to provide technical assistance to end users.*

### Competencies

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies (Note: aligned with the Help Desk Institute Customer Service exam)*

* help desk operations and procedures
* customer management
* support center infrastructure and procedures
* professional career and leadership skills
* communication

*Performance Competencies*

* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* provide ways for client to solve their problem
* translate case into effective, efficient, and spontaneous action
* resolve conflict resolution

*Interactive/Role-Play Situation*

* based on customer service in the technical field

**Business Education Curriculum Standard(s)**: Communication; Information Technology

### Region Eligibility

Each chapter may enter three participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of entries each region may enter is the first-, second and third place who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event consists of two parts: (1) objective test, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) individuals with the highest score will be scheduled for a performance. The ten (10) highest scoring individuals will be posted after the Opening General Session. The order of performance will be drawn at random by a state committee member.
4. No other materials or equipment may be used.
5. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Performance**

1. For the final round, the event requires three rooms – a holding/sequestering room, a preparation room, and a performance room.
2. The adviser must report to event confirmation to verify the competitor’s participation in this event. Participants not confirmed will be disqualified from the event.
3. All final participants in this event must report at the event time listed in the program to be sequestered. **Because students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room and the participant will be disqualified. The participant will not receive any instructions if the participant arrives after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
4. Ten (10) minutes before the performance, each participant will receive the scenario.
5. Two (2) 4”x6” note cards will be given to each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Participants must furnish their own pens and pencils. Note cards will be collected following the scenario.
6. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
7. The participant has five (5) minutes to interact with a panel of judges to demonstrate in a clear and effective way how he/she would solve the problem.
8. This is a role play event with open exchange between the participant and the judges throughout the presentation.
9. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
10. The final performance is open to conference attendees who are not performing participants in the final round of this event.

**11. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the holding room until the participant is in compliance with the dress code.**

**Region Judging**

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning participants at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place participants cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**HELP DESK**

**Performance Rating Sheet**

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Problem Identification** | | | | | |
| Describes the situation(s) | 0 | 1–3 | 4–7 | 8–10 |  |
| Problem/incident properly documented | 0 | 1–3 | 4–7 | 8–10 |  |
| Suggests a solution or recommendation(s); resolved problem | 0 | 1–5 | 6–10 | 11–15 |  |
| **Technology** | | | | | |
| Basic hardware/software knowledge, used correct terminology | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates ability to effectively answer client’s technical questions | 0 | 1–3 | 4–7 | 8–10 |  |
| Meets the needs of the client/customer | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates troubleshooting skills and effective investigative methods | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, initiative, and assertiveness | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates conflict resolution skills | 0 | 1–2 | 3–4 | 5 |  |
| Brings to closure | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Hospitality Management

*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 travel and events.*

### Competencies

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies*

* hospitality operation and management functions
* hotel sales process
* hospitality marketing concepts
* human resource management in the hospitality industry
* environmental, ethical, and global issues
* customer service in the hospitality industry
* legal issues, financial management, and budgeting
* current hospitality industry trends
* types of hospitality markets and customers

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrates effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Accounting; Business Law; Communication; Information Technology; Management; Marketing

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

**local chapter adviser**

* + pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. Participants must furnish their own No. 2 pencils and erasers. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. For the final round, the event consists of two parts: (1) objective test, and (2) performance.
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted after the Opening General Session. The order of performance will be drawn at random by a state committee member.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Case Study Problem**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered.
2. All teams will be sequestered before the first performance. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The team will not receive any instructions if the participants arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
3. Twenty minutes (20) before the performance, each team will receive the case study.
4. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
6. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case.
7. The judges will play the role of the second party in the presentation and refer to the case for specifics.
8. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the performance.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
10. Case study performances are open to conference attendees, except performing participants of this event.

**14. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**Region and State Judging**

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first- or second-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**HOSPITALITY MANAGEMENT**

##### Performance Rating Sheet

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Problem is understood and well defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1–5 | 6–10 | 11–15 |  |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1–5 | 6–10 | 11–15 |  |
| Anticipated results are based on correct reasoning | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well organized and clearly stated; appropriate business language used | 0 | 1–5 | 6–10 | 11–15 |  |
| Participants demonstrate self-confidence, poise, and good voice projection | 0 | 1–5 | 6–10 | 11–15 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (to be used in the event of a tie) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| Educational Institute | Region: |
| Judge’s Signature: | Date: |

**Judge’s Comments:**

# Impromptu Speaking

*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*.

### Competencies

*Performance Competencies*

* demonstrate the ability to make a businesslike presentation
* demonstrate good verbal communication skills
* display self-confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication

**Topic**

Participants will be given a topic related to one or more of the following: FBLA-PBL goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics.

### Region Eligibility

Each chapter may enter one participant. The participant must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to send copies of all dues reporting forms to the region adviser in addition to the state and national offices by the dues deadline date listed above.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-place winner who is a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition.
2. The event requires three rooms--a holding/sequestering room, a preparation room, and a delivery room.
3. All participants in this event must report at the event time listed in the program to be sequestered. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room and will be disqualified. The participant will not receive any instructions if they arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**

**4. The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**

1. Participants will be given the topic and have ten (10) minutes to prepare their speeches prior to appearing before the judges.
2. All participants will address the same topic in their speeches.
3. Two (2) 4” x 6” note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the index card. Note cards will be collected following the presentation.
4. Participants must furnish their own pens and pencils.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the presentation and preparation.
6. Each speech should be four (4) minutes in length.
7. No microphone or lectern/podium will be used.
8. At the end of three (3) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at four (4) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.

### State Procedure

The following procedures must be used:

1. The event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the chapter adviser must confirm the event. Participants who are not confirmed will be disqualified.
3. There will be two rounds of competition—preliminary and final.
4. A **preliminary round** will be held to determine the top individuals in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) individuals will be posted and will compete in the final round.
5. The following procedures will be followed during the **final round**:
   * The order of performance will be drawn at random by a member of the state committee.
   * All performances are open to conference attendees except performing participants of this event.
6. All participants in this event must report at the event time listed in the program to be sequestered. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room and the participant will be disqualified. The participant will not receive any instructions if the participant arrives after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
7. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code**.
8. Participants will be given the topic and have ten (10) minutes to prepare their speeches prior to appearing before the judges.
9. All participants will address the same topic in their speeches.
10. Two (2) 4” x 6” note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the index card. Note cards will be collected following the presentation.
11. Participants must furnish their own pens and pencils.
12. No reference materials, visual aids, or electronic devices may be brought to or used during the presentation and preparation.
13. Each speech should be four (4) minutes in length.
14. No microphone or lectern/podium will be used.
15. At the end of three (3) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at four (4) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.
16. Any notes made during the preparation time may be used when speaking. Note cards must be submitted to the event administrator at the conclusion of their speech. Information may be written on both sides of the note cards.
17. All performances will be open to conference attendees, except performing participants of this event.

### Region and State Judging

A panel of judges will evaluate speeches using the published Performance Rating Sheet. All decisions of the judges are final.

Ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Organization* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Extemporaneous delivery; i.e. not merely read from the notes” category of the *Delivery*

section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-place, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-place, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**IMPROMPTU SPEAKING**

##### Performance Rating Sheet

* + - **Preliminary Round  Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Relation to the topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Memorable central theme stated and repeated | 0 | 1–2 | 3-4 | 5 |  |
| Supporting information is accurate and appropriate | 0 | 1–2 | 3-4 | 5 |  |
| **Organization** | | | | | |
| Immediate introduction of topic | 0 | 1–3 | 4–7 | 8–10 |  |
| Strong support (body) for topic | 0 | 1–3 | 4–7 | 8–10 |  |
| Effective and memorable conclusion | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Extemporaneous delivery; i.e. not merely read from the notes | 0 | 1–5 | 6–10 | 11–15 |  |
| Demonstrates self-confidence, poise, eye contact, and appropriate gestures | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm) | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation is sincere, interesting, creative, and convincing | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Insurance & Risk Management

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

### Competencies

*Objective Test Competencies*

* risk management process
* property and liability insurance
* health, disability, and life insurance
* insurance knowledge
* decision making
* career ethics

**Business Education Curriculum Standard(s)**:

Accounting; Career Development; Economics and Personal Finance; Information Technology; Management;

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. **All participants in this event must report at the event time listed in the program. If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**Introduction to Business**

*Students discover the roles of business in the free enterprise system and the global economy. Students will learn basic financial concepts of banking, insurance, credit, investments, and learn to make sound decisions as consumers. In addition, FBLA members will learn the real-world impact of technology, effective communication, and interpersonal skills*.

### Competencies

*Objective Test Competencies*

* money management
* consumerism
* characteristics and organization of business
* economic systems
* rights and responsibilities of employees, managers, owners, and government
* career awareness
* global (international) business
* ethics
* insurance

**Business Education Curriculum Standard(s)**:

Career Development; Computation; Economics and Personal Finance; Entrepreneurship; Management; Marketing

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

**Only members enrolled in grades 9 and 10 as of May 20 of the current school year are eligible.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

**Region and State Procedure**

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Introduction to Business Communication

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

### Competencies

*Objective Test Competencies*

* grammar
* punctuation and capitalization
* oral communication concepts
* reading comprehension
* word definition and usage
* proofreading and editing
* spelling

**Business Education Curriculum Standard(s)**: Communication

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event. Students are not permitted to compete in this event if they have previously competed in Business Communication.***

**Only members enrolled in grades 9 and 10 as of May 20 of the current school year are eligible.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php) , which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Introduction to Information Technology

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

### Competencies

*Objective Test Competencies*

* computer hardware and software
* operating systems
* common program functions
* word processing
* spreadsheets
* presentation software
* networking concepts
* e-mail and electronic communication

**Business Education Curriculum Standard(s)**: Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event. Students are not permitted to compete in this event if they have previously competed in Technology Concepts.***

**Only members enrolled in grades 9 and 10 of the current school year are eligible.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

1. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Introduction to Parliamentary Procedure

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

### Competencies

*Objective Test Competencies*

* parliamentary procedure principles (through a partnership with the National Association of Parliamentarians , questions for the parliamentary procedure principles portion of the exam will be drawn from National Association of Parliamentarian’s official test bank)
* FBLA Bylaws

**Business Education Curriculum Standard(s)**: Communication

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***. ***Students are not permitted to compete in this event if they have previously competed in Parliamentary Procedure.***

**Only members enrolled in grades 9 and 10 as of May 20 of the current school year are eligible**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Job Interview

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

### Competencies

This event consists of two (2) parts: a letter of application, resume, and a job application form; and an interview

*Performance Competencies*

* answer questions effectively
* demonstrate and use good communication skills
* exhibit a professional and poised appearance
* communicate career knowledge and plans

**Business Education Curriculum Standard(s)**: Career Development; Communications

### Region Eligibility

Each chapter may enter one participant. The participant must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-place winner who is a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published on at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition.

**2.** All participants in this event must report at the event time listed in the program**.**

1. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the job application and/or interview areas until he or she is in compliance**.
2. The event consists of two parts: (1) submission of a letter of application, resume, and job application (2) participation in an interview.

**Preconference Requirements**

1. Each participant must apply for a business or business-related job with the Merit Corporation. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.
2. Participants will apply for a position at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
3. The participant must submit six (6) copies of the following items:
   1. A one-page letter of application (original or copy) from the participant addressed to:

Dr. Terry E. Johnson Director of Human Resources Merit Corporation

1640 Franklin Place

Washington, DC 20041

* 1. A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
  2. A job application must be completed. This form should be downloaded at [www.pafbla.org](http://www.pafbla.org/) and then click on the competitive events section.

1. All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folder must be typed and must be labeled with the following information in the order listed below:

* Event Title
* Participant’s Name
* Name of **State**
* Name of School

1. Include participant’s name on all pages submitted.
2. A deduction of up to five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.
3. The letter of application, resume, and job application must be submitted prior to the Region Leadership Conference.
4. The region adviser, in consultation with the remaining local chapter advisers, will determine the procedures for submission of the materials.
5. Participants who do not adhere to the event deadlines will be disqualified.
6. The letter of application, resume, and job application must be prepared by the student member, not the adviser. The adviser should serve as a consultant to ensure that the letter of application and resume are well organized, contain substantiated statements, and are written in business style.

**Conference Requirements**

1. Participants will be scheduled for a fifteen-minute (15) interview conducted by professionals from business. Interview times will be determined by the region adviser. If the participant arrives late, then the participant has the remaining time for the interview in his or her scheduled interview slot.
2. Judges will be provided with a copy of each participant’s application materials. No additional items can be brought into the interview or left with the judges.

### State Procedure

The following procedures must be used:

1. A **preliminary round** will be held to determine the top individuals in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) individuals will be posted and will compete in the final round.
2. At the State Leadership Conference, the adviser must report to event confirmation in order to verify the student’s participation in the event. Participants who are not confirmed will be disqualified
3. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the job application and/or interview areas until he or she is in compliance**.
4. The event consists of two parts: (1) submission of a letter of application, resume, and job application (2) participation in an interview(s).

**Preconference Requirements**

1. Each participant must apply for a business or business-related job with the Merit Corporation. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.
2. Participants will apply for a position at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
3. The participant must submit six (6) copies of the following items:
   1. A one-page letter of application (original or copy) from the participant addressed to:

Dr. Terry E. Johnson Director of Human Resources Merit Corporation

1640 Franklin Place

Washington, DC 20041

* 1. A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
  2. A job application must be completed. This form should be downloaded at [www.pafbla.org](http://www.pafbla.org/) and then click on the competitive events section.

1. All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folder must be typed and must be labeled with the following information in the order listed below:

* Event Title
* Participant’s Name
* Name of **State**
* Name of School

1. Include participant’s name on all pages submitted.
2. A deduction of up to five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.
3. The letter of application, resume, and job application must be submitted prior to the State Leadership Conference by the due date to the Executive Director.
4. Participants who do not adhere to the event deadlines will be disqualified.
5. The letter of application, resume, and job application must be prepared by the student member, not the adviser. The adviser should serve as a consultant to ensure that the letter of application and resume are well organized, contain substantiated statements, and are written in business style.

**10. The materials must be postmarked to the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the postmark date will result in the participant’s being disqualified.**

**Conference Requirements**

1. At the State Leadership Conference, participants or the adviser must report to event confirmation in order to draw for a performance time. Participants who are not confirmed will be disqualified.
2. Participants will be scheduled for a ten-minute (10) interview during the preliminary round and a fifteen-minute

(15) interview during the final round conducted by professionals from business. If the participant arrives late, then the participant has the remaining time for the interview in his or her scheduled interview slot.

1. Judges will be provided with a copy of each participant’s application materials.
2. No additional items can be brought into the interview or left with the judges.

### Region Judging

The region adviser, in consultation with the remaining local chapter advisers, will determine whether one panel or separate panels of judges will evaluate the components of this event.

Ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Interview* section on the Interview Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Professional Presentation* section on the Interview Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to understand and respond to interview questions” category within the *Interview* section on the Interview Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

Each component of the event—the application materials (letter of application, resume, and job application) and the interview—uses a separate panel of judges.

Ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Interview* section on the Interview Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Professional Presentation* section on the Interview Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to understand and respond to interview questions” category within the *Interview* section on the Interview Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**JOB INTERVIEW**

##### Interview Rating Sheet

Revised 2013-14

* + - **Preliminary Round  Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Professional Presentation** | | | | | |
| Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile) | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer) | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, takes initiative, and is enthusiastic | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional appearance | 0 | 1–2 | 3–4 | 5 |  |
| **Interview** | | | | | |
| Demonstrates the ability to understand and respond to interview questions | 0 | 1–5 | 6–10 | 11–15 |  |
| Relate previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self) | 0 | 1–5 | 6–10 | 11–15 |  |
| Possess knowledge about the position and career field | 0 | 1–3 | 4–7 | 8–10 |  |
| Possesses excellent communication skills and uses appropriate grammar and uses appropriate length of time to answer questions | 0 | 1–5 | 6–10 | 11–15 |  |
| Participant asks questions that demonstrate interest in organization and understanding of position | 0 | 1–2 | 3–4 | 5 |  |
| **Application Materials** | | | | | |
| Effectiveness of application materials (resume, letter of application, and job application) | 0 | 1–5 | 6–10 | 11–15 |  |
| **Subtotal** | **/100 max.** | | | | |
| **Penalty** Deduct five (5) points if materials are received late or not at all. | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Job Interview

###### Letter of Application/Resume Rating Sheet

|  |
| --- |
| **Evaluation Item** |
| ***Job Application, Letter of Application and Resume*** |
| **\*Clear and concise presentation of facts with logical arrangement** |
| **\*Correct grammar, punctuation, spelling and acceptable business style** |
| **\*Educational/Work preparation** |
| **Total: Job Application, Letter of Application, and Resume /15 max.** |

Name:

Region: School:

Judge’s Signature:

Judge’s Comments:

# Largest Local Chapter Membership

*This award recognizes FBLA chapters who have achieved success in their membership recruiting activities*.

### State Eligibility

Each chapter on record in the PA FBLA State and National offices by January 31 is eligible for this award.

### State Procedure

Determination of state winners is accomplished through a check of state and national membership records as of January 31.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

No winners are eligible for the National Leadership Conference.

# Largest Percentage Increase in Chapter Membership

*This award recognizes FBLA chapters who have achieved success in their membership recruiting activities*.

### State Eligibility

Each chapter on record in the PA FBLA State and National offices by January 31 is eligible for this award.

### State Procedure

1. Determination of state winners is accomplished through a check of state and national membership records as of January 31.
2. Final ranking is determined by dividing the membership increase for the current school year by the previous year’s membership.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

No winners are eligible for the National Leadership Conference.

# LifeSmarts

*The LifeSmarts Competition encourages FBLA members to learn about economics, personal finance, and consumer issues.*

**Business Education Curriculum Standard(s)**:

Business Law; Economics and Personal Finance; Information Technology; Marketing; Management

*Note: FBLA LifeSmarts is sponsored by the LifeSmarts program of the National Consumes League, and the competition is modeled after the LifeSmarts consumer education competition available free of charge to schools across the country through* [*www.lifesmarts.org.*](http://www.lifesmarts.org/) *LifeSmarts focuses on personal finance, consumer rights and responsibilities, technology, the environment, and health and safety. Teams compete online and in live national competitions.*

**Overview**

This event challenges students to integrate multiple areas of business knowledge and skills, using critical-thinking skills and teamwork during competition. Student teams will compete online during fall and spring competitions. Teams will:

* register online
* compete individually, with both team members completing a 60-question quiz across all LifeSmarts topic areas
* demonstrate leadership by completing a team personal finance assessment
* complete a team consumer assessment
* receive a cumulative score after completing all activities
* be ranked against other participating FBLA teams

**2014-2015 Challenge Dates**

Challenge 1: October 20-November 14, 2014

Challenge 2: February 2-27, 2015

### Region Eligibility

There is no region competition.

### State Eligibility

There is no state competition; competition occurs at the national level.

### State Procedure

1. Register online.
2. Schools may participate in both the fall and spring online LifeSmarts Competition.
3. Entries may be an individual or a team of two.
4. A member cannot be on more than one team at a time.
5. Members may participate in other region and state competitive events in addition to participating in the LifeSmarts Competition.
6. No additional members can be added once a team has registered.

### State Judging

There is no state judging.

### State Awards

The top Pennsylvania team or individual from the fall and the spring LifeSmarts Competition will be invited to attend the State Leadership Conference and will be recognized at the SLC Awards Program.

### National Conference Eligibility/Guidelines

According to national guidelines, the top twelve (12) nationally ranked teams from each FBLA LifeSmarts Competition—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at NLC. These twenty-four (24) teams are determined by the standings in the fall and spring FBLA LifeSmarts Competition, which is administered via the Internet during the school year.

At the NLC, teams will compete four times:

* two (2) buzzer matches
* one (1) team activity
* one (1) individual assessment per team member

Scores are cumulative. The top six (6) teams advance to the semifinals, and the two (2) semifinal winners compete in the championship.

In the event that the eligible winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference, if applicable.

# Local Chapter Annual Business Report - *MODIFIED*

### Hamden L. Forkner Award

*Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. 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*.

### Competencies

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the start of the current State Leadership Conference. Projects used for other FBLA reports may be included. The report should include the chapter’s profile, productivity, recognition, and business procedures.

*Report Competencies*

* arrange report in proper business style and logically arranged
* correct spelling and grammar
* describe report development
* explain the local chapter organization and characteristics of the chapter
* document productivity and recognition of the chapter

**Business Education Curriculum Standard(s)**: Communication; Information Technology; Marketing

### State Eligibility

Each local chapter may enter one (1) report. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. This is a chapter recognition event only; therefore, no members qualify to attend the State Leadership Conference as Local Chapter Annual Business Report participants. However, any member who assisted with the preparation of the report is eligible to compete in another individual or team event.

### State Regulations

**Written Report**

1. Report formats **must** follow the same sequence shown on the rating sheet below for this event. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.
2. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn’t adhere to the guidelines.
   1. **Report Covers**
      1. Front cover is **not** counted against the page limit.
      2. Front covers **must** contain the following information: the name of the school, the state, the name of the event, name(s) of students (if applicable) and the year (20xx-20xx).
   2. **Report Contents**
      1. Reports **must** contain a table of contents with page numbers.
      2. Letter to membership by chapter president.
      3. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
      4. Pages must be numbered and must be sized for 8 ½” x 11”.
      5. Reports must not exceed fifteen (15) pages (a title page, divider pages, and appendices are optional and must be included in the page count).
3. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants

to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

1. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the start of the current State Leadership Conference.
2. Penalty points will be given if the written project doesn't adhere to the guidelines.
3. The event is prejudged before the SLC.

### State Procedure

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.
3. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

**Conference Requirements Oral Presentation**

There is no oral presentation at the State Leadership Conference.

### State Judging

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final. Ties will be broken based on the following:

**First Tiebreaker**

* Total points of the *Productivity* section on the rating sheet.

**Second Tiebreaker**

* Total points of the *Report Format* section on the rating sheet.

**Third Tiebreaker**

* Total points of the *Businesslike Procedures* section on the rating sheet.

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning reports at the State Leadership Conference are eligible for entry at the National Leadership Conference.

In the event that the local chapter of the first-, second-, or third-place winning report does not wish to have its report submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* to contact the next eligible award winner about participating at the National Leadership Conference.

**LOCAL CHAPTER ANNUAL BUSINESS REPORT**

##### Report Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Introduction** | | | | | |
| “State of the Chapter” remarks to current members by chapter president   * Number of members * Size of school and community | 0 | 1–3 | 4–7 | 8–10 |  |
| **Activities to Benefit Chapter and Its Members** | | | | | |
| Recruitment activities | 0 | 1–2 | 3–4 | 5 |  |
| Leadership development | 0 | 1–2 | 3–4 | 5 |  |
| Career exploration and preparation | 0 | 1–2 | 3–4 | 5 |  |
| Business partnerships | 0 | 1–2 | 3–4 | 5 |  |
| Chapter fundraising | 0 | 1–2 | 3–4 | 5 |  |
| Public relations activities and chapter publicity | 0 | 1–2 | 3–4 | 5 |  |
| **Activities to Benefit Other Individuals and Organizations** | | | | | |
| State and national projects | 0 | 1–3 | 4–7 | 8–10 |  |
| Other community service projects | 0 | 1–3 | 4–7 | 8–10 |  |
| **Conferences and Recognition** | | | | | |
| Participation in FBLA conferences | 0 | 1–3 | 4–7 | 8–10 |  |
| Other chapter and individual recognitions earned | 0 | 1–3 | 4–7 | 8–10 |  |
| Competitive event winners and participants | 0 | 1–2 | 3–4 | 5 |  |
| **Report Format** | | | | | |
| Clear and concise presentation with logical arrangement of information following the rating sheet categories | 0 | 1–2 | 3–4 | 5 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1–2 | 3–4 | 5 |  |
| Design and graphics are appropriate for purpose | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points each for not adhering to Report Guidelines (maximum of fifteen [15] points):   * cover incorrect  missing table of contents  over fifteen (15) pages  no page numbers  report format does not follow rating sheet  entry labeled incorrectly on the upload | | | | | |
| **Total Points /100 max.** | | | | | |

School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

# Local Market Share Award

*This award recognizes FBLA chapters who have a significant number of members of their school population as members of their FBLA chapter.*

### State Eligibility

Each chapter on record in the PA FBLA State and National offices by January 31 is eligible for this award.

### State Procedure

1. Determination of state winners is accomplished through a check of state and national membership records as of January 31.
2. Final ranking is determined by dividing the total school population/enrollment on January 31 for the current school year by the current year’s membership on January 31.
3. Only those chapters that submit the requested total school population/enrollment by the requested deadline will be considered for this award.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

No winners are eligible for the National Leadership Conference.

# Management Decision Making

*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.*

### Competencies

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies*

* information and communication systems
* human resource management
* financial management
* business operations
* management functions and environment
* business ownership and law
* strategic management
* ethics and social responsibility
* marketing
* economic concepts
* careers

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate the ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Accounting, Business Law, Communication, Economics and Personal Finance, Entrepreneurship, Information Technology, Management

**Case Study Topic**

An interactive case study will be given concerning a problem encountered by managers in one of the following areas: human resource management, financial management, marketing management, or information systems management. Members of the team will assume the role(s) of management and present a solution to the case problem.

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the adviser must confirm the students’ participation in the event. Participants who are not confirmed will be disqualified.
3. In order to qualify for an award, the participants must participate in both the objective test and the performance component or they will be automatically disqualified.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a state committee member.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators.
5. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Performance Component**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified**. **The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**

**2. The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**

1. Twenty minutes (20) before performance, each team will receive the case study.
2. Two (2) 4” x 6” note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
3. No reference materials, visual aids, electronic devices, or equipment may be brought to or used during the preparation or performance.
4. Microphones and podium/lecterns will not be available.
5. Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case.
6. The judges will play the role of the second party in the presentation and will refer to the case for specifics. All team members must actively participate.
7. This is a role play activity.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
9. The oral performances are open to conference attendees, except performing participants of this event.

### Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**MANAGEMENT DECISION MAKING**

##### Performance Rating Sheet

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Problem is understood and well-defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1–5 | 6–10 | 11–15 |  |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1–5 | 6–10 | 11–15 |  |
| Issues presented in case are addressed completely | 0 | 1–3 | 4–7 | 8–10 |  |
| Management’s decision is clear | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Team members show self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| All team members participate actively during the presentation | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Management Information Systems

*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.*

### Competencies

This event is composed of two (2) parts: an objective test and a performance component.

*Objective Test Competencies*

* systems analysis and design
* database management and modeling concepts
* object-oriented analysis and design
* user interfaces
* system controls
* defining system and business requirements

*Performance Competencies*

* answer questions effectively
* demonstrate the ability to make a businesslike presentation
* demonstrate the ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication; Information Technology; Management

**Case Study Topic**

An interactive case study will be given concerning a decision-making problem outlining a small business and its informational environment and needs. Participants will then analyze the situation and recommend an information system solution to address the issues raised.

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

* 1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
  2. At the State Leadership Conference, the adviser must confirm the students’ participation in the event. Participants who are not confirmed be will disqualified.
  3. In order to qualify for an award, the participants must participate in both the objective test and the performance component or they will be automatically disqualified.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance test. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a state committee member.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Performance Component**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified**. **The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code**.
3. Twenty minutes (20) before performance, each team will receive the case study.
4. Two (2) 4” x 6” note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. A flip chart and markers will be provided and can be used during the presentation.
6. No reference materials, electronic devices, or visual aids may be brought to or used during the preparation or performance.
7. Microphones and podium/lecterns will not be available.
8. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. All team members must actively participate.
9. This is a role-play event.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
11. Case study performances are open to conference attendees, except performing participants of this event.

### Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**MANAGEMENT INFORMATION SYSTEMS**

##### Performance Rating Sheet

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Describes the situation | 0 | 1–3 | 4–7 | 8–10 |  |
| Issues a solution or recommendation | 0 | 1–3 | 4–7 | 8–10 |  |
| Uses correct terminology | 0 | 1–3 | 4–7 | 8–10 |  |
| Present effective strategy | 0 | 1–7 | 8–14 | 15–20 |  |
| **Explanation** | | | | | |
| System appropriate for size of business | 0 | 1–3 | 4–7 | 8–10 |  |
| System solution is feasible and realistic given specified time frame | 0 | 1–3 | 4–7 | 8–10 |  |
| Technology is currently available | 0 | 1–3 | 4–7 | 8–10 |  |
| Future needs are considered | 0 | 1–3 | 4–7 | 8–10 |  |
| Information security issues are addressed | 0 | 1–3 | 4–7 | 8–10 |  |
| Meets the needs of the company | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Team members show self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| All team members participate actively during the presentation | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /150 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Final Score /150 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Marketing

*Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing*.

### Competencies

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies*

* basic marketing fundamentals (price, product, place, and promotion)
* economics
* selling and merchandising
* channels of distribution
* marketing, information research and planning
* promotion and advertising media
* legal, ethical, and social aspects of marketing
* e-commerce

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate the ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Entrepreneurship; Marketing

**Case Study Topic**

An interactive case study will be given concerning a marketing problem. Participants will present a solution to the problem.

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

**1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**

1. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
2. There will be no case study at the region level.
3. No other materials or equipment may be used.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the adviser must confirm the students’ participation in the event. Participants who are not confirmed be will disqualified.
3. In order to qualify for an award, the participants must participate in both the objective test and the performance component or they will be automatically disqualified.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance test. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a state committee member.
4. Participants must furnish their own No. 2 pencils and erasers.
5. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Performance Component**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified**. **The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code**.
3. Twenty minutes (20) before performance, each team will receive the case study.
4. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. No reference materials, electronic devices, or visual aids may be brought to or used during the preparation or performance.
6. Microphones and podium/lecterns will not be available.
7. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. All team members must actively participate.
8. This is a role-play event.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
10. Case study performances are open to conference attendees, except performing participants of this event.

### Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**MARKETING**

##### Performance Rating Sheet

* + - Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Problem is understood and well-defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1–5 | 6–10 | 11–15 |  |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1–5 | 6–10 | 11–15 |  |
| Issues presented in case are addressed completely | 0 | 1–3 | 4–7 | 8–10 |  |
| Marketing decision is clear | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| All team members actively participate during the presentation |  | 1-2 | 3-4 | 5 |  |
| Team members show self-confidence, poise, and good voice projection | 0 | 1-2 | 3-4 | 5 |  |
| Team members demonstrate the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty Points** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Microsoft Office User Specialist (Excel)

*A core-level candidate for the Microsoft Excel 2013 exams should have a fundamental understanding of the Excel environment and the ability to complete tasks independently. They should know and demonstrate the correct application of the principle features of the software.*

**Business Education Curriculum Standard(s)**: TBD

**2014-2015 MOS Dates**

September 1, 2014 – March 1, 2015

**Region Eligibility**

There is no region competition.

### State Eligibility

There is no state competition; competition occurs at the national level.

### State Procedure

1. Individuals from active local chapters may participate in the MOS Excel event.
2. FBLA student members must register as a Certiport Testing Candidate and take a Qualifying MOS Certification Exam to participate in the Microsoft Office Specialist (Excel) event.
3. Students may take the test at the local level more than once.
4. Students will take the MOS Excel Core 2013 exam at their schools or test centers.
5. Qualifying tests have associated costs if your school doesn’t have a site license to administer the MOS tests.
6. Members may participate in other region and state competitive events in addition to participating in the MOS Events.
7. To register for the MOS Excel test:
   1. Visit [www.certiport.com.](http://www.certiport.com/)
   2. Login using your username and password.
   3. Select “My Profile” at the top margin of the Certiport page.
   4. Select the “Profile” tab.”
   5. Ensure “Student” is selected under Status.
   6. Select “FBLA” in the Student Organization field (CRITICAL).
   7. Click the “Submit” button at the bottom of the page.

### State Judging

There is no state judging.

### State Awards

The four top Pennsylvania participants scoring the highest and have the least time will be invited to attend the State Leadership Conference and will be recognized at the SLC Awards Program.

### National Conference Eligibility

1. Members must have paid state and national dues at the time the test is taken.
2. Students will be notified at the end of March if they qualify to complete at the National Leadership Conference.
3. If a student qualifies to attend the National Leadership Conference, he/she will take the MOS Excel 2013 Expert exam at the NLC.

In the event that the eligible winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference, if applicable.

# Microsoft Office User Specialist (Word)

*A core-level candidate for the Microsoft Word 2013 exams should have a fundamental understanding of the Word environment and the ability to complete tasks independently. They should know and demonstrate the correct application of the principle features of the software.*

**Business Education Curriculum Standard(s)**: TBD

**2014-2015 MOS Dates**

September 1, 2014 – March 1, 2015

**Region Eligibility**

There is no region competition.

### State Eligibility

There is no state competition; competition occurs at the national level.

### State Procedure

1. Individuals from active local chapters may participate in the MOS Word event.
2. FBLA student members must register as a Certiport Testing Candidate and take a Qualifying MOS Certification Exam to participate in the Microsoft Office Specialist (Word) event.
3. Students may take the test at the local level more than once.
4. Students will take the MOS Word Core 2013 exam at their schools or test centers.
5. Qualifying tests have associated costs if your school doesn’t have a site license to administer the MOS tests.
6. Members may participate in other region and state competitive events in addition to participating in the MOS events.
7. To register for the MOS Word test:
   1. Visit [www.certiport.com.](http://www.certiport.com/)
   2. Login using your username and password.
   3. Select “My Profile” at the top margin of the Certiport page.
   4. Select the “Profile” tab.”
   5. Ensure “Student” is selected under Status.
   6. Select “FBLA” in the Student Organization field (CRITICAL).
   7. Click the “Submit” button at the bottom of the page.

### State Judging

There is no state judging.

### State Awards

The four top Pennsylvania participants scoring the highest and have the least time will be invited to attend the State Leadership Conference and will be recognized at the SLC Awards Program.

### National Conference Eligibility

1. Members must have paid state and national dues at the time the test is taken.
2. Students will be notified at the end of March if they qualify to complete at the National Leadership Conference.
3. If a student qualifies to attend the National Leadership Conference, he/she will take the MOS Word 2013 Expert exam at the NLC.

In the event that the eligible winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference, if applicable.

# Mobile Application Development

*Society is daily moving to a constant feed of communication, transfer of information, and the need to access or process information in a mobile environment. Mobile Applications are necessary to provide users with the ability to be productive while away from their full computers. Mobile Applications can be used as a lite version of something that would be done on a full computer, or they can provide a tool for something that users would only need to do on their phone.*

### Competencies

This event is composed of two (2) parts: a pre-judged mobile application and a performance.

*Pre-Judged Competencies*

* development of program is logical and creative
* code is commented at appropriate points
* interface is a logical arrangement and contains all necessary information
* necessary information
* app runs without error

*Performance Competencies*

* explains content logically and systematically
* understanding of the programming logic and coding is evident
* design process effectively communicated
* tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
* professional appearance
* self-confidence apparent through knowledge of content and articulation of facts
* answer questions effectively

**Business Education Curriculum Standard(s)**: Information Technology; Management

### 2015 Topic

Your school has asked you to write a mobile application announcing activities at your school including dates, times, and contact information. With this app include an events list that retrieves events starting at the current day and extending into the next few months. Include a banner image scroller to this application.

### State Eligibility

Each local chapter may enter two (2) mobile applications. One member or a team of up to 3 members may create the mobile application. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

***In the event of a team entry, no more than one (1) member may have submitted a mobile application for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

The top 10 rated programs from among those submitted will be required to give an oral presentation at the SLC. The Statement of Assurance and event entry form must be submitted with the pre-judged program.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### State Regulations

**Prejudged Mobile Application**

1. The program must address the topic given.
2. The individual or team will research the topic, and then create a mobile application on national topic.
3. The pre-judged submission must include the source code and screen shots of the GUI in PDF format for review.
4. The solution must run standalone with no programming errors.
5. May use one of the following platforms to develop the mobile
   1. Google's AndroidTM,
   2. Apple iOSTM;
   3. Microsoft Windows PhoneTM.
6. The application may not be deployed as a web application delivered over HTTP.
7. The application may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
8. The application must be presented to the judges (projection equipment may be used).
9. The application need not to be available for download for a digital-distribution multimedia-content service such as Google PlayTM, Apple Store, or Microsoft.
10. The prejudged submission must include the source code and screen shots of the GUI in PDF format for review.
11. Program produced for this event must be prepared by the participant(s) without help from other programmers or teachers.

### State Procedure

1. The event consists of two parts: (1) submission of mobile application, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
   2. Statement of Assurance.
2. Mobile applications must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
3. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.

Oral Presentation

1. The top ten (10) individuals or teams will be scheduled for a final presentation at the SLC.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. Internet, a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be available via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
5. Visual aids and samples related to the project may be used (including a mobile device with the App loaded); however, no items may be left with the judges or audience.
6. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
7. All individuals or team members are expected to actively participate in the performance.
8. Individuals or teams will have seven (7) minutes to describe the program, address copyright laws, explain development software used, and explain the features and functionality.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
11. The performance is open to all conference attendees, except performing participants of this event.
12. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the pre-judged program in order to determine the top 10 finalists for the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Game Concept and Design Evaluation* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the "Fully addresses concept and topic" category within the *Game Concept and Design Evaluation* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Instructions clear and application can be loaded on phone" category within the

*Program Usability and Support* section on the Production Rating Sheet.

If there is a tie after the pre-judged program portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Production* Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Demonstrates the ability to effectively answer questions” section within the *Delivery*

section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the program at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the local chapter of the first-, second-, or third-place winning program cannot attend the National Leadership Conference or does not wish to have its program submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**MOBILE APPLICATION DEVELOPMENT**

**Production Rating Sheet**

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not Demonstrated** | **Does Not Meet Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Points Earned** |
| **Program Usability and Support** | | | | | |
| Code packaged and readme file included with instructions for testing application | 0 | 1–3 | 4–7 | 8–10 |  |
| Program launches and is functional on appropriate IDE (Xcode, Eclipse, Visual Studio). | 0 | 1–3 | 4–7 | 8–10 |  |
| **Design Evaluation** | | | | | |
| Fully addresses concept and topic | 0 | 1–5 | 6-10 | 11-15 |  |
| Graphics are appropriate and consistent for concept and age group | 0 | 1–3 | 4–7 | 8–10 |  |
| Incorporates social media elements as appropriate to topic | 0 | 1–3 | 4–7 | 8–10 |  |
| ICON appropriate for application | 0 | 1–3 | 4–7 | 8–10 |  |
| Utilizes MVC and navigation is clear | 0 | 1–3 | 4–7 | 8–10 |  |
| Application is bug free and does not crash | 0 | 1–3 | 4–7 | 8–10 |  |
| Code is well written and logically designed | 0 | 1–5 | 6-10 | 11-15 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points).   * Statement of Assurance not received  media labeled incorrectly | | | | | |
| **Total Points /100 max** | | | | | |

|  |  |  |
| --- | --- | --- |
| Name: |  |  |
| School: |  | Region: |
| Judge’s Signature: |  | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Preliminary Round**  **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not Demonstrated** | **Does Not Meet Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Points Earned** |
| **Content** | | | | | |
| Describes the scenario | 0 | 1–2 | 3–4 | 5 |  |
| Describes the planning process used to design the application | 0 | 1–3 | 4–7 | 8–10 |  |
| Describes application documentation | 0 | 1–2 | 3–4 | 5 |  |
| Describes input/output and application parameters | 0 | 1–5 | 6–10 | 11–15 |  |
| Describes how the application flows | 0 | 1–7 | 8–14 | 15–20 |  |
| Describes application template or structure | 0 | 1–5 | 6–10 | 11–15 |  |
| Describes the usefulness of the application | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for materials left |  |  |  |  |  |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /100 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/200 max.** | | | | | |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

# Network Design

*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.*

### Competencies

This event is composed of two (2) parts: an objective test and performance.

*Objective Test Competencies*

* network installation—planning, configuration, and topology
* problem solving and troubleshooting
* network administrator functions
* configuration of Internet resources
* backup and disaster recovery
* configuring network resources and services

*Performance Competencies*

* analyze the computing environment and needs
* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate the ability to work as a team
* demonstrate an understanding of the case and explaining recommendations
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* display self confidence through knowledge of content and the articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication; Information Technology; Management

**Case Study Topic**

An interactive case study will be given outlining a small organization and its computing environment and needs. Participants will then be required to analyze the situation and recommend a network solution to address the issues raised in the case study.

### Region Eligibility

Each chapter may enter one team of two to three (2-3) members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA- PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place teams whose participants are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed be will disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a member of the state committee.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Performance Component**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified**. **The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**
3. Twenty (20) minutes before performance, each team will receive the case study.
4. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and presentation of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. Teams will be provided with a flip chart and markers on which to present their proposed solution.
6. No reference materials, equipment, electronic devices, or visual aids (other than those created during the preparation times) may be brought to or used during the preparation or presentation. No electronic devices may be brought to or used during the preparation or presentation.
7. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case.
8. The judges will play the role of the second party in the presentation and refer to the case for specifics.
9. This is a role play activity.
10. Teams should introduce themselves, describe the situation, make their recommendations, and summarize the case study. All team members must actively participate in the presentation.
11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
12. Final performances are open to conference attendees, except performing participants of this event.

### Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place teams at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the program at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the local chapter of the first-, second-, or third-place teams cannot attend the National Leadership Conference or does not wish to have its program submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**NETWORK DESIGN**

##### Performance Rating Sheet

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Describes the situation | 0 | 1–3 | 4–7 | 8–10 |  |
| Resolves problem | 0 | 1–5 | 6–10 | 11–15 |  |
| Use correct terminology | 0 | 1–5 | 6–10 | 11–15 |  |
| Presents an effective strategy | 0 | 1–10 | 11–20 | 21–30 |  |
| **Technology** | | | | | |
| System appropriate for size of business | 0 | 1–5 | 6–10 | 11–15 |  |
| Technology is currently available or being developed | 0 | 1–3 | 4–7 | 8–10 |  |
| Future needs are considered | 0 | 1–3 | 4–7 | 8–10 |  |
| Meets the needs of the company | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–2 | 3-4 | 5 |  |
| Team members demonstrate self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| All team members participate actively during the presentation | 0 | 1–3 | 4–7 | 8–10 |  |
| Team members demonstrate the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /150 max.** | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /150 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Networking Concepts

*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*.

### Competencies

*Objective Test Competencies*

* general network terminology and concepts
* network operating system concepts
* equipment for network access (firewall, DSU/CSU, T1, WiFi, etc.)
* OSI model and functionality
* network topologies and connectivity
* network security

**Business Education Curriculum Standard(s)**: Information Technology; Management

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. Students must furnish their own pencil.
3. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Outstanding Adviser Award

*This award honors a local chapter FBLA adviser who has demonstrated outstanding service to PA FBLA*.

### State Eligibility

Each chapter may nominate its own local adviser or another school’s adviser. In order to be considered for this award, the adviser must have served at least five consecutive years as a chapter adviser. An individual who won this award may not be nominated again until an additional ten years have passed.

### State Regulations

1. The chapter must complete the Outstanding Adviser Award Criteria, including all documentation, which is posted on the PA FBLA web site.
2. One copy of the Outstanding Adviser Award Criteria and the event entry form, which is posted on the PA FBLA web site, must be mailed to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### State Procedure

1. Winners will be selected based on the information submitted on the Outstanding Adviser Award Criteria.
2. Final ranking is determined by totaling the points on the Outstanding Adviser Award Criteria.

### State Awards

The state chapter will present one (1) award at the State Leadership Conference.

The sponsor of this event shall be approved annually by the Board of Directors with the following conditions:

1. The sales representative of the sponsor may present the plaque at the SLC.
2. He/she may present a check to the outstanding adviser.
3. The Executive Committee shall be responsible for developing and approving the criteria.
4. The Outstanding Adviser Criteria shall be the basis for selecting the outstanding adviser.
5. Any plaque preparation shall be done by FBLA.
6. If the sponsor is not willing to adhere to these guidelines, the PA FBLA Executive Director/State Chairman has the authority to seek another sponsor provided the sponsor adheres to the same guidelines.

### National Conference Eligibility

The award winner will be nominated for recognition at the National Leadership Conference.

# Parliamentary Procedure

**Dorothy L. Travis Award**

*The Dorothy L. Travis Award recognizes FBLA members who demonstrate knowledge of the principles of parliamentary procedure. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance*.

**Competencies**

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies*

* parliamentary procedure principles
* FBLA Bylaws

Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section of the exam will be drawn from NAP's official test bank.

*Performance Competencies*

* demonstrate critical thinking and problem solving
* exhibit good communication skills
* effectively present the case
* all team members should contribute to presentation

**Business Education Curriculum Standard(s)**: Communication

**Case Problem**

The case problem 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*.

### Region Eligibility

Each chapter may enter one team of four or five members—a president, a vice president, secretary, treasurer, and an additional member--who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Two team members may repeat and may have entered this event at a previous Region Leadership Conference****.*

**If any of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-place teams whose participants are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**Two team members may repeat and may have entered this event at a previous Region Leadership Conference**.

**If any of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If the eligible winning team(s) cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. Each team member will take a one-hour written objective test based on the Competencies section listed in these guidelines. The team score is determined by averaging the scores of its members. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. There will be no performance at the region level.
2. No other materials or equipment may be used.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires four rooms—a holding/sequestering room, a preparation room, a minutes preparation room, and a delivery room.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified from this event.
3. If advancing to the final found, participants are required to complete both parts to be eligible to win an award.

**Objective Test**

1. Each member of the team will take a one-hour written objective test based on the Competencies section listed in these guidelines. The team score is determined by averaging the scores of its members. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. The team score is determined by averaging the scores of its members. The ten (10) teams with the highest score will be scheduled for a performance test. The ten (10) highest scoring teams will be posted after the Opening General Session. The order of performance will be drawn at random by a member of the state committee.
4. No other materials or equipment may be used.

**Performance**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room and the team will be disqualified if it falls below the minimum number of required participants on the team. The team will not receive any instructions if the participants arrive after instructions have been given by the event administrator. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the holding/sequestering area until he or she is in compliance**.
3. Twenty (20) minutes before the performance, each team will receive the case study.
4. The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself.
5. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer’s report, and a copy of the minutes from a preceding meeting. Participants are not to write on the copy of the problem.
6. 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 problem must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance, the secretary will take notes, but the notes will not be transcribed into minutes.
7. No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
8. The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
9. Performance time may be from nine (9) to eleven (11) minutes. At the end of eight (8) minutes, a timekeeper will stand until noticed and hold up a colored time card. At eleven (11) minutes, the timekeeper will stand and hold up a colored time card indicating that time is up.
10. When each team is finished, the time used will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes and over eleven (11) minutes.
11. Performances are open to conference attendees, except performing participants of this event.
12. Final rank will be determined by the performance score only.

### Region and State Judging

**The team score is determined by averaging the scores of its members.**

In the event there is a tie in the team score, the following procedure will be used:

All objective tests will be graded and the team average calculated through the online test service. The team average will be taken out as many decimal places as needed to break a tie.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of the event will be evaluated by a panel of judges. Judges’ decisions will be based on

*Robert’s Rules of Order Newly Revised, 11th Edition*. All decisions of the judges are final. Final rank will be determined by the performance score only.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place winners cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**PARLIAMENTARY PROCEDURE**

##### Performance Rating Sheet

**Motions:** *Deduct one (1) point for each mistake in each classification.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Value** | **Score** |
| **Motions Classification** | **Comments** |  |  |
| Main |  | 6 |  |
| Subsidiary |  | 6 |  |
| Privileged |  | 6 |  |
| Incidental |  | 6 |  |
| Bring Again |  | 6 |  |
| **Motions Performance Subtotal** | | |  |
| **Business of the Meeting** | | | |
| Problem quality (concise, complete, clear, germane) | | 15 |  |
| Directions followed | | 5 |  |
| Other business quality | | 10 |  |
| **Business of the Meeting Performance Subtotal** | | |  |
| **General Parliamentary Procedure** | | | |
| Proper order of business | | 10 |  |
| Proper use of parliamentary terms | | 10 |  |
| Clarity of expression and voice projection | | 5 |  |
| Impartiality of presiding official | | 5 |  |
| Initiative of members | | 5 |  |
| Poise, dignity, and appearance | | 5 |  |
| **General Parliamentary Procedure Performance Subtotal** | | |  |
| **Subtotal /100 max.** | | | |
| **Time Penalty** Deduct one (1) point per full half minute under 9:00 minutes or over 11:00 minutes. No penalty for times of 8:31 to 11:29. Time: | | | |
| **Penalty** Deduct five (5) points for failure to follow directions | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | |
| **Final Score /100 max.** | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Partnership with Business Project

*This event recognizes FBLA chapters that develop and implement the most innovative, creative, and effective partnership plan. The purpose of this project is to learn about a business through communication and interaction with the business community*.

### Competencies

This report describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about successful businesses. The event should not be a chapter fundraising project.

This event consists of two (2) parts: pre-judged report, and performance.

*Project Competencies*

* arrange report logically and in proper business style
* demonstrate good written communication skills
* describe project development and implementation

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**:

Career Development; Communication; Entrepreneurship; Information Technology; Management

### State Eligibility

Each local chapter may enter one (1) report. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year.

The top 10 rated reports from among those submitted will be required to give an oral presentation at the SLC. For the oral presentation, one to three (1-3) members from each chapter may be part of the team to present that oral presentation. Those members may already be qualified to compete at the SLC in another event, or the chapter may choose other members to attend the SLC to participate in this oral presentation.

### State Regulations

**Pre-Judged Written Report**

1. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format**.**
2. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn’t adhere to the report cover and report contents guidelines.
   1. **Report Covers**
      1. Front cover is **not** counted against the page limit.
      2. Front covers **must** contain the following information: the name of the school, the state, name of the event, name(s) of students (if applicable) and the year (20xx-20xx).
   2. **Report Contents**
      1. A one-page description of the plan should be the first page of the report.
      2. Reports **must** contain a table of contents with page numbers.
      3. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
      4. Pages must be numbered and must be sized for 8 ½” x 11.”
      5. Reports must not exceed fifteen (15) pages excluding the front cover and the description (a title page, divider pages, and appendices are optional and must be included in the page count).
3. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
4. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
5. Penalty points will be given if the written project doesn’t adhere to the guidelines.
6. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
7. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the start of the current State Leadership Conference.

### State Procedure

1. For the final round, the event consists of two parts: (1) submission of a pre-judged report, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.
3. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

**Oral Presentation**

1. The top ten (10) individuals or teams will be scheduled for a final presentation at the SLC.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. A maximum of three (3) members may represent the chapter in making the oral presentation. The members may already be qualified to attend the SLC in another competitive event, or the chapter may choose 1-3 additional members to attend the SLC to make the presentation.
4. Participation in a chapter event oral presentation will not preclude a member from competing in an individual or team competitive event. The chapter adviser must check the conference schedule to make sure all participants have no conflicts with other competitive events.
5. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
6. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
7. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
8. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
9. All individuals or team members are expected to actively participate in the performance.
10. Teams will have seven (7) minutes to describe the project and the results obtained.
11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
12. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
13. The performance is open to all conference attendees, except performing participants of this event.
14. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Projects that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets, a panel of judges selects the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Implementation* section on the Report Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Report Format* section on the Report Rating Sheet.

**Third Tiebreaker**

* + Total points of the "Description of the planning activities used to build a partnership" category in the Development section of the Report Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Report* Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the "Demonstrates ability to effectively answer questions" category in the *Delivery* section of the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second- and third-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the project at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the local chapter of the first-, second-, or third-place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**PARTNERSHIP WITH BUSINESS PROJECT**

##### Report Rating Sheet

Revised 2013-14

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Report Content** | | | | | |
| **Development**  Description of the partnership goals | 0 | 1–2 | 3–4 | 5 |  |
| Description of the planning activities used to build a partnership | 0 | 1–3 | 4–7 | 8–10 |  |
| Roles of business leaders and chapter members in developing the partnership | 0 | 1–2 | 3–4 | 5 |  |
| **Implementation**  Description of the activities implemented to learn concepts of business operations | 0 | 1–5 | 6–10 | 11–15 |  |
| Roles of business leaders and chapter members in implementing the project | 0 | 1–3 | 4–7 | 8–10 |  |
| Results, concepts learned, and impact of the project provided | 0 | 1–5 | 6–10 | 11–15 |  |
| Degree of involvement (e.g., hours spent, personal contact, and executives and department heads contacted) | 0 | 1–3 | 4–7 | 8–10 |  |
| Examples of publicity and recognition received as a result of the partnership | 0 | 1–2 | 3–4 | 5 |  |
| **Report Format** | | | | | |
| Clear and concise presentation with logical arrangement of information following the rating sheet categories | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional report design appropriate to audience | 0 | 1–2 | 3–4 | 5 |  |
| Correct grammar, punctuation, spelling, and acceptable business style | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Penalty Points** Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):   * cover incorrect  missing table of contents  over fifteen (15) pages  no page numbers  report format does not follow rating sheet  entry labeled incorrectly on the upload | | | | | |
| **Total Points /100 max.** | | | | | |

|  |  |
| --- | --- |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
  + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Description of project development and strategies used to implement the partnership | 0 | 1–7 | 8–14 | 15–20 |  |
| Degree of chapter member involvement in the project | 0 | 1–5 | 6–10 | 11–15 |  |
| Explain roles of business leaders and chapter members in implementing the project | 0 | 1–5 | 6–10 | 11–15 |  |
| Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting) | 0 | 1–5 | 6–10 | 11–15 |  |
| Evidence of publicity received | 0 | 1–2 | 3–4 | 5 |  |
| Student evaluation of project effectiveness | 0 | 1–2 | 3–4 | 5 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, assertiveness, and good projection | 0 | 1-2 | 3-4 | 5 |  |
| Demonstrates ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Report Score /100 max.** | | | | | |
| **Final Score** (add total points and report score) **/200 max.** | | | | | |

|  |  |
| --- | --- |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Personal Finance

*Financial literacy is essential in meeting the financial challenges of the 21st century. 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.*

### Competencies

*Objective Test Competencies*

* credit and debit
* earning a living (income and taxes)
* managing budgets and finance
* saving and investing
* banking and insurance
* financial principles related to personal decision making
* buying goods and services

**Business Education Curriculum Standard(s)**: Economics and Personal Finance

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# Public Service Announcement

*Public service ads (PSA) or public service announcements are basic messages to the public that raise awareness on a specific social issue. This event recognizes FBLA members who demonstrate the ability to research a topic (issue) and create an original and informative thirty (30) second PSA video, raising awareness and/or evoking a changed attitude toward the issue.*

### Competencies

This event is composed of three (3) parts: a pre-judged public service announcement, script, and a performance.

*Pre-Judged Competencies*

* document addresses topic and is appropriate for the audience
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* identify the basic functions and resources for editing an audio/video production
* required information is effectively communicated
* copyright laws followed

*Performance Competencies*

* explain content logically and systematically
* communicate the design process
* explain the tips, techniques, and tools used
* demonstrate good voice quality and diction
* display self-confidence though knowledge of content and articulation of ideas
* answer questions effectively

**Business Education Curriculum Standard(s)**: Information Technology; Management

**2015 Topic**

Green Teens: Produce a PSA that points out simple life changes teens can make that will impact our environment in a positive way.

### State Eligibility

Each local chapter may enter two (2) public service announcements. One member or a team of up to 3 members may create the mobile application. The local chapter must be on record in the Pennsylvania state and the FBLA- PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

***In the event of a team entry, no more than one (1) member may have submitted a mobile application for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

The top 10 rated PSAs from among those submitted will be required to give an oral presentation at the SLC. The Statement of Assurance and event entry form must be submitted with the pre-judged program.

At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.

### State Regulations

**Prejudged Public Service Announcement**

1. The program must address the topic given.
2. Participants must research and form an objective on the given topic (social issue).
3. The public service announcement should be 30 seconds in length and a script is required.
4. The production may use any method to capture or create moving images.
5. Members are expected to follow all copyright laws.

### State Procedure

1. The event consists of three (3) parts: (1) submission of public service announcement, (2) script, and (3) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

**Preconference Requirements**

1. The participant(s) must submit the following items:
   1. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
   2. Statement of Assurance.
2. Public service announcements must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
3. The script must be uploaded as well with the participant's name(s), state, school, and event title.
4. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at** [**www.pafbla.org/importantdates.php,**](http://www.pafbla.org/importantdates.php) **which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified**.

Oral Presentation

1. The top ten (10) individuals or teams will be scheduled for a final presentation at the SLC.
2. Presentation of the entry must be conducted by participants who authored the event.
3. The presentation is an explanation of the topic research, script development, and video production.
4. The PSA must be shown to the judges. The presentation should include, but not limited to: 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.
5. Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.
6. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
7. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
8. The chapter must provide the computer for the event. Internet, a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be available via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
9. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
10. All team members are expected to actively participate in the performance.
11. Individuals or teams will have five (5) minutes to describe the project and show their video.
12. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
13. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
14. The performance is open to all conference attendees, except performing participants of this event.
15. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the pre-judged program in order to determine the top 10 finalists for the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the “Audio and visual elements coordinated and complimentary" category within the *Video Presentation* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the “Presentation includes an effective opening, body, and conclusion" category within the

*Video Presentation* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Topic (social issue) fully and properly researched and demonstrated in video" category within the *Video Presentation* section on the Production Rating Sheet.

If there is a tie after the pre-judged program portion and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Video Presentation* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Thoughts and statements are well-organized and clearly stated; appropriate business language used” section within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning PSA at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a five-minute (5) oral presentation of the program at the NLC. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

At the national level, this event isn’t prejudged; competitors just need to submit the script.

In the event that the local chapter of the first-, second-, or third-place winning PSA cannot attend the National Leadership Conference or does not wish to have its program submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**PUBLIC SERVICE ANNOUNCEMENT**

##### Production Rating Sheet

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Video Presentation** | | | | | |
| Audio and visual elements coordinated and complimentary | 0 | 1–5 | 6–10 | 11–15 |  |
| Video is clear and concise (does not exceed 30 seconds) | 0 | 1–5 | 6–10 | 11–15 |  |
| Presentation includes an effective opening, body, and conclusion | 0 | 1–5 | 6–10 | 11–15 |  |
| Proper Use of Video Technology   * Video uses multiple camera angles * Video is smooth and steady * Video is in focus | 0 | 1–5 | 6–10 | 11–15 |  |
| Topic (social issue) fully and properly researched and demonstrated in video | 0 | 1–5 | 6–10 | 11–15 |  |
| Elements included in PSA video are suitable, appropriate, and directed towards a specific audience | 0 | 1–5 | 6–10 | 11–15 |  |
| Video is effective at informing and/or evoking a changed attitude towards the issue | 0 | 1–5 | 6–10 | 11–15 |  |
| Presentation shows creativity and originality | 0 | 1–5 | 6–10 | 11–15 |  |
| Transitions are effective and appealing | 0 | 1–3 | 4–7 | 8–10 |  |
| Audio Editing   * Good quality * Appropriate volume | 0 | 1–3 | 4–7 | 8–10 |  |
| Titles and graphics enhance overall quality of presentation | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /150 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over five (5) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /150 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Video Presentation** | | | | | |
| Topic (social issue) fully and properly researched and demonstrated in video | 0 | 1–3 | 4–7 | 8–10 |  |
| Video is clear and concise (does not exceed 30 seconds) | 0 | 1–3 | 4–7 | 8–10 |  |
| Elements included in PSA video are suitable, appropriate, and directed towards a specific audience | 0 | 1–3 | 4–7 | 8–10 |  |
| Audio and visual elements coordinated and complimentary | 0 | 1–5 | 6–10 | 11–15 |  |
| Video is effective at informing and/or evoking a changed attitude towards the issue | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation shows creativity and originality | 0 | 1–3 | 4–7 | 8–10 |  |
| Presentation includes an effective opening, body, and conclusion | 0 | 1–5 | 6–10 | 11–15 |  |
| Transitions are effective and appealing | 0 | 1–3 | 4–7 | 8–10 |  |
| Audio Editing   * Good quality * Appropriate volume | 0 | 1–5 | 6–10 | 11–15 |  |
| Proper Use of Video Technology   * Video uses multiple camera angles * Video is smooth and steady * Video is in focus | 0 | 1–5 | 6–10 | 11–15 |  |
| Titles and graphics enhance overall quality of presentation | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Thoughts and statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–2 | 3–4 | 5 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /150 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over five (5) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /150 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

**376**

**Public Speaking I**

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

### Competencies

The content of the four-minute (4) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

*Performance Competencies*

* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication

### Region Eligibility

Each local chapter may enter one participant. The participant must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event. Students are not permitted to compete in this event if they have previously competed in Public Speaking II.***

**Only members enrolled in grades 9 and 10 as of May 20 of the current school year are eligible.**

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-place winner who is a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition.
2. All participants in this event must report at the event time listed in the program. **If a participant is late to his or her regularly scheduled performance time, the participant will be permitted to perform in the remaining time in his or her regularly scheduled time slot.**

**3. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the performance area until he or she is in compliance.**

1. The speech should be four (4) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.
2. Each participant’s speech must be the result of his or her own efforts. Facts and working data may be secured from any source. The speech must be prepared by the student member, not advisers. Local advisers should serve as consultants to ensure that the speech is well organized, contains substantiated statements, and is written in a business style.
3. When delivering the speech, the participant may use notes prepared before the event.
4. No visual aids may be used.
5. Microphones and podiums/lecterns will not be available.
6. At the end of three (3) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at four (4) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29.
7. All performances are open to conference attendees except performing participants of this event.

### State Procedure

The following procedures must be used:

1. There will be two rounds of competition—a preliminary round and a final round.
2. A **preliminary round** will be held to determine the top individuals in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) individuals will be posted and will compete in the final round.
3. The following procedures will be followed during the **final round**:
   * The order of performance will be drawn at random by a member of the state committee.
4. The adviser must report to event confirmation to verify the competitor’s participation in this event. Participants not confirmed will be disqualified from the event.
5. All participants in this event must report at the event time listed in the program for instructions. **If a participant is late to his or her regularly scheduled performance time, the participant will be permitted to perform in the remaining time in his or her regularly scheduled time slot.**
6. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the performance area until he or she is in compliance.**
7. The speech should be four (4) minutes in length of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.
8. Each participant’s speech must be the result of his or her own efforts. Facts and working data may be secured from any source. The speech must be prepared by the student member, not advisers. Local advisers should serve as consultants to ensure that the speech is well organized, contains substantiated statements, and is written in a business style.
9. When delivering the speech, the participant may use notes prepared before the event.
10. No visual aids may be used.
11. Microphones and podium/lecterns will not be available.
12. At the end of three (3) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at four (4) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29.
13. All performances will be open to conference attendees except performing participants of this event.

### Region and State Judging

A panel of judges will evaluate speeches used the published Performance Rating Sheet. All decisions of the judges are final.

Ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Organization* section on the Performance Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Delivery* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Obvious incorporation of FBLA-PBL goals” category in the *Content* section of the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of 10 awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winners cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**PUBLIC SPEAKING I**

##### Performance Rating Sheet

* + - **Preliminary Round  Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Obvious incorporation of FBLA-PBL goals | 0 | 1–3 | 4–7 | 8–10 |  |
| Memorable central theme stated and repeated | 0 | 1–3 | 4–7 | 8–10 |  |
| Supporting information is accurate and appropriate | 0 | 1-2 | 3-4 | 5 |  |
| **Organization** | | | | | |
| Immediate introduction of topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Strong support (body) for topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Effective and memorable conclusion | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Extemporaneous delivery; i.e., not merely read from a script or notes | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm) | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrate self-confidence, poise, eye contact, and appropriate gestures | 0 | 1–2 | 3–4 | 5 |  |
| Presentation is sincere, engaging, interesting, original, creative, and convincing | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Public Speaking II

*This event recognizes FBLA members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantial speech*.

### Competencies

The content of the five-minute (5) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

*Performance Competencies*

* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* display self confidence through knowledge of content and articulation of ideas
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication

### Region Eligibility

Each local chapter may enter one participant. The participant must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-place winner who is a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. There will be only one round of competition.

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the performance area until he or she is in compliance.**

1. The speech should be five (5) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.
2. Each participant’s speech must be the result of his or her own efforts. Facts and working data may be secured from any source. The speech must be prepared by the student member, not advisers. Local advisers should serve as consultants to ensure that the speech is well organized, contains substantiated statements, and is written in a business style.
3. When delivering the speech, the participant may use notes prepared before the event.
4. No visual aids may be used.
5. Microphones and podium/lecterns will not be available.
6. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 4:31 or over 5:29.
7. All performances can be open to conference attendees except performing participants of this event.

### State Procedure

The following procedures must be used:

1. There will be two rounds of competition—a preliminary round and a final round.
2. A **preliminary round** will be held to determine the top individuals in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
   * The order of performance will be drawn at random by a member of the state committee.
   * In preliminary rounds, the competitive events coordinator has the discretion to determine if there will be 1, 2, or 3 rooms and from each group an equal number of participants will advance to the final round.
   * Based on the judges’ scores, up to twelve (12) individuals will be posted and will compete in the final round.
3. The following procedures will be followed during the final round:
   * The order of performance will be drawn at random by a member of the state committee.
4. The adviser must report to event confirmation to verify the competitor’s participation in this event. Participants not confirmed will be disqualified from the event.
5. All participants in this event must report at the event time listed in the program for instructions. **If a participant is late to his or her regularly scheduled performance time, the participant will be permitted to perform in the remaining time in his or her regularly scheduled time slot.**

**6. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the performance area until he or she is in compliance.**

1. The speech should be five (5) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.
2. Each participant’s speech must be the result of his or her own efforts. Facts and working data may be secured from any source. The speech must be prepared by the student member, not advisers. Local advisers should serve as consultants to ensure that the speech is well organized, contains substantiated statements, and is written in a business style.
3. When delivering the speech, the participant may use notes prepared before the event.
4. No visual aids may be used.
5. Microphones and podium/lecterns will not be available.
6. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 4:31 or over 5:29.
7. All performances will be open to conference attendees except performing participants of this event.

### Region and State Judging

A panel of judges will evaluate speeches used the published Performance Rating Sheet. All decisions of the judges are final.

Ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Organization* section on the Performance Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Delivery* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Obvious incorporation of FBLA-PBL goals” category in the *Content* section of the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of 10 awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winners cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**PUBLIC SPEAKING II**

**Performance Rating Sheet**

* + - **Preliminary Round  Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Obvious incorporation of FBLA-PBL goals | 0 | 1–3 | 4–7 | 8–10 |  |
| Memorable central theme stated and repeated | 0 | 1–3 | 4–7 | 8–10 |  |
| Supporting information is accurate and appropriate | 0 | 1-2 | 3-4 | 5 |  |
| **Organization** | | | | | |
| Immediate introduction of topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Strong support (body) for topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Effective and memorable conclusion | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Extemporaneous delivery; i.e., not merely read from a script or notes | 0 | 1–3 | 4–7 | 8–10 |  |
| Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm) | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrate self-confidence, poise, eye contact, and appropriate gestures | 0 | 1–2 | 3–4 | 5 |  |
| Presentation is sincere, engaging, interesting, original, creative, and convincing | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name: |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Sales Presentation - New

*Using technology to support a presentation can significantly enhance a business leader’s effectiveness in selling techniques, merchandise knowledge, and knowing the audience. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective sales presentation while using multimedia presentation technology*.

### Competencies

*Performance Competencies*

* demonstrate ability to make a businesslike presentation
* demonstrate proficiency in selling techniques
* demonstrate knowledge of merchandise
* demonstrate presentation skills to the customer
* demonstrate effective verbal communication skills
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Marketing

### State Eligibility

Each local chapter may enter two (2) presentations. Entries are to be created by an individual member. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### State Regulations

**Procedure—Prejudged Projec**t

1. Student member, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Participant will sell a product or concept of their choice to the judges.
3. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site.
4. In addition to the event entry form, a Statement of Assurance should be submitted with entry which includes the documentation needed including software used, sources of information, copyright notations, instructions for running project, and template used.
5. Presentations must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
6. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.
7. Entries will be judged according to the rating sheet.
8. Presentations should be no more than seven (7) minutes in length.

**Procedure – Final Round**

1. The event consists of two parts: (1) submission pre-judged presentation, and (2) oral presentation.
2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.

**Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals will be selected to make an oral presentation at the State Leadership Conference.
2. Participant(s) may use a presentation software program as an aid in delivering the business presentation.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
6. All individuals or team members are expected to actively participate in the performance.
7. Seven (7) minutes will be given to deliver the presentation.
8. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
11. The performance is open to all conference attendees, except performing participants of this event.
12. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets, a panel of judges selects the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Approach* section on the Pre-Judged Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Product Presentation* section on the Pre-Judged Rating Sheet.

**Third Tiebreaker**

* + Total points of the *Suggestion Selling* section on the Pre-Judged Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Pre-Judged *R*ating Sheet.

**Second Tiebreaker**

* + Total points of the *Handling Objections* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the *Closing* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second- and third-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

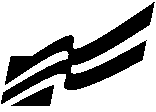
In the event that the first-, second-, or third-place winner(s) cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**SALES PRESENTATION**

##### Pre-Judged Rating Sheet

New 2014-2015

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Approach** | | | | | |
| Suitable opening statement or remark | 0 | 1–2 | 3–4 | 5 |  |
| Direct customer’s attention to merchandise | 0 | 1–2 | 3–4 | 5 |  |
| **Product Presentation** | | | | | |
| Questions involved customer | 0 | 1–5 | 6–10 | 11–15 |  |
| Analyze and determine customer needs | 0 | 1–5 | 6–10 | 11–15 |  |
| Interest in customer as an individual | 0 | 1–5 | 6–10 | 11–15 |  |
| Adequate knowledge of product features | 0 | 1–5 | 6–10 | 11–15 |  |
| Creates interest and desire for product | 0 | 1–5 | 6–10 | 11–15 |  |
| Benefits matched to customer needs | 0 | 1–3 | 4–7 | 8–10 |  |
| **Suggestion Selling** | | | | | |
| Suggestion selling used | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to guidelines [maximum (10) points]:   * Statement of Assurance not received  entry labeled incorrectly on the upload | | | | | |
| **Final Score /100 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

*New 2014-15*

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Approach** | | | | | |
| Suitable opening statement or remark | 0 | 1–2 | 3–4 | 5 |  |
| Direct customer’s attention to merchandise | 0 | 1–2 | 3–4 | 5 |  |
| **Product Presentation** |  |  |  |  |  |
| Questions involved customer | 0 | 1–3 | 4–7 | 8–10 |  |
| Analyze and determine customer needs | 0 | 1–3 | 4–7 | 8–10 |  |
| Interest in customer as an individual | 0 | 1–3 | 4–7 | 8–10 |  |
| Adequate knowledge of product features | 0 | 1–3 | 4–7 | 8–10 |  |
| Creates interest and desire for product | 0 | 1–3 | 4–7 | 8–10 |  |
| Benefits matched to customer needs | 0 | 1–3 | 4–7 | 8–10 |  |
| **Suggestion Selling** | | | | | |
| Suggestion selling used | 0 | 1–3 | 4–7 | 8–10 |  |
| **Handling Objections** | | | | | |
| Welcomes and listens to all objections | 0 | 1–2 | 3–4 | 5 |  |
| **Closing** | | | | | |
| Takes advantages of customer reactions | 0 | 1–2 | 3–4 | 5 |  |
| Handles and overcomes objections with respect | 0 | 1–2 | 3–4 | 5 |  |
| Closes the sale | 0 | 1–2 | 3–4 | 5 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Final Score /100 max.** | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Securities and Investments - New

*Financial literacy and planning for the financial future is an integral part of an business leader.*

### Competencies

*Objective Test Competencies*

* investment fundamentals
* personal investing
* retirement and estate planning
* financial services industry
* financial assets and markets
* financial services regulation
* stock market
* mutual funds

**Business Education Curriculum Standard(s)**: Accounting; Communication; Finance

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first-, second-, and third-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Procedure

1. A one-hour written objective test will be administered based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

1. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
2. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
3. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### Region and State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

to contact the next eligible award winner about participating at the National Leadership Conference.

# Social Media Campaign - New

*Social media is changing the way businesses communicate with customers and prospects and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any marketing plan. This event consists of a presentation given at the NLC*.

### Competencies

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate effective verbal communication skills
* demonstrate ability to work as a team
* describe project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Information Technology; Marketing

**2015 Topic**

Your adviser wants to increase FBLA membership by 10 percent over last year’s number. As the Recruitment Committee Chair, your task is to develop a comprehensive communications plan. Due to your limited budget, a critical element of your plan will involve social media.

Develop a social media marketing plan for your back-to-school recruitment event. Because students decide within the first two weeks of the school year which student organizations they will join, this event is a critical recruitment tool and is highly visible to both your chapter members and the school community. You are competing against a number of diverse student organizations, so your campaign needs to have a strong call-to-action.

Use at least three social media platforms (e.g., Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) and utilize a creative mix of video, photos, and copywriting text to promote the unique benefits of FBLA to your target audience. The content can be originally produced, or leverage existing materials, while still adhering to copyright law. Incorporate a mix of owned, earned and paid media (note: if social advertisements are part of your marketing strategy, it is not necessary to set them to be “live”). All information used may represent your local chapter or be based solely off of a fictitious student organization.

### State Eligibility

Each local chapter may enter two (2) presentations. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Regulations**

**Procedure—Prejudged Projec**t

1. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site.
3. In addition to the event entry form, a Statement of Assurance should be submitted with entry which includes the documentation needed including software used, sources of information, copyright notations, instructions for running project, and template used.
4. Presentations must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org/) website. After chapter advisers register the students for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.
5. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.
6. Presentations must address the given topic. Entries will be judged according to the rating sheet.
7. Presentations should be no more than seven (7) minutes in length.

**Procedure - Final Round**

* 1. The event consists of two parts: (1) submission pre-judged presentation, and (2) oral presentation.
  2. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
  3. Participants are required to complete both parts to be eligible to win an award.

**Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Participant(s) must use a presentation software program as an aid in delivering the business presentation.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
6. All individuals or team members are expected to actively participate in the performance.
7. Seven (7) minutes will be given to deliver the presentation.
8. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
11. The performance is open to all conference attendees, except performing participants of this event.
12. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

**State Judging**

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets, a panel of judges selects the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Content* section on the Pre-Judged Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Design and Distribution* section on the Pre-Judged Rating Sheet.

**Third Tiebreaker**

* + Total points of the “Statements are well-organized and clearly stated” category within the *Delivery* section on the Pre-Judged Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the Pre-Judged *R*ating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of the *Design and Distribution* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Awards

The state will present a maximum of (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second- and third-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

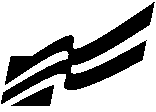
In the event that the first-, second-, or third-place winner(s) cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**FBLA SOCIAL MEDIA CAMPAIGN**

##### Pre-Judged Rating Sheet

New 2014-15

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Design and Distribution** | | | | | |
| Overall campaign is aesthetically appealing | 0 | 1–7 | 8–14 | 15-20 |  |
| Campaign is consistent across all platforms | 0 | 1–5 | 6–10 | 11–15 |  |
| Campaign shows creativity, originality, and supports theme | 0 | 1–7 | 8–14 | 15-20 |  |
| High level of interactivity and engagement | 0 | 1–3 | 4–7 | 8–10 |  |
| **Content** | | | | | |
| Product/service message is clear | 0 | 1–5 | 6–10 | 11–15 |  |
| Theme fully and effectively developed. Solution adequately addresses assigned topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Explain the development, creative design, implementation, and distribution process | 0 | 1–5 | 6–10 | 11–15 |  |
| Benefits matched to customer and prospect needs | 0 | 1–5 | 6–10 | 11–15 |  |
| Copyright information note, if applicable | 0 | 1–5 | 6–10 | 11–15 |  |
| **Presentation/Delivery** | | | | | |
| Graphic design, when used, shows creativity, originality, and supports | 0 | 1–3 | 4–7 | 8–10 |  |
| Additional technologies: e.g. videos, linked social media pages used appropriately | 0 | 1–3 | 4–7 | 8–10 |  |
| Campaign elements gain attention and have eye appeal | 0 | 1–3 | 4–7 | 8–10 |  |
| Format is consistent and appropriate | 0 | 1–3 | 4–7 | 8–10 |  |
| Statements are well organized and appropriate | 0 | 1–3 | 4–7 | 8–10 |  |
| Participants demonstrate self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Penalty Points** Deduct five (5) points for not adhering to guidelines [maximum (10) points]:   * Statement of Assurance not received  entry labeled incorrectly on the upload | | | | | |
| **Final Score /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Design and Distribution** | | | | | |
| Overall campaign is aesthetically appealing | 0 | 1–7 | 8–14 | 15-20 |  |
| Campaign is consistent across all platforms | 0 | 1–3 | 4–7 | 8–10 |  |
| Campaign shows creativity, originality, and supports theme | 0 | 1–7 | 8–14 | 15-20 |  |
| High level of interactivity and engagement | 0 | 1–3 | 4–7 | 8–10 |  |
| **Content** | | | | | |
| Product/service message is clear | 0 | 1–5 | 6–10 | 11–15 |  |
| Theme fully and effectively developed. Solution adequately addresses assigned topic | 0 | 1–5 | 6–10 | 11–15 |  |
| Explain the development, creative design, implementation, and distribution process | 0 | 1–5 | 6–10 | 11–15 |  |
| Benefits matched to customer and prospect needs | 0 | 1–5 | 6–10 | 11–15 |  |
| Copyright information note, if applicable | 0 | 1–5 | 6–10 | 11–15 |  |
| **Presentation/Delivery** | | | | | |
| Graphic design, when used, shows creativity, originality, and supports | 0 | 1–3 | 4–7 | 8–10 |  |
| Additional technologies: e.g. videos, linked social media pages used appropriately | 0 | 1–3 | 4–7 | 8–10 |  |
| Campaign elements gain attention and have eye appeal | 0 | 1–3 | 4–7 | 8–10 |  |
| Format is consistent and appropriate | 0 | 1–3 | 4–7 | 8–10 |  |
| Statements are well organized and appropriate | 0 | 1–3 | 4–7 | 8–10 |  |
| Participants demonstrate self-confidence, poise, and good voice projection | 0 | 1-2 | 3-4 | 5 |  |
| Demonstrate the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Final Score /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

# Sports & Entertainment Management

*The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.*

### Competencies

This event is composed of two (2) parts: an objective test and a performance.

*Objective Test Competencies*

* management basics
* events management
* management functions
* decision making
* management strategies
* strategic planning tools
* networking and delegating
* careers in entertainment industry
* leadership
* management groups and teams
* ethics
* management for entertainment industry
* marketing concept and buyer behavior
* marketing information management and research
* marketing mix and product life cycle
* distribution, pricing, and market conditions
* promotion, advertising, and sponsorship
* sales
* entrepreneurship
* human resource management

*Performance Competencies*

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate an understanding of the case and explain recommendations
* demonstrate effective decision-making and problem-solving skills
* display self-confidence through content knowledge and idea articulation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Management; Marketing

### Region Eligibility

Each chapter may enter one team of 2-3 members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a previous Region Leadership Conference**.

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

**If one or more of the team’s members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified**.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the team that will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

### State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the adviser must confirm the students’ participation in the event. Participants who are not confirmed will be disqualified.
3. In order to qualify for an award, the participants must participate in both the objective test and the performance component or they will be automatically disqualified.

**Objective Test**

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance**.
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a state committee member.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators.
5. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

**Performance Component**

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified**. **The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**

**2. The participant(s) must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**

1. Twenty minutes (20) before performance, each team will receive the case study.
2. Two (2) 4” x 6” note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
3. No reference materials, visual aids, electronic devices, or equipment may be brought to or used during the preparation or performance.
4. Microphones and podium/lecterns will not be available.
5. Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case.
6. Teams should introduce themselves, describe the situation, make their recommendations, and summarize the case.
7. All team members must actively participate in the performance.
8. The judges will play the role of the second party in the presentation and will refer to the case for specifics. All team members must actively participate.
9. This is a role play activity.
10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
11. The oral performances are open to conference attendees, except performing participants of this event.

### Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

(10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

**National Conference Eligibility**

The first-, second-, and third place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that there are not enough qualifying teams from individual schools to fill the allotted number of slots to compete at the National Leadership Conference, the PA FBLA Executive Director has permission to form teams composed of individual students from top 10 finishing school that are not already competing as teams. This option will only be used if PA FBLA cannot field the allotted number of teams in an event.

In the event that the first-, second-, or third-place team cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winning team about participating at the National Leadership Conference.

**SPORTS & ENTERTAINMENT MANAGEMENT**

##### Performance Rating Sheet

New 2013-14

* + - Final Round

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Marketing challenge for sports and entertainment industry is understood and well-defined | 0 | 1–5 | 6–10 | 11–15 |  |
| Alternative promotions and sponsorships for sports and entertainment are recognized with pros and cons stated and evaluated | 0 | 1–5 | 6–10 | 11–15 |  |
| Logical solution is selected for the sports and entertainment challenge with positive and negative aspects of its implementation given | 0 | 1–5 | 6–10 | 11–15 |  |
| Issues regarding branding strategies of products for sports and entertainment presented in case are addressed completely | 0 | 1–3 | 4–7 | 8–10 |  |
| Marketing’s decision is clear for a specific sports and entertainment market segmentation | 0 | 1–5 | 6–10 | 11–15 |  |
| **Delivery** | | | | | |
| Statements are well organized and clearly stated; appropriate business language used for sports and entertainment marketing | 0 | 1–3 | 4–7 | 8–10 |  |
| All team members actively participate during the presentation | 0 | 1–2 | 3-4 | 5 |  |
| Team members show self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge | 0 | 1–2 | 3-4 | 5 |  |
| Team members demonstrate the ability to effectively answer marketing questions for sports and entertainment challenge | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Penalty Points** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Final Score /100 max.** | | | | | |
| **Objective Test Score** (To be used in the event of a tie.) | | | | | |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**

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**Spreadsheet Applications**

*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*.

### Competencies

This event is composed of two parts: an objective test and a production test.

*Objective Test Competencies*

* formulas
* functions
* graphics, charts, reports
* purpose for spreadsheets
* pivot tables and advanced tools
* macros and templates
* filters and extraction of data
* format and print options

*Production Test Competencies*

* basic mathematical concepts
* data organization concepts
* use data by creating formulas
* use functions
* generate graphs for analysis purposes
* use pivot tables
* create macros
* filter and extract data

**Business Education Curriculum Standard(s)**: Computation; Information Technology

### Region Eligibility

Each local chapter may enter one participant. The participant must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***.

**The participant is required to take both the objective and production tests. Otherwise, the participant will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**In order to qualify for an award at the SLC, the participant is required to take both the objective and production tests.**

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure—Production Testing

The following procedures must be used:

1. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.
2. **The local chapter adviser is not permitted to be the school-site administrator**.
3. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.
4. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.
5. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
6. No reference materials are allowed.
7. Calculators are not allowed on the production portion of the test.

### Region Procedure—Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. Participants must furnish their own pencil and paper.
4. No other equipment or materials are permitted in this event.

### State Procedure—Production Testing

The following procedures must be used:

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman. The school-site test administrator for each eligible winner must be listed on the Regional Winners Reporting Form. **The local chapter adviser is not permitted to be the school-site administrator**.
2. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.
3. If at any time during this process it is determined that the student will not be taking the test, the test administrator must notify the PA FBLA Executive Director/State Chairman IMMEDIATELY. The PA FBLA Executive Director/State Chairman will contact the next eligible competitor.
4. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order. No reference materials or calculators are allowed.
5. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
6. No reference materials are allowed.
7. Calculators are not allowed on the production portion of the test.

### State Procedure—Objective Test

1. A one-hour written objective test will be administered at the SLC based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
4. Participants must furnish their own No. 2 pencils and erasers.
5. No other equipment or materials are permitted in this event.

### Region and State Judging

This event will be scored in the following manner:

* + 15% objective test score
  + 85% production test (school-site test) score

Judging of the school-site test will be based on the participant’s printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten

1. test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**USE THE FOLLOWING METHOD TO DETERMINE THE FINAL SCORE FOR THIS COMPETITOR**

**Spreadsheet Applications**

Total Points Received on the Production Portion

Multiplied by x .85

Equals Final Score on Production Test …………………………………. (a)

Objective Test Score

Multiplied by x .15

Equals Final Score on Objective Test………………………………… (b)

ADD (a) AND (b) FOR FINAL SCORE……………………………... (c)

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team
* Chief Administrator
* Official Checker

# Virtual Business Management Challenge

*The FBLA Virtual Business Management Challenge (VBC) encourages FBLA members to test their skills at managing a bike manufacturing business individually or as a team. The VBC has two challenges during the year— fall and spring—and each challenge focuses on different business concepts.*

Participants in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management.

**Business Education Curriculum Standard(s)**:

Accounting; Business Law; Career Development; Communication; Computation; Economics and Personal Finance; Entrepreneurship; Information Technology; Management; Marketing

**2014-2015 Challenge Dates**

Challenge 1: October 20-November 14, 2014

Challenge 2: February 2 - February 27, 2015

### Region Eligibility

There is no region competition.

### State Eligibility

There is no state competition; competition occurs at the national level.

***One member of the team may repeat the following year.***

**State Procedure**

1. Schools may participate in either the fall or spring VBC or both.
2. Entries may be an individual or a team of two or three individuals. In the event of a team, only one member of the team may have repeated on the team.
3. A member cannot be on more than one team at a time.
4. Members may participate in other region and state competitive events in addition to participating in the VBC.
5. No additional members can be added once a team has registered.
6. During the challenge, FBLA members are required to:
   1. register an individual or team up to three (3) individuals
   2. run the simulation
   3. submit scores
   4. compete and be ranked against other participating FBLA teams

### State Judging

There is no state judging.

### State Awards

The top Pennsylvania team or individual from the spring and the fall Virtual Business Management Challenge will be invited to attend the State Leadership Conference and will be recognized at the SLC Awards Program.

### National Conference Eligibility

1. According to national guidelines, the top eight (8) nationally ranked teams from each VBC--both fall and spring but no more than one (1) per state, per challenge,--are eligible to compete at the NLC. These sixteen (16) teams are determined by standings in the fall and spring VBC is administered via the Internet during the school year.
2. At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15 to 20 minute sessions. Teams will be using a multiplayer

component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.

1. For the final round, four (4) teams will compete in a 15 to 20 minute session using multiplayer. The national winner will be determined based on the highest cumulative profit
2. Participants use highly visual simulation software (like SimCity) to management a business. The FBLA VBC software is a free, limited function version of the leading business simulation for education, Virtual Business-- Management 3.0, which is a software program that was created by Knowledge Matters, Inc.
3. This simulation is completely web based. No software downloads required.
4. Students may **not** participate in another event at the NLC.

In the event that the eligible winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference, if applicable.

# Web Site Design

*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.*

### Competencies

*Project Competencies*

* effectively addresses the topic and is appropriate for the audience
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* effectively communication required information
* website functions without error
* copyright laws followed

*Performance Competencies*

* answer questions effectively
* demonstrate the ability to make a businesslike presentation
* demonstrate the ability to work as a team
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* describe the project development and implementation
* explain content logically and systematically

**Business Education Curriculum Standard(s)**: Communication; Information Technology; Marketing

**2014 Topic**

Develop a website for *Cycle Fitness,* a new company opening up in New York City. The shop’s address is 123 Avenue of the America, New York, NY 20013.The store will be selling a variety of bicycles including road bikes, mountain bikes, cyclcross bikes, folding bikes, electric-assist bikes, women’s bikes, children bikes, etc. The owner also plans to have seminars on bike safety, cycling for fitness, choosing the right bike, etc. as well as have monthly cycle trips in and out of the city. Highlight the different types of bicycles, seminars, and trips. Include a Q&A section and contact section.

### State Eligibility

Each local chapter may submit two (2) entries. Participation in this event will allow an individual or a team of two

(2) or three (3) members to demonstrate proficiency in conceptualizing, designing, and creating websites. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten (10) entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by February 15. No more than one (1) may have competed in this event at a previous State Leadership Conference.

***In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.***

**State Procedure/Regulations**

**Prejudged Web Site**

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants’ names, school, city, state, and URL.
2. This is not a chapter web site.
3. Projects must address the given topic (information may be real or fictitious).
4. A Statement of Assurance must be submitted.
5. An event entry form must also be submitted.
6. The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the entry date. Judging of the Web site will take place before the SLC in order to determine the top 10.
7. Student members, not advisers, must prepare Web sites. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
8. The use of templates must be identified at the bottom of the page. See the Format Guide for examples.
9. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site.
10. Web sites should be designed to allow for viewing by as many different platforms as possible.
11. All copyright laws must be followed. Copyright guidelines are included in the format guide. Web sites will be disqualified for not following copyright guidelines.
12. Web sites not adhering to these regulations will be disqualified.

**Conference Requirements Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one of the authors must give the presentation. However, all team members that wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. The oral presentation is an explanation of the website, and the website may be shown when explaining the site. The individual or team will be able to access their URL. The explanation should include, but not be limited to:
   1. Development of the topic
   2. Development and design process
   3. Use and implementation of innovative technology
   4. Use and development of media elements
   5. Copyright issues with pictures, music, etc.
4. The chapter must provide the computer for the event. Internet, a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not

have a VGA port will need to provide their own adapters. Access may not be available via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.

1. Five (5) minutes will be allowed for setup and to remove all equipment.
2. The individual or team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
3. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
4. The individual or team has seven (7) minutes to present.
5. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
6. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.

**11. The participants must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participants do not comply, the participants will not be admitted to the performance area until he or she is in compliance.**

1. The performance is open to all conference attendees, except performing participants of this event.

### State Judging

Web sites that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

If there is a tie after the prejudged portion in determining the top 10 finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + Total points of the *Page Layout and Design* section on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Production Rating Sheet.

**Third Tiebreaker**

* + Total points of the "Overall code—readability, white space, semantic, efficient, separation of structure" category in the *Technical* section on the Production Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, the Web site production score will be used to break the tie. If there still remains a tie, the following tiebreaker will be used:

**First Tiebreaker**

* + Total points on the Production Rating Sheet.

**Second Tiebreaker**

* + Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + Total points of “Statements are well-organized and clearly stated; appropriate business language used” category in the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

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### State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winning websites at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a five-minute (5) presentation on their web site.

In the event that the first-, second-, or third-place winning websites do not wish to have their websites submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

**WEB SITE DESIGN**

##### Production Rating Sheet

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Page Layout and Design** | | | | | |
| Overall design is aesthetically appealing | 0 | 1–7 | 8–14 | 15–20 |  |
| Design is consistent across all pages | 0 | 1–3 | 4–7 | 8–10 |  |
| Design shows creativity, originality, and supports theme | 0 | 1–7 | 8–14 | 15–20 |  |
| Design maintains a high level of usability | 0 | 1–3 | 4–7 | 8–10 |  |
| **Content** | | | | | |
| Proper use of grammar, spelling, punctuation, etc. | 0 | 1–3 | 4–7 | 8–10 |  |
| Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the page | 0 | 1–5 | 6–10 | 11–15 |  |
| Product/service message is clear | 0 | 1–10 | 11–20 | 21–30 |  |
| Theme fully and effectively developed. Solution adequately addresses assigned topic | 0 | 1–10 | 11–20 | 21–30 |  |
| **Technical** | | | | | |
| Site is compatible with multiple platforms | 0 | 1–3 | 4–7 | 8–10 |  |
| Overall code—readability, white space, semantic, efficient, separation of structure | 0 | 1–5 | 6–10 | 11–15 |  |
| Site interactivity functions and is error-free | 0 | 1–3 | 4–7 | 8–10 |  |
| Additional technologies; e.g. Flash JavaScript, etc. Are used appropriately | 0 | 1–3 | 4–7 | 8–10 |  |
| Site is compatible with multiple browser variants | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /200 max.** | | | | | |
| **Penalty Points:** Deduct five (5) points each for not following Guidelines. | | | | | |
| **Penalty Points:** Deduct five (5) points for not submitting a Statement of Assurance. | | | | | |
| **Total Points /200 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Competitive Events Team

#### WEB SITE DESIGN

##### Performance Rating Sheet

* + - **Final Round**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not** | **Does Not Meet** | **Meets** | **Exceeds** | **Points** |
| **Demonstrated** | **Expectations** | **Expectations** | **Expectations** | **Earned** |
| **Content** | | | | | |
| Describes the development of the topic | 0 | 1–5 | 6–10 | 11–-15 |  |
| Explains the development and design process | 0 | 1–5 | 6–10 | 11–15 |  |
| Explains the use of your social media elements and why they were selected | 0 | 1–5 | 6–10 | 11–15 |  |
| Explains the development of media elements (graphics, video, audio, etc.) | 0 | 1–5 | 6–10 | 11–15 |  |
| Copyright information is noted in credits | 0 | 1–3 | 4–7 | 8–10 |  |
| **Delivery** | | | | | |
| Statements are well-organized and clearly stated; appropriate business language used | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates self-confidence, poise, and good voice projection | 0 | 1–3 | 4–7 | 8–10 |  |
| Demonstrates the ability to effectively answer questions | 0 | 1–3 | 4–7 | 8–10 |  |
| **Subtotal /100 max.** | | | | | |
| **Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time: | | | | | |
| **Penalty** Deduct five (5) points for failure to follow guidelines. | | | | | |
| **Dress Code Penalty** Deduct five (5) points when dress code is not followed. | | | | | |
| **Total Points /100 max.** | | | | | |
| **Prejudged Score /200 max.** | | | | | |
| **Final Score** (add total points and prejudged score) **/300 max.** | | | | | |

|  |  |
| --- | --- |
| Name(s): |  |
| School: | Region: |
| Judge’s Signature: | Date: |

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy)

* Chief Administrator
* Official Checker

# Who’s Who in FBLA

*This award honors FBLA members who have made outstanding contributions to the association at the local, state, and national levels*.

### State Eligibility

Each chapter may enter three (3) participants who are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. A member nominated for Who’s Who in FBLA, which is a recognition and not an individual or team event, may compete in another event.

Candidates for Who’s Who in FBLA must have completed the “Future” level of the Business Achievement Award before submitting the entry materials.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.***

**State Procedure**

1. The participant must complete the Who’s Who Criteria which are posted on the PA FBLA web site.
2. The local chapter adviser must sign the Who’s Who Criteria form and complete the event entry form which is posted on the PA FBLA web site.
3. One copy of the Who’s Who Criteria and the event entry form must be mailed to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### State Judging

Winners will be selected based on the information submitted on the Who’s Who Criteria. Final ranking is determined by totaling the points on the Who’s Who Criteria.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-place award winner at the State Leadership Conference is eligible to attend the National Leadership Conference. The adviser and the participant should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* + to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* + to contact the next eligible award winner about participating at the National Leadership Conference.

# William Selden Outstanding Chapter Criteria

*This award honors William Selden, first State Chairman of PA FBLA*.

### Region Eligibility

1. The region adviser, in consultation with the other local chapter advisers, will determine if this is a region event.
2. Each chapter on record in the PA FBLA state and national offices by January 31 is eligible for this award.

### State Eligibility

Each chapter on record in the PA FBLA State and National offices by January 31 is eligible for this award.

### Region Procedure

1. The chapter must complete the Outstanding Chapter Criteria which is posted on the PA FBLA web site.
2. One copy of the Outstanding Chapter Criteria must be mailed to the region adviser by the date determined by the region adviser.

### State Procedure

1. The chapter must complete the Outstanding Chapter Criteria which is posted on the PA FBLA web site.
2. The local chapter adviser must sign the Outstanding Chapter Criteria form and complete the event entry form which is posted on the PA FBLA web site.
3. One copy of the Outstanding Chapter Criteria and the event entry form must be mailed to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region and State Judging

1. Winners will be selected based on the information submitted on the Outstanding Chapter Criteria.
2. Final ranking is determined by totaling the points on the Outstanding Chapter Criteria.

### Region Awards

Each region may decide how many and what type of awards to present at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

No winners are eligible for the National Leadership Conference.

**Word Processing**

*Word processing skills are necessary in today’s world. This event recognizes FBLA members who demonstrate that they have acquired entry level skills for word processing positions in business.*

### Competencies

This event consists of two (2) parts: an objective test and a production test.

*Objective Test Competencies*

* sharing and maintaining documents
* page layout and reusable content
* formatting content
* illustrations and graphics
* grammar, punctuation, spelling, and proofreading
* references and hyperlinks
* mail merge options
* printing
* related application knowledge

*Production Test Competencies*

* production of all types of business forms
* letters and mail merge
* memorandums
* tables
* reports
* statistical reports
* materials from rough draft to unarranged copy
* e-mail messages.

**Business Education Curriculum Standard(s)**: Communication; Information Technology

### Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

***Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event***.

**The participant is required to take both the objective and production tests. Otherwise, the participant will be disqualified**.

It is the responsibility of the:

**local chapter adviser**

* + to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

**region adviser**

* + to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**In order to win an award at the SLC, the participant is required to take both the objective and production tests.**

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

* + to contact the region adviser about the student who will not be attending.

**region adviser**

* + to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
  + to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php,](http://www.pafbla.org/importantdates.php) which is posted on the PA FBLA web site.

### Region Procedure—Production Testing

The following procedures must be used:

1. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.
2. **The local chapter adviser is not permitted to be the school-site administrator**.
3. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
4. The FBLA Format Guide may be used as reference materials. No other materials are permitted to be used.
5. The Format Guide may be used at the test site. The Format Guide may be downloaded from [www.pafbla.org.](http://www.pafbla.org/)
6. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.
7. Results will be based on mailable copy and the Format Guide. Material that could be considered mailable with slight or serious corrections will receive reduced credit. The Standards of Mailability are listed at the end of these guidelines.
8. Documents produced for this event must be prepared by the FBLA competitor without the help from the advisor or any other person.
9. Calculators are not allowed on the production portion of the test.

### Region Procedure—Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**

**2. The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**

3. No other equipment or materials are permitted in this event.

### State Procedure—Production Testing

The following procedures must be used:

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman/State Chairman. The school-site test administrator for each eligible winner must be listed on the Regional Winners Reporting Form. **The local chapter adviser is not permitted to be the school-site administrator**.
2. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.
3. If at any time during this process it is determined that the student will not be taking the test, the test administrator must notify the PA FBLA Executive Director/State Chairman IMMEDIATELY. The PA FBLA Executive Director/State Chairman will contact the next eligible competitor.
4. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
5. The FBLA Format Guide may be used as reference materials. No other materials are permitted to be used.
6. The Format Guide may be used at the test site. The Format Guide may be downloaded from [www.pafbla.org.](http://www.pafbla.org/)
7. Results will be based on mailable copy and the Format Guide. Material that could be considered mailable with slight or serious corrections will receive reduced credit. The Standards of Mailability are listed at the end of these guidelines.
8. Documents produced for this event must be prepared by the FBLA competitor without the help from the advisor or any other person.
9. Calculators are not allowed on the production portion of the test.

### State Procedure—Objective Test

* 1. A one-hour written objective test will be administered at the SLC based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event**. **The participant will not receive any additional instructions from the event administrators.**
  2. **The participant must comply with the PA FBLA Dress Code which can be found at** [**www.pafbla.org/dresscode.php.**](http://www.pafbla.org/dresscode) **If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
  3. At the State Leadership Conference, the chapter adviser must confirm students’ participation in the event. Participants who are not confirmed will be disqualified.
  4. No other equipment or materials are permitted in this event.

### Region and State Judging

This event will be scored in the following manner:

* 15% objective test score
* 85% production test (school-site test) score

Judging of the school-site test will be based on the participant’s printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php.](http://www.pafbla.org/tiebreakers.php)

### Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

### State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

### National Conference Eligibility

The first-, second-, and third-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, or third-place winner cannot attend, it is the responsibility of the:

**local chapter adviser**

* to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

**PA FBLA Executive Director/State Chairman**

* to contact the next eligible award winner about participating at the National Leadership Conference.

### Standards of Mailability

Materials submitted in this event are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents.

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error:

1. Omission of a nonessential part(s) of a document (Examples: reference initials, enclosure notation, etc.)
2. Minor error in vertical placement.
3. Minor error in horizontal placement.
4. Minor spacing errors.
5. Inserted or omitted words that do not change the meaning of the sentence.
6. Transposed words that do not change the meaning of the sentence.

The following will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error:

1. Failure to follow specific directions.
2. Keying or spelling errors.
3. Inserted or omitted words that change the meaning of the sentence.
4. Omission of essential parts of a document (Examples: date, inside address, etc.).
5. Format Guide not followed.

**USE THE FOLLOWING METHOD TO DETERMINE THE FINAL SCORE FOR THIS COMPETITOR**

**Word Processing**

Total Points Received on the Production Portion

Multiplied by x .85

Equals Final Score on Production Test …………………………………. (a)

Objective Test Score

Multiplied by x .15

Equals Final Score on Objective Test………………………………… (b)

ADD (a) AND (b) FOR FINAL SCORE……………………………... (c)

Names:

Region: School:

Judge’s Signature: Date:

Judge’s Comments:

VERIFICATION & INITIALS

(scores checked for accuracy) Competitive Events Team Official Checker

FBLA-PBL FORMAT GUIDE

OVERVIEW

Today’s successful businesses require a consistent message throughout the organization. A foundation of this strategy is the use of a format guide so that a corporation maintains a uniform image through all its communications. As the

premier student business organization, it is our responsibility to guide

our students according to today’s business practices. With this in mind, we have crafted a Format Guide by which our students and advisers can prepare for the Computer Applications and Word Processing skill events. Please review the Format Guide carefully in preparing for these events.

 GENERAL GUIDELINES

Font Size: 11 or 12

Font Style: Times New Roman or Arial

Spacing: 1 or 2 spaces after punctuation ending a sentence (stay consistent within the document) 1 space after a semicolon

1 space after a comma

1 or 2 spaces after a colon (stay consistent within the document) 1 space between state abbreviation and zip code

Letters: Block Style with Open Punctuation Top Margin: 2 inches

Side and Bottom Margins: 1 inch

Bulleted Lists: Single space individual items; double space between items (enumerated items)

Memorandums: Standard Style

Top Margin: 2 inches

Side and Bottom Margins: 1 inch

Unbound Report: Body double spaced

Top Margin: 2 inches first page, 1 inch remaining pages Side and Bottom Margins: 1 inch

Page number is placed 0.5 inches at right margin starting on page 2

Leftbound Report: Body double spaced

Top Margin: 2 inches first page, 1 inch remaining pages Side Margins: Left 11/2 inches – Right 1 inch

Bottom Margin: 1 inch

Page number is placed 0.5 inches at right margin starting on page 2

Miscellaneous Documents: Top Margin: 2 inches (Agenda, Itinerary, Minutes, News Release, Outline, Table of Contents) Side and Bottom Margins: 1 inch

Miscellaneous Notes: Left justification of documents is to be used unless otherwise indicated.

Main and subheadings should be keyed in boldface.

References: All references must be placed in alphabetical order.

**Note: Documents in this style manual may not show the correct top margins because of the instruction box at the top of the page.**

 ADVANCED LETTER FEATURES

Mailing Notation: A mailing notation is keyed a double space below the date in ALL CAPS followed by a

double space before the inside address.

Attention Line: An attention line is keyed as the first line of the inside address. When an attention line is used, the salutation is “Ladies and Gentlemen.”

Subject Line: A subject line should be keyed a double space below the salutation in ALL CAPS. The subject line begins at the left margin. The word “subject” or “re” are not used when keying the subject line.

Second Page Heading: If a letter contains more than one page, key a heading at the top of each subsequent page. Key the first line of the inside address, page number, and date at the left margin beginning one inch from the top of the paper. Double space below the date before continuing the body of the letter.

Ms. Terra Green Page 2

Current Date

Company Name: Key the company name a double space below the complimentary close in ALL CAPS. Quadruple space to the writer’s name.

Enclosure Notation: Place an enclosure (or attachment) notation a double space below the reference initials. If multiple enclosures are referred to in the letter, follow the word “Enclosures” with a colon and list each enclosure.

Copy Notation: Use a lowercase (c) by the name of the person(s) to receive a copy. Place the copy notation a double space below the last line of the enclosure notation or the reference line if there is no enclosure.

Postscript: A postscript should be keyed as the last line in the letter. It should be preceded by a double space and begin at the left margin. The initials “P.S.” should not be used.

STANDARDS OF MAILABILITY

Materials submitted in these events are

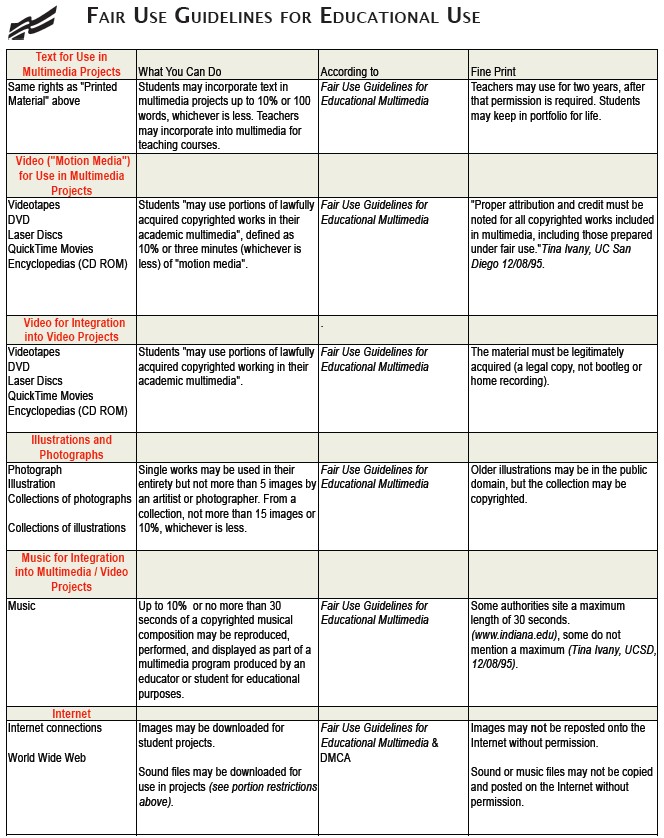
graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents in Computer Applications (FBLA & PBL), Word Processing I & II (FBLA) and Word Processing (PBL).

Errors that will make copy mailable with slight corrections will result in a penalty of two (2) points.

The following errors will make the copy mailable with serious

corrections and will result in a penalty of five (5) points per error.

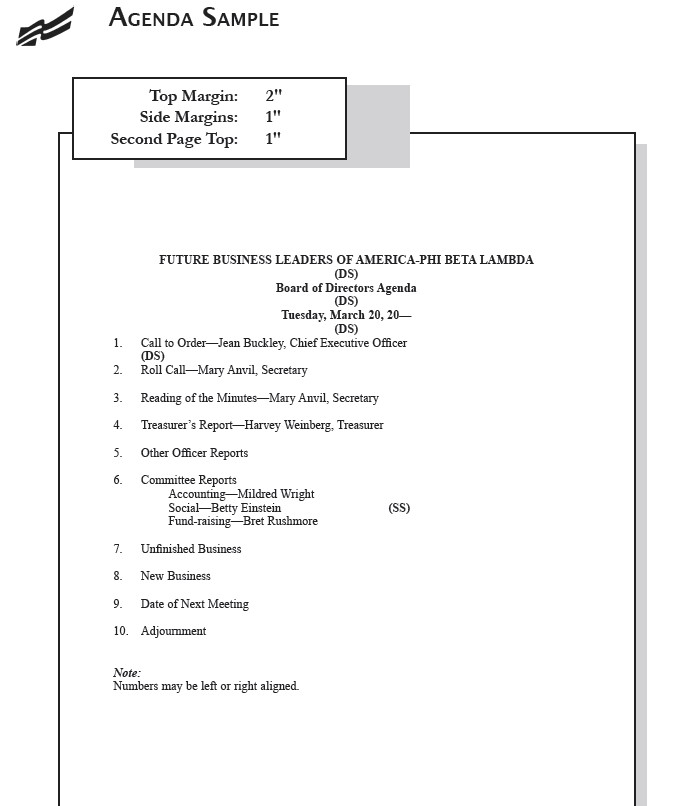
* + Keying or spelling errors
  + Inserted or omitted words that change the meaning of the sentence
  + Formatting error
  + Failure to follow direction



Sources: United States Copyright Office Circular 21; Sections 107, 108, and 110 of the Copyright Act (1976) and subsequent amendments, including the Digital Millennium Copyright Act; Fair Use Guidelines for Educational Multimedia; and cable systems (and their associations).

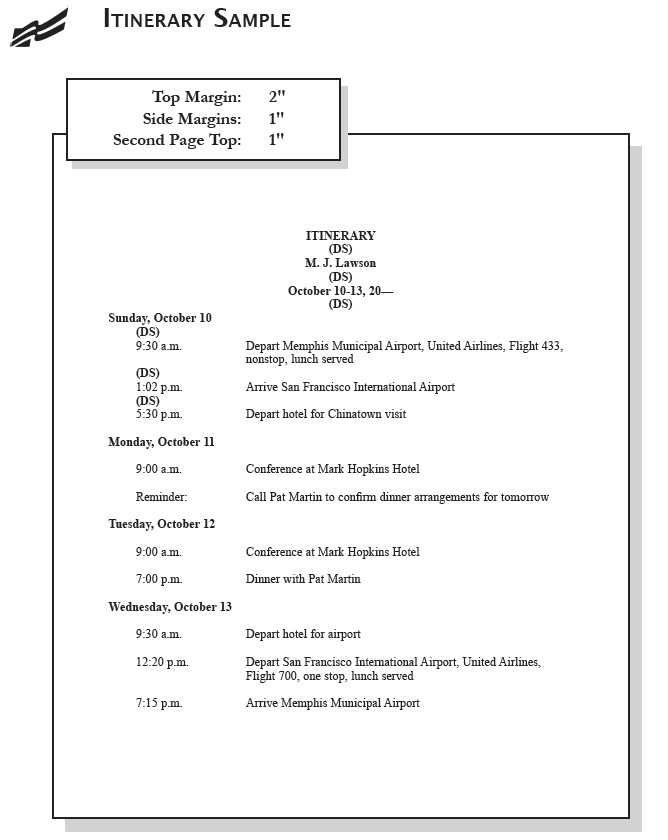
**426**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



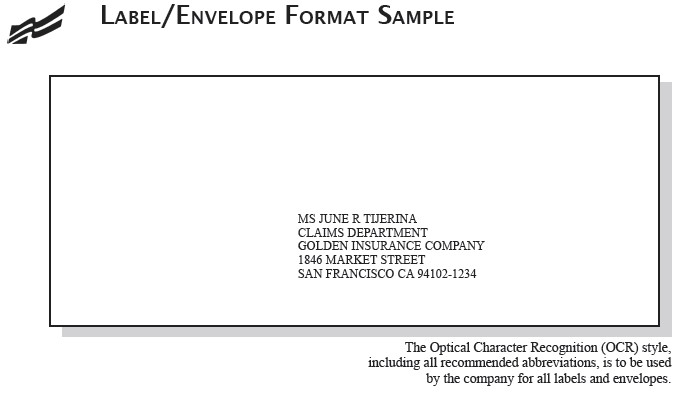
**427**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



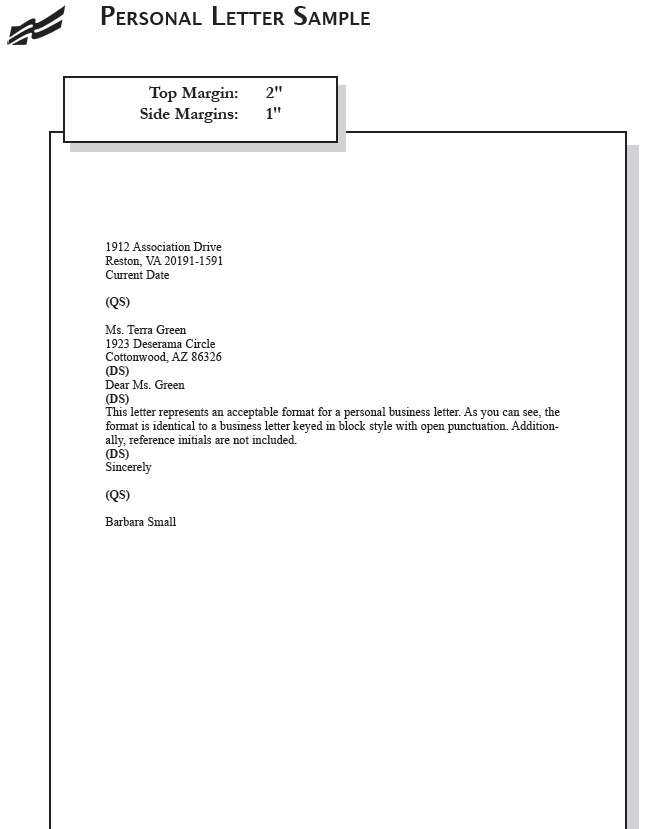
**428**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



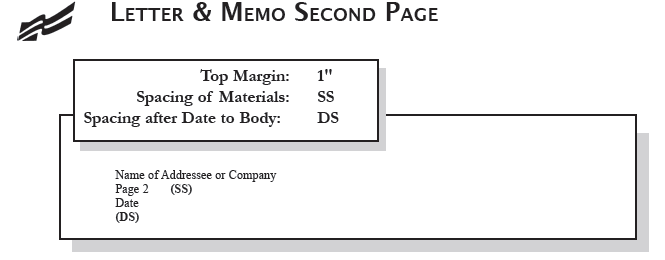
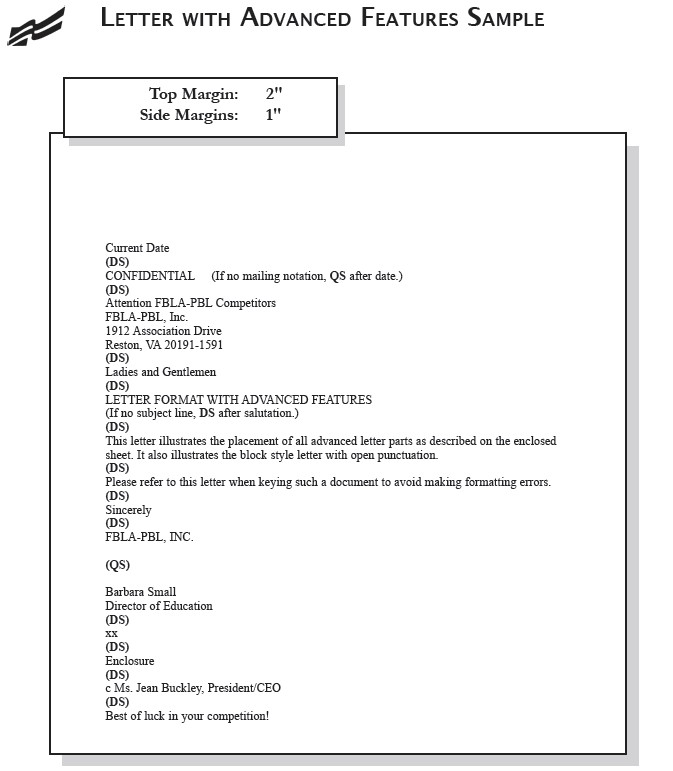
**429**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



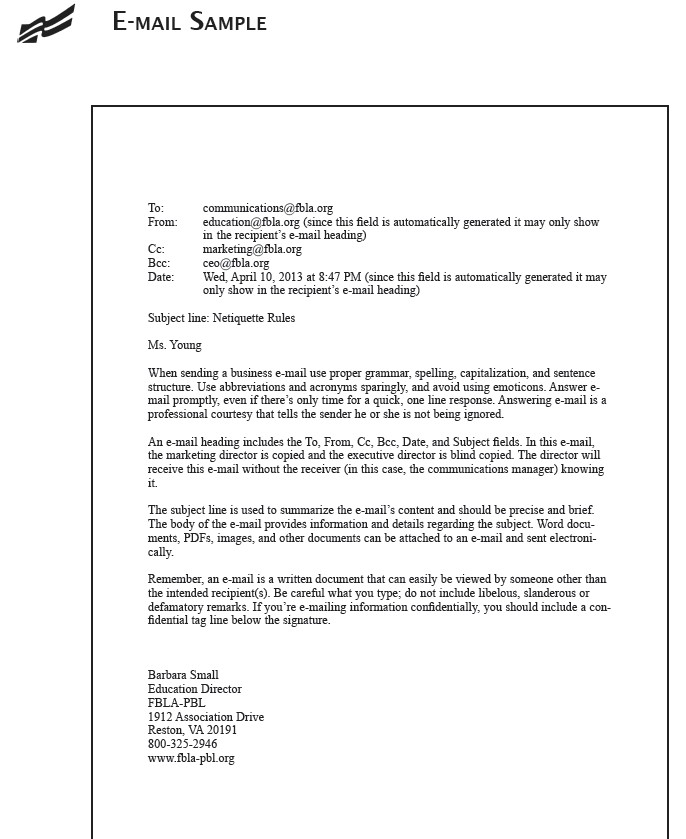
**430**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



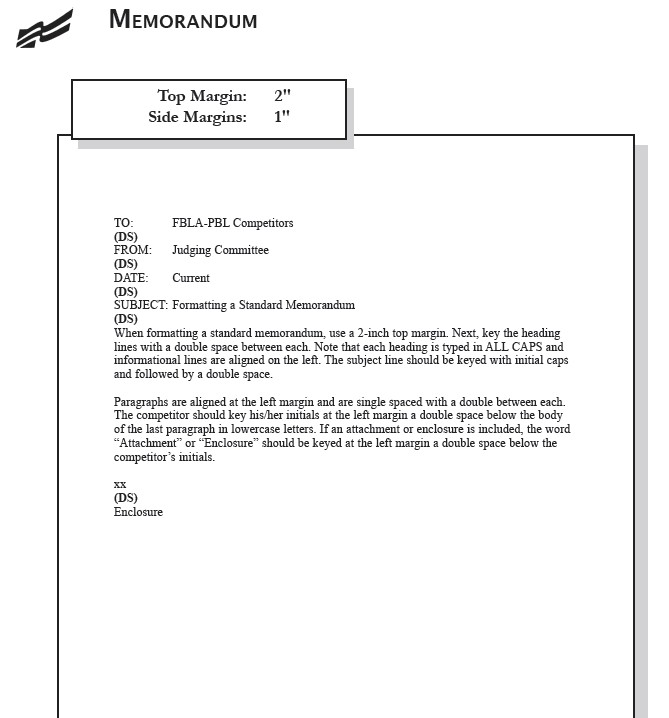
**431**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



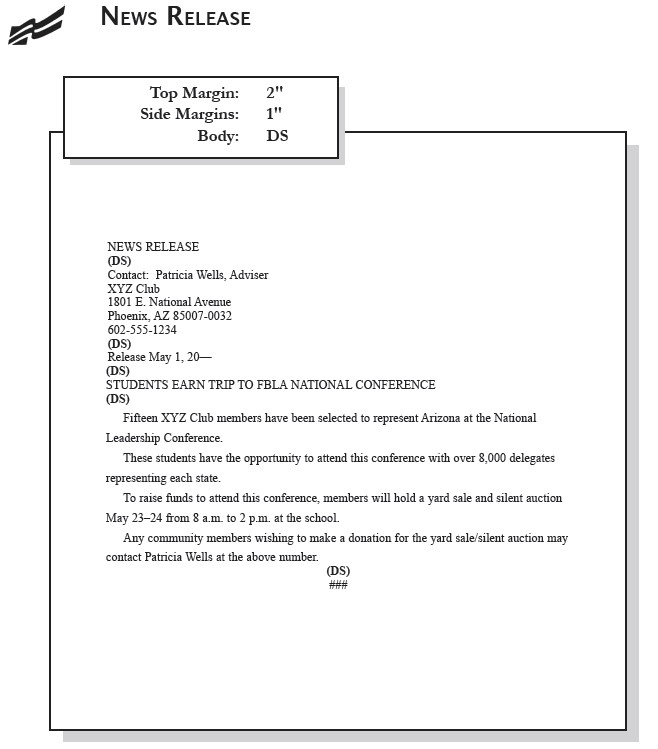
**432**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



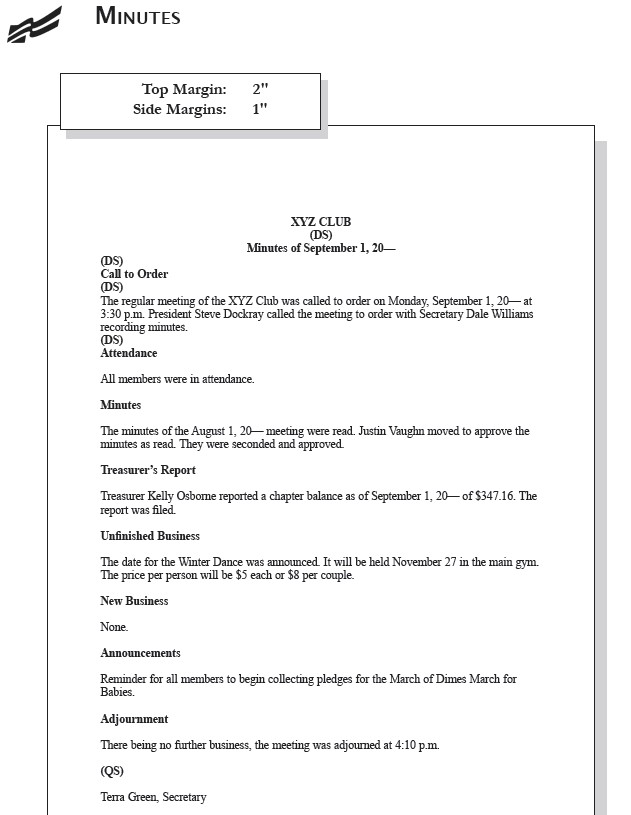
**433**

| **PA FBLA Policy Leadership Handbook, Revised 09.28.14**



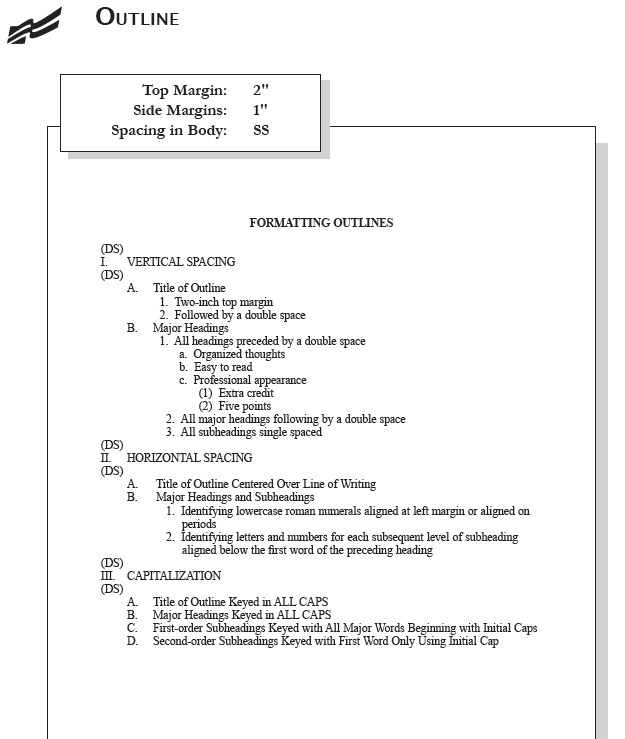
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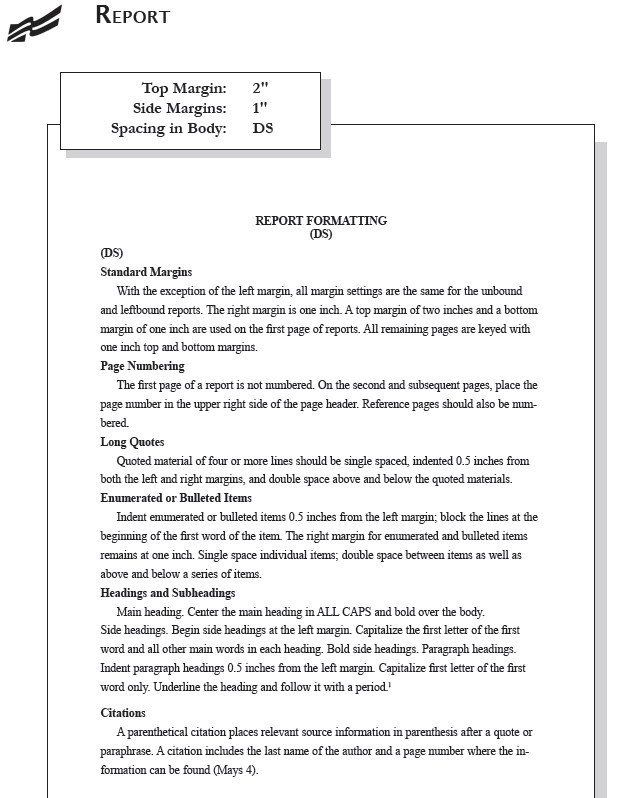
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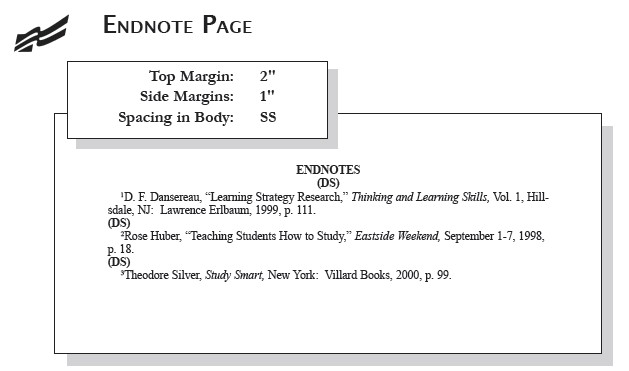
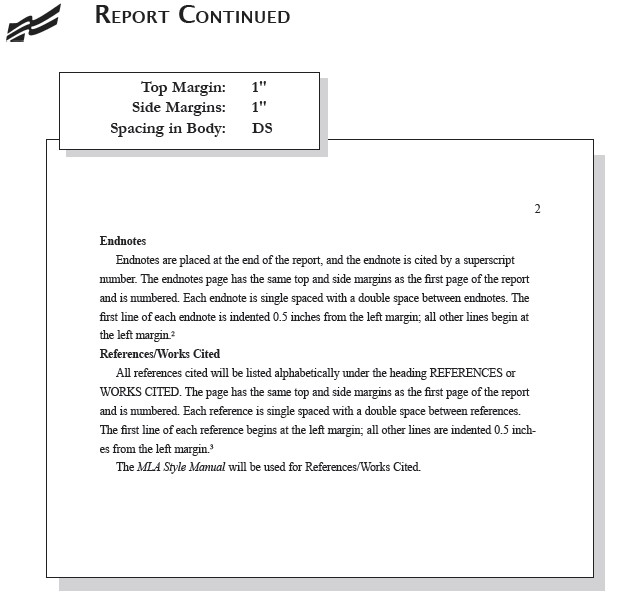
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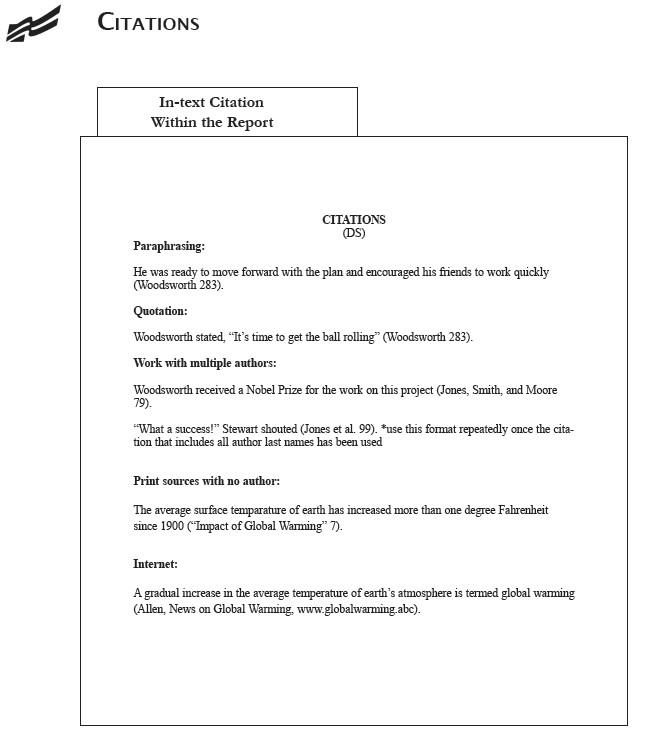
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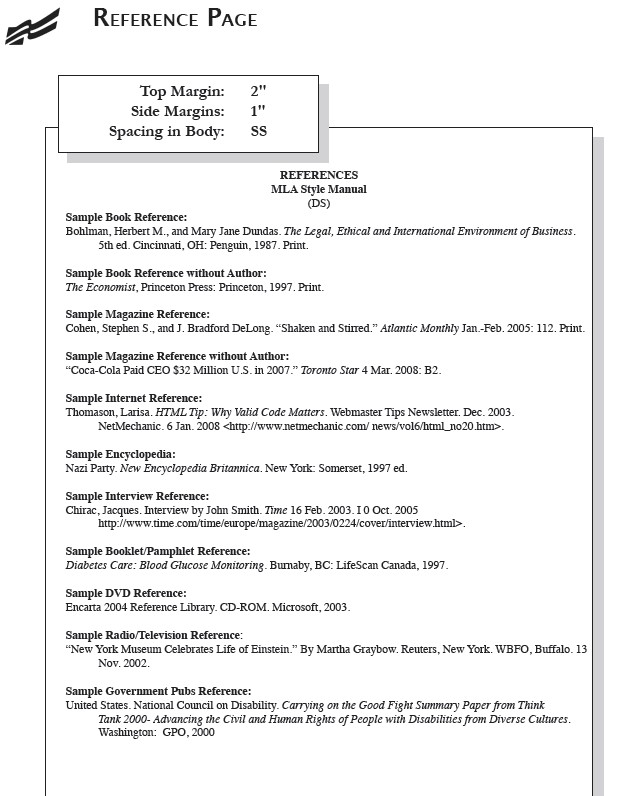
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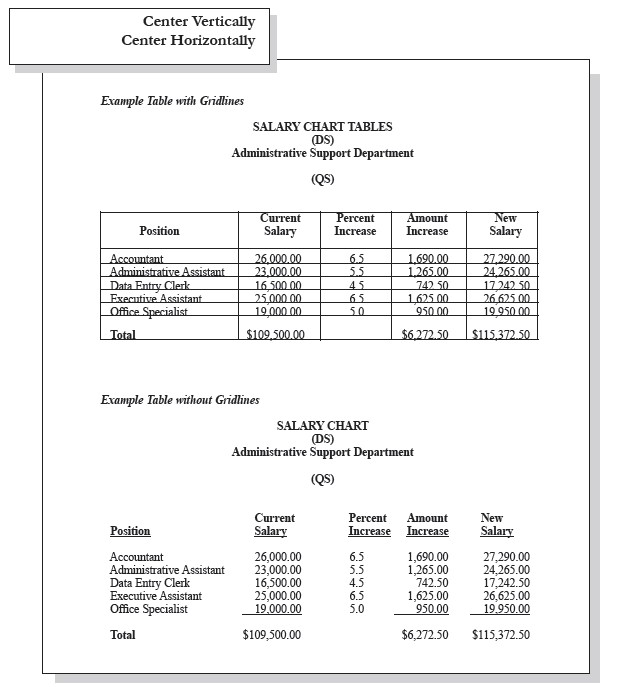
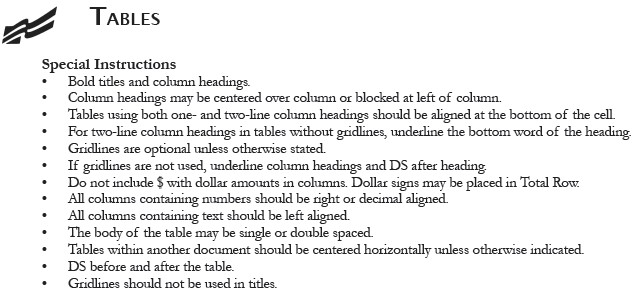
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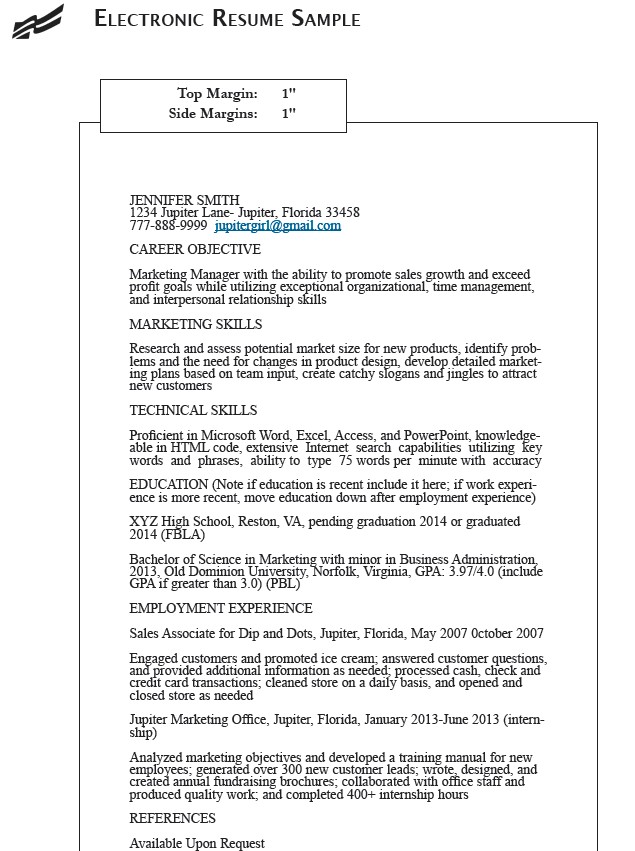
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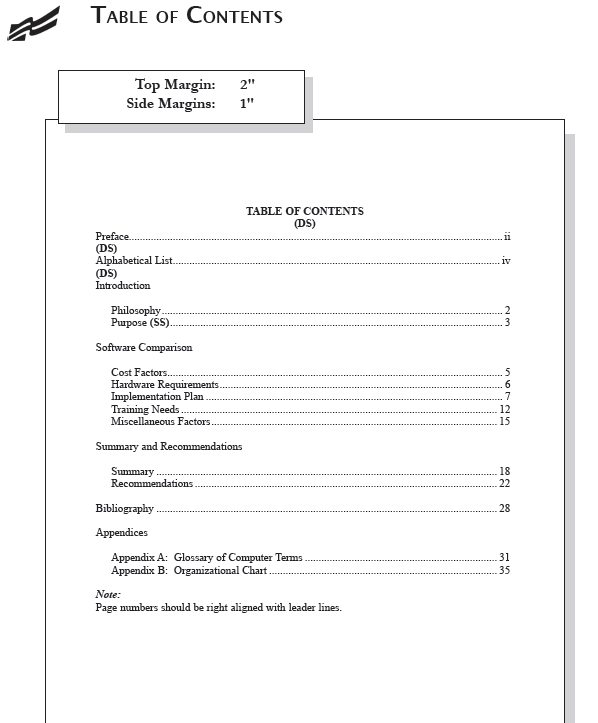
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**RLC AND SLC TIEBREAKERS**

Tiebreakers will be determined as follows:

**Written Objective Tests**

First tiebreaker:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

*Here are two tiebreaker examples: Example 1:*

*Two students have scored a 90 on their RLC or SLC test.*

*In questions 91-100, Student A has 2 incorrect questions in that group of 10. In questions 91-100, Student B has 3 incorrect questions in that group of 10.*

*Student A is ranked higher because he/she has fewer incorrect answers in the group of 10 questions.*

*Example 2:*

*Two students have scored a 90 on their RLC or SLC test.*

*In questions 91-100, Student A has 3 incorrect questions in that group of 10. In questions 91-100, Student B has 3 incorrect questions in that group of 10.*

*Therefore, questions 81-90 (the next group of 10 questions) will be compared: In questions 81-90, Student A has 5 incorrect questions in that group of 10.*

*In questions 81-90, Student B has 0 incorrect questions in that group of 10.*

*Student B is ranked higher because he/she has fewer incorrect answers in the group of 10 questions.*

Second tiebreaker:

After all groups of 10 questions have been compared, participants or teams who submitted his/her completed test first will be rated higher.

**Banking and Financial Systems, Entrepreneurship, Future Business Leader, Global Business, Help Desk, Hospitality Management, Management Decision Making, Management Information Systems, Marketing, Network Design, Parliamentary Procedure, Sports & Entertainment Management**

Ties will be broken based on scores of the objective test. Follow the procedures for written objective tests at the beginning of this section.

**School-Site Tests**

First tiebreaker:

After the combined score of the school-site test and objective test, the tiebreaker is the highest school-site score.

Second tiebreaker

If there still remains a tie, then the objective test tiebreaker will be used.

**3D Animation**

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

* + - Total points of the *Production and Elements* section on the Production Rating Sheet.

**Second Tiebreaker**

* + - Total points of the *Development of Project* section on the Production Rating Sheet.

**Third Tiebreaker**

* + - Total points of the “Overall quality of animated video” category within the *Production and Elements*

section on the Production Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + - Total points of the Production Rating Sheet.

**Second Tiebreaker**

* + - Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + - Total points of the “Demonstrates ability to effectively answer questions.” category with the *Delivery*

section on the Performance Rating Sheet.

**American Enterprise Project**

**American Enterprise Project** (tie after written report section)

First tiebreaker Total points of *Content* section on the Report Rating Sheet.

Second tiebreaker Total points of the "Clear and concise presentation with logical arrangement of information following the rating sheet categories" category within the *Report Format* section on the Report Rating Sheet.

**American Enterprise Project** (tie after the written portion AND oral presentation) First tiebreaker Total points of the project from the Report Rating Sheet.

Second tiebreaker Total points of *Explanation* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Statements are well organized and clearly stated" category in the *Delivery* section on the Performance Rating Sheet.

**Business Ethics**

**Business Ethics**

First tiebreaker Total points of *Content and Recommendation* section on the Performance Rating Sheet.

Second tiebreaker Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Statements are well organized and clearly stated" category in the *Delivery* section on the Performance Rating Sheet.

**Business Financial Plan**

**Business Financial Plan** (tie after written report section)

First tiebreaker Total points of *Report Content* section on the Report Rating Sheet.

Second tiebreaker Total points of the "Clear and concise presentation with logical arrangement of information following the rating sheet categories" category in the *Format* section on the Report Rating Sheet.

Third tiebreaker Total points of the “Description of business, assumptions, and strategies to obtain loan” category in the *Report Content* section on the Report Rating Sheet.

**Business Financial Plan** (tie after the written portion AND oral presentation) First tiebreaker Total points of the project from the Report Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates the ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Business Plan**

**Business Plan** (tie after written report section)

First tiebreaker Total points of *Content* section on the Report Rating Sheet.

Second tiebreaker Total points of the "Clear and concise presentation with logical arrangement of information following the rating sheet categories" category in the *Report Format* section on the Report Rating Sheet.

Third tiebreaker Total points of the "Correct grammar, punctuation, spelling, and acceptable business style" category in the *Report Format* section on the Report Rating Sheet.

**Business Plan** (tie after the written portion AND oral presentation)

First tiebreaker Total points of the project from the *Report* Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Statements are well organized and clearly stated; appropriate business language used" category in the *Delivery* section on the Performance Rating Sheet.

**Business Presentation**

**Business Presentation** (tie after prejudged portion)

First tiebreaker Total points of the *Content* section on the Pre-Judged Rating Sheet.

Second tiebreaker Total points of *Organization* section on the Pre-Judged Rating Sheet.

Third tiebreaker Total points of the "Presentation and statements are well organized and clearly stated; appropriate business language used" category in the *Delivery* section on the Pre-Judged Rating Sheet.

**Business Presentation** (tie after prejudged portion AND oral presentation) First tiebreaker Total points of the Prejudged Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet. Third tiebreaker Total points of the *Organization* section on the Performance

Rating Sheet.

**Client Service**

**Client Service**

First tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Second tiebreaker Total points of the “Demonstrates the ability to ask and answer questions effectively” category in the *Delivery* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Statements are well organized and clearly stated *"* category in the *Delivery* section on the Performance Rating Sheet.

**Community Service Project**

**Community Service Project** (tie after written report section)

First tiebreaker Total points of *Content* section on the Report Rating Sheet.

Second tiebreaker Total points of the "Clear and concise presentation with logical arrangement of information following the rating sheet categories" category in the *Report Format* section on the Report Rating Sheet.

Third tiebreaker Total points of the "Correct grammar, punctuation, spelling, and acceptable business style" category in the *Report Format* section on the Report Rating Sheet.

**Community Service Project** (tie after the written portion AND oral presentation) First tiebreaker Total points of the project from the *Report* Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates the ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Computer Game and Simulation Programming**

**Computer Game and Simulation Programming** (tie after prejudged portion) First tiebreaker Total points of the *Game Play Evaluation* section on the

Production Rating Sheet.

Second tiebreaker Total points of the *Game Concept and Design Evaluation* section on the Production Rating Sheet.

Third tiebreaker Total points of the "Storage media, uploaded folder, and shortcuts formatted properly" category in the *Program Usability and Support* section on the Production Rating Sheet.

**Computer Game and Simulation Programming** (tie after prejudged portion AND oral presentation)

First tiebreaker Total points of the *Production* Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates the ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Desktop Application Programming**

**Desktop Application Programming** (tie after prejudged portion)

First tiebreaker Total points of the *Results* section on the Production Rating Sheet.

Second tiebreaker Total points of the *Program Readability and Style* section on the Production Rating Sheet.

Third tiebreaker Total points of the *Program Structure and Content* section on the Production Rating Sheet.

**Desktop Application Programming** (tie after prejudged portion AND oral presentation) First tiebreaker Total points of the *Production* Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Digital Design and Production**

**Digital Design and Production** (tie after prejudged portion)

First tiebreaker Total points of the *Presentation* section on the Production Rating Sheet.

Second tiebreaker Total points of "Theme fully and properly developed. Solution properly addresses assigned topic" category within the *Content* section on the Production Rating Sheet.

Third tiebreaker Total points of “Layout has design and balance" category within the *Presentation* section on the Production Rating Sheet.

**Digital Design and Production** (tie after prejudged portion AND oral presentation) First tiebreaker Total points of the Production Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Digital Video Production**

**Digital Video Production** (tie after prejudged portion)

First tiebreaker Total points of the *Presentation* section on the Production Rating Sheet.

Second tiebreaker Total points of "Theme fully and properly developed. Solution properly addresses assigned topic" category within the *Content* section on the Production Rating Sheet.

Third tiebreaker Total points of the "Presentation is clear and concise" category in the *Content* section on the Production Rating Sheet.

**Digital Video Production** (tie after prejudged portion AND oral presentation) First tiebreaker Total points of the Production Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**E-business**

**E-business** (tie after prejudged portion)

First tiebreaker Total points of the *Shopping Experience* section on the Production Rating Sheet.

Second tiebreaker Total points of *Shopping Cart Implementation* section on the Production Rating Sheet.

Third tiebreaker Total points of the *Technical* section on the Production Rating Sheet.

**E-business** (tie after prejudged portion AND oral presentation) First tiebreaker Total points of the *Production* Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Electronic Career Portfolio**

**Electronic Career Portfolio** (tie after prejudged portion**)**

First tiebreaker Total points of *Samples* section on the Production Rating Sheet.

Second tiebreaker Total points of *Content* section on the Production Rating Sheet.

Third tiebreaker Total points of the "Clear presentation with logical arrangement of information" category in the *Portfolio Usability* section on the Production Rating Sheet.

**Electronic Career Portfolio** (tie after prejudged portion AND oral presentation) First Tiebreaker Total points of the Production Rating Sheet.

Second Tiebreaker Total points of the *Samples* section on the Performance Rating Sheet.

Third Tiebreaker Total points of the *Content* section on the Performance Rating Sheet.

**Emerging Business Issues**

First tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Second tiebreaker Total points of *Ability to Take a Position* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Impromptu Speaking**

First tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Second tiebreaker Total points of *Organization* section on the Performance Rating Sheet.

Third tiebreaker Total points of the “Extemporaneous delivery;

i.e., not merely read from the notes” category in the *Delivery*

section on the Performance Rating Sheet.

**Job Interview**

First tiebreaker Total points of the *Interview* section on Interview Rating Sheet.

Second tiebreaker Total points of the *Professional Presentation* section on the Interview Rating Sheet.

Third tiebreaker Total points of “Demonstrates the ability to understand and respond to interview questions” category in the *Interview* section on the Interview Rating Sheet.

**Mobile Application Development**

**Mobile Application Development** (tie after pre-judged portion)

First tiebreaker Total points of the *Game Concept and Design Evaluation* section on the Production Rating Sheet.

Second tiebreaker Total points of the "Fully addresses concept and topic" category within the *Game Concept and Design Evaluation* section on the Production Rating Sheet.

Third tiebreaker Total points of the “Instructions clear and application can be loaded on phone" category within the *Program Usability and*

*Support* section on the Production Rating Sheet.

**Mobile Application Development** (tie after pre-judged portion AND oral presentation) First Tiebreaker Total points of the Production Rating Sheet.

Second Tiebreaker Total points of the *Content* section on the Performance Rating Sheet.

Third Tiebreaker Total points of the “Demonstrates the ability to effectively answer questions” section within the *Delivery* section on the Performance

Rating Sheet.

**Partnership with Business Project**

**Partnership with Business Project** (tie after written report section)

First tiebreaker Total points of *Implementation* section on the Report Rating Sheet. Second tiebreaker Total points of the *Format* section on the Report Rating Sheet.

Third tiebreaker Total points of the "Description of the planning activities used to build a partnership" category in the *Development* section of the Report Rating Sheet.

**Partnership with Business Project** (tie after the written portion AND oral presentation) First tiebreaker Total points of the Report Rating Sheet.

Second tiebreaker Total points of *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of the "Demonstrates the ability to effectively answer questions" category in the *Delivery* section on the Performance Rating Sheet.

**Public Service Announcement**

**Public Service Announcement** (tie after pre-judged portion)

First Tiebreaker Total points of the “Audio and visual elements coordinated and complimentary" category within the *Video Presentation* section on the Production Rating Sheet.

Second Tiebreaker Total points of the “Presentation includes an effective opening, body, and conclusion" category within the *Video Presentation* section on the Production Rating Sheet.

Third Tiebreaker Total points of the “Topic (social issue) fully and properly researched and demonstrated in video" category within the *Video Presentation* section on the Production Rating Sheet.

**Public Service Announcement** (tie after pre-judged portion AND oral presentation) First Tiebreaker Total points of the Production Rating Sheet.

Second Tiebreaker Total points of the *Video Presentation* section on the Performance Rating Sheet.

Third Tiebreaker Total points of the “Thoughts and statements are well-organized and clearly stated; appropriate business language used” section within the *Delivery* section on the Performance Rating Sheet.

**Public Speaking I**

First tiebreaker Total points of *Organization* section on the Performance Rating Sheet.

Second tiebreaker Total points of *Delivery* section on the Performance Rating Sheet. Third tiebreaker Total points of the “Obvious incorporation of FBLA-PBL goals”

category in the *Content* section of the Performance Rating Sheet.

**Public Speaking II**

First tiebreaker Total points of *Organization* section on the Performance Rating Sheet.

Second tiebreaker Total points of *Delivery* section on the Performance Rating Sheet. Third tiebreaker Total points of the “Obvious incorporation of FBLA-PBL goals”

category in the *Content* section of the Performance Rating Sheet.

**Sales Presentation**

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + - Total points of the *Approach* section on the Pre-Judged Rating Sheet.

**Second Tiebreaker**

* + - Total points of the *Product Presentation* section on the Pre-Judged Rating Sheet.

**Third Tiebreaker**

* + - Total points of the *Suggestion Selling* section on the Pre-Judged Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + - Total points of the Pre-Judged *R*ating Sheet.

**Second Tiebreaker**

* + - Total points of the *Handling Objections* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + - Total points of the *Closing* section on the Performance Rating Sheet.

###### Social Media Campaign

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

**First Tiebreaker**

* + - Total points of the *Content* section on the Pre-Judged Rating Sheet.

**Second Tiebreaker**

* + - Total points of the *Design and Distribution* section on the Pre-Judged Rating Sheet.

**Third Tiebreaker**

* + - Total points of the “Statements are well-organized and clearly stated” category within the *Delivery* section on the Pre-Judged Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

**First Tiebreaker**

* + - Total points of the Pre-Judged *R*ating Sheet.

**Second Tiebreaker**

* + - Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

* + - Total points of the *Design and Distribution* section on the Performance Rating Sheet.

###### Web Site Design

**Web Site Design** (tie after prejudged portion)

First tiebreaker Total points of the *Page Layout and Design* section on the Production Rating Sheet.

Second tiebreaker Total points of *Content* section on the Production Rating Sheet. Third tiebreaker Total points of the *“*Overall code—readability, white space,

semantic, efficient, separation of structure" category in the

*Technical* section on the Production Rating Sheet.

**Web Site Design** (tie after prejudged portion AND oral presentation) First tiebreaker Total points of the *Production* Rating Sheet.

Second tiebreaker Total points of the *Content* section on the Performance Rating Sheet.

Third tiebreaker Total points of “Statements are well-organized and clearly stated; appropriate business language used” category in the *Delivery* section on the Performance Rating Sheet.

**National Conference Participant Financing**

The state chapter shall fund first-, second-, and third-place competitors and national officer candidates (equal to a rate of a first-place competitor) based on the budget recommended by the Executive Director/State Chairman and approved by the PA FBLA Board of Directors.

State officers will be financed in accordance with the approved state budget. If a state officer is a competitor, he or she will receive the larger subsidy.

The following conditions must be met in order to receive the reimbursement:

State officers and competitors must attend and check in with the Executive Director/State Chairman/State Chairman or his/her designee for all PA FBLA state meetings and caucuses; for all Eastern Region meetings; for all other national meetings. The competitor must have participated in his/her competitive event.

Any student who attends all of the required meetings/events except the National Awards Program because of travel plans shall receive 50% reimbursement.

Competitors must complete and submit the reimbursement request form, the test review form, and the punched card by July 31 following the NLC attended.

**Official Travel Agency**

The PA FBLA Board of Directors shall annually approve the official travel agency for the NLC. The PA FBLA Conference Coordinator has been designated as the official travel agent.

**PDE EQUAL OPPORTUNITY STATEMENT**

The Pennsylvania Department of Education (PDE) does not discriminate in its educational programs, activities, or employment practices, based on race, color, religious creed, ancestry, union membership, age, gender, sexual orientation, gender identity or expression, national origin, AIDS or HIV status, disability, or any other legally protected category. Announcement of this policy is in accordance with State law including the Pennsylvania Human Relations Act and with Federal law, including Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination in Employment Act of 1967, and the Americans with Disabilities Act of 1990.

If you have any questions about this publication, or for additional copies, contact:

FBLA Facilitator, Bureau of Career and Technical Education, Pennsylvania Department of Education, 717.346.9723, **OR** Bruce

E. Boncal, PA FBLA Executive Director/State Chairman, 570.398.4652, [bboncal@pafbla.us.](mailto:pafbla@comcast.net)

The following persons have been designated to handle inquiries regarding the non-discrimination policies:

**Complaints regarding discrimination in schools:**

Human Relations Representative Intake Division

Pennsylvania Human Relations Commission [www.phrc.state.pa.us](http://www.phrc.state.pa.us/)

Harrisburg Regional Office: Voice (717) 787-9784, Text (717) 787-7279

Pittsburgh Regional Office: Voice (412) 565-5395, Text (412) 565-5711

Philadelphia Regional Office: Voice (215) 560-2496, Text (215) 560-3599

**Complaints against a Pennsylvania Department of Education employee:**

Pennsylvania Department of Education

Equal Employment Opportunity Representative Bureau of Human Resources

11th Floor, 333 Market Street Harrisburg, PA 17126-0333

Voice Telephone: (717) 787-4417

Fax: (717) 783-9348

Text Telephone TTY: (717) 783-8445

**Information on accommodations within the Department of Education for persons with disabilities:**

Pennsylvania Department of Education Americans with Disabilities Act Coordinator Bureau of Human Resources

11th Floor, 333 Market Street Harrisburg, PA 17126-0333

Voice Telephone: (717) 787-4417

Fax: (717) 783-9348

Text Telephone TTY: (717) 783-8445

**Title IX and general questions regarding educational law or issues:**

Pennsylvania Department of Education School Services Unit

Director

5th Floor, 333 Market Street Harrisburg, PA 17126-0333

Voice Telephone: (717) 783-3750

Fax: (717) 783-6802

Text Telephone TTY: (717) 783-8445