CALIFORNIA AWARDS PROGRAM (CAP)
FUTURE BUSINESS LEADERS OF AMERICA
SUMMARY OF CHANGES TO 2011 EDITION

New Events	Description	Starting Level
Health Care Administration	Individual, objective test	Section
Hospitality Management	Individual, objective test	Section

Modified Events/Revisions	Description
Computer Game & Simulation Programming	Changed to individual/team (1-3 members) No longer interactive event.
Marketing	Performance component added for State Interactive role-play event
Web Site Design	Previously Web Site Development
Business Communication Business Law Business Procedures Computer Applications Database Design & Applications Desktop Publishing Economics Global Business Introduction to Business Management Decision Making Spreadsheet Applications	Objective test competencies have been modified.
Computer Game & Simulation Programming Desktop Application Programming Digital Video Production	Only DVDs may be submitted. Must play in standard DVD player. (National guidelines allow either DVD or USB Flash Drive.)

Miscellaneous Information	
Rating Sheets	Many rating sheets have been revised.
FBLA Format Guide	Now includes complete copyright guidelines.
Statement of Assurance	Must send four (4) copies for applicable events.
Middle School Members	Students with middle school membership do not need to submit a proof of grade level in events where this is required.

CALIFORNIA FBLA AWARDS PROGRAM AT-A-GLANCE
2011 EDITION

	*Enter	Section	State	Type	Test	School Site Production	**Prejudged Component	***Interview / Performance	Interactive Role Play
Accounting I	3	x	x	I	x				
Accounting II	3	x	x	I	x	x (state)			
American Enterprise Project			x	C			x	x (finalists)	
Banking & Financial Systems	1		x	T	x			X (finalists)	x
Business Calculations	3	x	x	I	x				
Business Communication	3	x	x	I	x				
Business Ethics	1		x	T			x	x (finalists)	
Business Financial Plan	1		x	I /T			x	x (finalists)	
Business Law	3	x	x	I	x				
Business Math (7-10)	3	x	x	I	x				
Business Plan	1		x	I /T			x	x (finalists)	
Business Presentation	1		x	I /T			x	x (finalists)	
Business Procedures	3	x	x	I	x				
Client Service	1		x	I				x	x
Community Service Project	1		x	C			x	x (finalists)	
Computer Applications	3	x	x	I	x	x			
Computer Game & Simulation Programming (modified)	3		x	I /T			x	x (finalists)	
Computer Problem Solving	3	x	x	I	x				
Creed (7-10)	1	x	x	I				x	
Cyber Security	3	x	x	I	x				
Database Design & Applications	3	x	x	I	x	x			
Desktop Application Programming	3		x	I			x	x (finalists)	
Desktop Publishing	1		x	T	x	x			
Digital Video Production	1		x	I /T			x	x (finalists)	
E-business	1		x	I /T			x		
Economics	3	x	x	I	x				
Electronic Career Portfolio	1		x	I			x		
Emerging Business Issues	1		x	T			x	x (finalists)	

(C) Chapter, (I) Individual, and (T) Team

*See introduction section of California Awards Program for exceptions to this number for written only events that start at section.
**See specific event guidelines for due date. All students in these events must show paid registration for the State Leadership Conference.
***See specific event guidelines to determine how to qualify for the interview/performance component.

	*Enter	Section	State	Type	Test	School Site Production	**Prejudged Component	***Interview/ Performance	Interactive Role Play
Entrepreneurship	1	x	x	T	x			x (state)	
FBLA Principles & Procedures (7-10)	3	x	x	I	x				
Future Business Leader	2	x	x	I	x			x	
Global Business	1	x	x	T	x			x (state)	x
Health Care Administration (new)	3	x	x	I	x				
Help Desk	1		x	I	x			x	x
Hospitality Management (new)	3	x	x	I	x				
Impromptu Speaking	1		x	I				x	
Introduction to Business (7-10)	3	x	x	I	x				
Introduction to Business Communication (7-10)	3	x	x	I	x				
Introduction to Parliamentary Procedure (7-10)	3		x	I	x				
Introduction to Technology Concepts (7-10)	3	x	x	I	x				
Job Interview	2	x	x	I				x	
Local Chapter Annual Business Report	1		x	C					
Management Decision Making	1	x	x	T	x			x (state)	x
Management Information Systems	1		x	T	x			x (finalists)	x
Marketing (modified)	3	x	x	I	x			x (state)	x
Network Design	1		x	T	x			x	
Networking Concepts	3		x	I	x				
Parliamentary Procedure	1	x	x	T	x			x (state)	
Partnership with Business project	1		x	C				x (finalists)	
Personal Finance	3	x	x	I	x				
Public Speaking I	1	x	x	I				x	
Public Speaking II	1	x	x	I				x	
Sports Management	3	x	x	I	x				
Spreadsheet Applications	3	x	x	I	x	x			

(C) Chapter, (I) Individual, and (T) Team

*See introduction section of California Awards Program for exceptions to this number for written only events that start at section.
**See specific event guidelines for due date. All students in these events must show paid registration for the State Leadership Conference.
***See specific event guidelines to determine how to qualify for the interview/performance component.

	*Enter	Section	State	Type	Test	School Site Production	**Prejudged Component	***Interview/ Performance	Interactive Role Play
Technology Concepts	3	x	x	I	x				
Virtual Business Challenge (see national guidelines)									
Web Site Design	1		x	I /T			x	x (finalists)	
Word Processing I	3	x	x	I	x	x			
Word Processing II	3	x	x	I	x	x			
Recognition Awards (see guidelines) Gold Seal Chapter Outstanding Local Chapter Adviser Membership Scholarship Who's Who in FBLA									

(C) Chapter, (I) Individual, and (T) Team

*See introduction section of California Awards Program for exceptions to this number for written only events that start at section.
**See specific event guidelines for due date.   All students in these events must show paid registration for the State Leadership Conference.
***See specific event guidelines to determine how to qualify for the interview/performance component.

> **This document is completely self-contained for 2011. You will only need to refer to the national Chapter Management Handbook if competing at the National Leadership Conference.**
>
> **It is highly recommended that you print out this document so that you will have access to ALL of the competitive event rules and regulations.**

There are several revisions/additions/corrections to this edition. You are urged to review these guidelines and rating sheets that replace all others, and will be in effect beginning with the 2011 Section and State Leadership Conferences.

The California Awards Program Committee is responsible for monitoring the competitive event program and making recommendations to the Board of Directors. If you would like to express an opinion about a competitive event, you should discuss this with the committee representative from your section.

Mission Statement

Our mission is to prepare students for successful careers in business through support for curriculum development and innovative assessment tools. To help meet that charge, the FBLA Competitive Events Program has been developed and made available to local and state chapters for use in assessing students in the various knowledge, skills, and abilities that make up today's business education curriculum.

Program Design and Purpose

The California Competitive Events Program at the Section and State Leadership Conferences exemplifies the range of activities and focus of Future Business Leaders of America and is based on the guidelines from the national office. These events are based on projects developed from the goals of FBLA and the curricula of business education programs.

FBLA is committed to facilitating the transition of its members from their educational development into their career path. The Competitive Events Program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

- demonstrate their career competencies, business knowledge, and job-related skills
- expand their leadership skills
- demonstrate their competitive spirit
- receive recognition for their achievements
- encourage community service

The FBLA Competitive Events Program is designed to correlate with the Business Education Curriculum Standards published by the National Business Education Association (NBEA), and the U.S. Department of Education Career Clusters. Each event's guideline pages indicate the specific NBEA Standard(s) and Career Cluster(s) the event addresses.

2011 CAP INTRODUCTION SECTION (Page 2)

SPECIAL NOTE TO ADVISERS AND ADMINISTRATORS

❑ Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.

❑ To be the best generally requires innate ability, high motivation, and many hours of hard work.

❑ Travel and interaction with students from other schools are tremendous learning opportunities for students.

❑ Competitive events can be helpful in building school spirit and in publicizing a business program.

❑ Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be adopted, grading procedures, or for teacher evaluations.

❑ Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.

❑ Delaying contestant selection as long as possible is encouraged so more students are striving for mastery or excellence in a particular area.

❑ A teacher's competence or effectiveness should not be judged by the number of student winners. A teacher is not an excellent teacher simply because a student wins a competitive event.

❑ Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. **While an important element of the overall FBLA program, competitive events are just that—a part. Many activities and programs work together to build a successful chapter.**

❑ Teachers should recognize the value of competitive events, maintain a professional attitude towards the events, and keep them in proper perspective.

PREPARING FOR COMPETITION

❑ **Comply with entry procedures and regulations.**

- Check the status of membership dues. Students wishing to compete must be paid members by the stated deadline.

- Members must be registered for the conference in order to participate in a competitive event.

- Ensure that entry forms are completed properly and submitted by the deadline. **Competition dates are postmark dates—check the master FBLA calendar plus conference registration materials. Materials must arrive within one week of the postmark date.** Each event in this document with a specific entry date has that date specified in the event guidelines.

- Ensure the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for section and state competitions.

2011 CAP INTRODUCTION SECTION (Page 3)

❑ **Comply with entry procedures and regulations. (continued)**

- Make sure that copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.

- For all events, bring student photo identification. For all written tests, bring several no. 2 pencils and erasers.

❑ **Be familiar with the event guidelines.**

- Check the current edition of the document for a complete listing of individual, team, and chapter events.

- Make copies of the appropriate guidelines and RATING SHEET. Suggestion: put in binder.

- Become completely familiar with the procedures to be followed in administering the event.

- Determine from the RATING SHEET and guidelines exactly what areas will be judged.

❑ **Identify and assemble needed resources.**

- Obtain a variety of textbooks on your subject matter to study.

- National FBLA provides a Competitive Events Study Guide with preparation tips and sample questions that can be ordered online through *www.FBLAMarketPlace.com* or call 1.866.325.2725.

- Contact former and current chapter members who have entered this event in previous years.

- Find mentors and other experts who can help you prepare.

❑ **Prepare for competition.**

- Where appropriate, involve faculty, other members, advisory committee members, and business people. These are excellent resources—use them!

- Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.

❑ **Adviser tips**

- Encourage your students to explore events online to understand the event and its guidelines.

- Make sure that each competitor has a copy of the event guidelines and any rating sheets, plus the conference preliminary schedule.

❑ **Frequently-used acronyms in this document**

SLC—State Leadership Conference.
NLC—National Leadership Conference.
CAP—California Awards Program—this document—that contains the competitive event guidelines for California.
CMH—Chapter Management Handbook contains the NAP (National Awards Program) that contains the competitive event guidelines for students competing at the national level.

Eligibility Guidelines

Competitive events are divided into the following types of event categories:

Recognition, Chapter, Individual, Individual/Team and Team

- All students who compete must be a member of an official FBLA chapter and dues must be paid as of February 3, 2011 for section competition and March 1, 2011 for state competition. **Only paid members will be able to register online.**

- A student may not enter or compete in more than two *active* competitive events. *Active* events are:

Accounting I	Future Business Leader
Accounting II	Global Business
Banking & Financial Systems	Health Care Administration
Business Calculations	Help Desk
Business Communication	Hospitality Management
Business Ethics	Impromptu Speaking
Business Financial Plan	Introduction to Business
Business Law	Introduction to Business Communication
Business Math	Introduction to Parliamentary Procedure
Business Plan	Introduction to Technology Concepts
Business Presentation	Job Interview
Business Procedures	Management Decision Making
Client Service	Management Information Systems
Computer Applications	Marketing
Computer Game & Simulation Programming	Network Design
Computer Solving Problem	Networking Concepts
Cyber Security	Parliamentary Procedure
Database Design & Applications	Personal Finance
Desktop Application Programming	Public Speaking I
Desktop Publishing	Public Speaking II
Digital Video Production	Sports Management
E-business	Spreadsheet Applications
Economics	Technology Concepts
Electronic Career Portfolio	Web Site Design
Emerging Business Issues	Word Processing I
Entrepreneurship	Word Processing II
FBLA Principles & Procedures	

Eligibility Guidelines (**continued**)

- To determine how many participants qualify to compete at the national level, refer to each specific event.

- The only other event a student in Impromptu Speaking may enter is a written-only test event provided the event times allow for taking the objective test.

- A member may participate in any number of *chapter* events. Recognition events generally are directed toward chapters and/or individuals who have provided outstanding support for FBLA. In the case that a recognition event involves a member, such participation will not preclude that member from competing in another active or chapter event. See each individual event for competing at the national level.

- At the section level, the number of students from each chapter who can enter events with *only a written component* will be based on local chapter membership as of the official date for dues—February 3, 2011. The maximum number who may enter is as follows:

  0-49 members   3 competitors
  50-74 members   4 competitors
  75-100 members   5 competitors
  101+ members   6 competitors

  This increase in competitors does ***not*** include events that start at the state level *with only a written component.*

- Each chapter will have two "wild cards" at the state level. This will be for any event with *only a written component* that starts at the section level. For clarification purposes, any *one* student may only enter *one* event as a wild card. A "wild card" event counts as one of the two active events a student may enter. (See the list of active events previously provided in this section.)

- A *minimum* of the *top five places* from each section competition in events with *only a written component* will represent their section at the state level. The winners' list from each section competition will indicate the number of places that are eligible.

  At the section level, if events with *only a written component* have the following number of competitors, more than five will be able to compete at the state level as shown below:

  44–51 competitors   6 competitors advance to state level
  52–60 competitors   7 competitors advance to state level
  61–67 competitors   8 competitors advance to state level
  68–74 competitors   9 competitors advance to state level
  75–83 competitors   10 competitors advance to state level

- The number of section competitors who advance in all other events is listed within the guidelines for each event.

Eligibility Guidelines (**continued**)

Grade Level Specific Events

The following events are only for 7th –10th grade members. However, 7th and 8th graders are not eligible to compete at the national level per national guidelines.

Business Math	Introduction to Parliamentary Procedure
Creed (not a national event)	Introduction to Technology Concepts
FBLA Principles & Procedures	Public Speaking I
Introduction to Business	Word Processing I
Introduction to Business Communication	

Repeat Competitors

Members may not repeat in an event at the National Leadership Conference. Exceptions to this regulation are as follows:

A. **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 NLC to include Banking & Financial Systems, Business Ethics, Business Financial Plan, Business Plan, Business Presentation, Computer Game & Simulation Programming, Desktop Publishing, Digital Video Production, E-business, Emerging Business Issues, Entrepreneurship, Global Business, Management Decision Making, Management Information Systems, Network Design, and Web Site Design. Team members may not compete in these events more than two (2) years at the national level.

B. **Parliamentary Procedure**: *Two* members of the team may have competed in this event at a previous NLC; however, they may not compete in the same event more than two (2) years at the national level.

C. **Individual Entry**: A member who has submitted an individual entry may not compete again in the same event.

D. **Modified Events:** An individual may not compete in the same event when the event is modified.

Sequenced Events

The following events are considered to be linked in a series. Once a member has competed at the NLC 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/Accounting II
Business Math/Business Calculations
Introduction to Business Communication/Business Communication
Introduction to Parliamentary Procedure/Parliamentary Procedure
Introduction to Technology Concepts/Technology Concepts
Public Speaking I/Public Speaking II
Word Processing I/Word Processing II

2011 CAP INTRODUCTION SECTION (Page 7)

Alternate Policy

Team Events that start at Section to qualify for State:

*Entrepreneurship (2-3)
*Global Business (2-3)
*Management Decision Making (2-3)

> At least one person of the qualifying section team must be on the team to compete at the state level. Alternates do not have to be declared ahead of time—they may be added when registering for the state level. The teams who register to compete at the state level must have the same students participate in both components of the event.

Parliamentary Procedure (4-5)

> At least three members of the qualifying section team must be on the team to compete at the state level. Alternates do not have to be declared ahead of time— they may be added when registering for the state level. The teams who register to compete at the state level must have the same students participate in both components of the event.

Team Events (2-3 members) that start at State to qualify for National:

*Banking & Financial Systems
*Management Information Systems
*Network Design

> When a team registers for the state conference, there is an option to list one alternate who may replace one of the members. The teams who register to compete at the state level must have the same students participate in both components of the event.

> If the team in the above events qualifies for the National Leadership Conference, the previously listed alternate may substitute if one team member cannot attend the NLC and the substitution is made by the deadline for students to commit to competing at the NLC.

Alternate policy for individual/team events (1-3 members) and team events (2-3 members) with a prejudged component that start at State to qualify for National:

*Business Ethics (2-3)	Digital Video Production (1-3)
Business Financial Plan (1-3)	E-business (1-3)
Business Plan (1-3)	*Emerging Business Issues (2-3)
Business Presentation (1-3)	Web Site Design (1-3)
Computer Game & Simulation Programming (1-3)	

> Participants who authored the event must conduct the presentation portion of the above events. Therefore, there can be no substitutions.

*In a team event with 2-3 members, the team cannot compete with just one member.

Eligibility Guidelines (**continued)**

The following regulations apply to all competitive events in the class indicated.

Early Paid Registration for State Leadership Conference

All students entered in the following events must be registered online for the State Leadership Conference and have paid conference registration in order for these events to be judged. Online registration opens February 1, 2011.

Business Ethics (preliminary)	Digital Video Production
Business Financial Plan	E-business
Business Plan	Electronic Career Portfolio
Business Presentation (preliminary)	Emerging Business Issues (preliminary)
Computer Game & Simulation Programming	Web Site Design
Desktop Application Programming	

Statement of Assurance Form

This form, which is the last page in this document, needs to be submitted for the following events:

Computer Game & Simulation Programming	E-business
Desktop Application Programming	Electronic Career Portfolio
Digital Video Production	Web Site Design

This form verifies that the work submitted is the original work of the student. It also includes the URL address for E-business, Electronic Career Portfolio, and Web Site Design.

Use of Calculators

The following written tests allow a calculator to be used. A basic calculator will be provided at the testing session. Students may NOT bring his/her own calculator.

Accounting I and II	Business Math	Network Design
Banking & Financial Systems	Entrepreneurship	Networking Concepts
Business Calculations	Future Business Leader	Personal Finance

Role Play/Interactive Events

Banking & Financial Systems	Management Decision Making
Client Service	Management Information Systems
Global Business	Marketing
Help Desk	

In these events, the judges will interact and/or do some role playing during the presentation. Questions will be asked during the presentation, rather than after the participants have completed their presentation. Students need to be prepared to be interrupted, understand their role in the scenario, and answer questions on the spot.

Eligibility Guidelines (continued)

Individual/Team Events

The following regulations apply to all individual and team member competitive events. Refer to the event descriptions for any additional regulations that might apply to a specific event.

- The local chapter adviser must register participants on the official event form and mail to the appropriate conference chairperson.

- Participants must be selected in accordance with the regulations of the section, state, and the national association.

- Participants failing to report on time for the event will be disqualified. Participants must report at scheduled and/or posted time regardless of conference activities.

- See Eligibility Guide section for a list of sequenced events that may affect eligibility.

- Generally, participants who compete at the national level may not compete in the same event again. Each event includes the specific guidelines on repeat competitors.

- Refer to each specific event for such items as: presentation time includes showing and explaining the event; presentation time includes showing a presentation plus interaction with judges; participant may only use prejudged DVD or USB flash drive.

Sequestered Events

For events designated as sequestered, all participants must report to the waiting room at the time posted and will be sequestered prior to the event. This means that from the time a participant reports to the waiting room for the event, no one will be allowed to leave until after his/her performance is over. The sequestered rules are:

- Participants may read books, do homework, etc.
- No electronic devices will be allowed.
- Food and drinks may be given to the room proctor to distribute to the individual participants.
- Restroom breaks are allowed accompanied by a proctor.
- Participants may not communicate with outside individuals.

Performance/presentation times/order will be drawn in the waiting room. The following events are sequestered:

Banking & Financial Systems	Impromptu Speaking
Business Ethics	Management Decision Making
Client Service	Management Information Systems
Creed (state)	Marketing
Emerging Business Issues	Network Design
Entrepreneurship	Parliamentary Procedure
Global Business	Scholarship
Help Desk	

2011 CAP INTRODUCTION SECTION (Page 10)

Pre-assigned state events:

At the state level, the events listed below will have pre-assigned times. Every effort will be made to notify schools prior to the event. However, this may not always be possible.

All state events that have finalists will be notified prior to the SLC at www.cafbla.org.

American Enterprise Project	E-business
Business Financial Plan	Future Business Leader (finalists)
Business Plan	*Impromptu Speaking
Business Presentation	Job Interview
*Client Service	Partnership with Business Project
Community Service Project	Public Speaking I
Computer Game & Simulation Programming	Public Speaking II
Desktop Application Programming	Web Site Design
Digital Video Production	

*Preliminary group and time to report pre-assigned.

Copyright Guidelines

- Copyright guidelines are included in the FBLA FBLA Format Guide.

Competition Policies

Dress Code

- Members must adhere to the FBLA Conference Dress Code established by the Board of Directors or they will not be eligible to compete. The FBLA Conference Dress Code is available online at cafbla.org and at the end of this document.

Photo Identification

- An original, official photo identification i.e. driver's license, school ID, will be required for any student entered in a competitive event—section and state. **The student must have the ID at the start of the competitive event or he/she will not be allowed to compete—no exceptions.** A faxed copy is not acceptable.

Objective Tests

- **When taking written tests, all students from the same school must take the same test at the same testing session.** At the state level, written testing sessions will be pre-assigned by school.

- In case of a tie on written tests, the participant with the most correct answers in the last ten questions shall be declared the winner. If there is still a tie, the participant with the most correct answers in the next group of ten questions shall determine the winner and so on.

- If a student taking a written test is found to be out of compliance with the FBLA Conference Dress Code *after* starting the test, he/she will be allowed to finish the test but will be disqualified.

- If a participant arrives for a written test after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

Competition Policies (continued)

- State Level: **Note that reporting times listed in the conference program or events with a posted time must be followed regardless of other conference activities occurring at the same time.**

  Participants in sequestered events will be allowed a five-minute window after the doors of the waiting room are closed. Participants who arrive during that window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the participant/team would be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.

  Performance events that do not require a waiting room will not be given any grace time. Participants who arrive late for their scheduled time will be disqualified.

  Participants in an event may *not* watch other participants/teams in that same event. If this occurs, the participant/team will be disqualified.

- Calculators, reference manuals, textbooks, and other resource materials may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when an event's guidelines specify materials or equipment that may be used (e.g. a 4 x 6 note card or a calculator), only those materials or equipment may be used. If an item is not listed, it is to be assumed that it is *not* allowed.

- Electronic devices (cell phones, smart phones, etc.) are not allowed at general sessions, workshops, and competitive events at any California FBLA conference.

- In all timed performance-type events, the event administrator will speak the following prior to the time starting:

  Team/Chapter Events: "This is the team from _____ High School. I am going to instruct the timekeeper to start now. You may begin."

  Individual Events: "The next participant is_____. I am going to instruct the timekeeper to start now. You may begin."

- No photographs may be taken or no video or audio recording devices may be used during any competitive event performance.

- Scoring sheets, rating sheets, DVDs, and reports will be returned for all events.

- A certificate and plaque will be presented to the top ten winners.

- A list of the top ten winners in each event will be posted online after each conference.

(continued on next page)

Competition Policies (continued)

- The following events are open to conference attendees who are not performing participants of the event.

American Enterprise Project	Emerging Business Issues
Banking & Financial Systems	Entrepreneurship
Business Ethics	Global Business
Business Financial Plan	Help Desk
Business Plan	Impromptu Speaking
Business Presentation	Management Decision Making
Client Service	Management Information Systems
Community Service Project	Marketing
Computer Game & Simulation Programming	Network Design
	Parliamentary Procedure
Creed (verify per section rules)	Partnership with Business
Desktop Application Programming	Public Speaking I
Digital Video Production	Public Speaking II
E-business	Web Site Design

See next page for School-Site Production Events.

School-Site Production Events

The production (skill) portion of the Computer Applications, Database Design & Applications, Spreadsheet Applications, Word Processing I, and Word Processing II events are administered at the local school site prior to the section conference for all competitors and prior to the state conference for finalists. The production (skill) portion of the Desktop Publishing event and the production portion for Accounting II are administered at the local school site prior to the state conference.

Materials submitted in these events are graded against the standard of zero errors and business-like format. The FBLA Format Guide must be followed for proper formatting of any type of word processing document and is allowed in the test site. The FBLA Format Guide may be found online at cafbla.org.

- The local chapter adviser must register participants by e-mail sending the information requested on the School-Site Production Data Request to the Competitive Events Coordinator by the date specified. Both the section and state data request are at the end of this document and online at cafbla.org.

- The Competitive Events Coordinator will be in charge of all school-site testing. All tests will be sent to the designated test administrator, who may not be the FBLA adviser, and returned by mail to the designated person for grading.

- Participants must be selected in accordance with the regulations of the section, state, and the national association.

- At both the section and state levels, the production portion of the test will count as 85% of the score and a written test administered at the conference will count as 15%. Accounting II at the state level will be 50% each for the production test and the written test administered at the conference. The student must take the written test or he/she will be disqualified.

- There are not specific dates for administering the school-site tests, but there is a date when test(s) must be *postmarked* to the designated person. **All materials must be received within one week of postmark date in order to be judged.**

- Advisers are permitted in the production testing room while instructions are being read.

- A student will be disqualified if the Competitor Certification Form is not returned with the test(s).

The time allowed for the administration of the exam must run continuously once the exam is started and cannot be broken into multiple sessions. Once an event has begun, the clock may be stopped only for repair of technical problems outside the control of the student being tested. Time should begin immediately following the resolution of the technical challenge and continue with the remaining time.

ACCOUNTING I—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

Participants must *not* have had more than two (2) semesters (or one [1] semester equivalent to a full year in a block scheduling program) of high school accounting instruction, nor be enrolled in or have completed any additional accounting courses. In addition, the participant may not have competed in this event or Accounting II at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for exceptions where more than 5 will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- A transcript for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. A transcript for a wild card entry must be sent with the registration materials for the State Leadership Conference. **Any Accounting course(s) must be highlighted or circled**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

(continued)

ACCOUNTING I (Page 2)

- Participants must furnish their own No. 2 pencils and erasers.

- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

Objective Test Competencies
- ❑ journalizing
- ❑ account classification
- ❑ terminology
- ❑ types of ownership
- ❑ posting
- ❑ income statement
- ❑ balance sheet
- ❑ worksheet
- ❑ bank reconciliation
- ❑ payroll
- ❑ depreciation
- ❑ manual and computerized systems
- ❑ ethics

NBEA Standards Reinforced by Event
- Accounting: accounting cycle, accounting process, financial statements, special applications
- Computation: problem-solving applications, mathematical
- Economics and Personal Finance: personal decision making, managing finances and budgeting

Career Clusters: Business, Management & Administration; Finance

ACCOUNTING II—INDIVIDUAL EVENT

SCHOOL-SITE TESTING (State Qualifiers Only)

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

The participant should have had at least one year of high school accounting instruction or its equivalent. In addition, the participant may not have competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of an objective test at the section level and an objective test **AND production school-site test for those who qualify to compete at the state level**. See Eligibility section above. At the state level, the objective test and production test will each count for 50 percent of the final score.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- For students competing at the state level, the written test will constitute 50 percent of the final event score.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

 (continued)

ACCOUNTING II—(Page 2)

- Participants must furnish their own No. 2 pencils and erasers.

- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

PROCEDURE—SCHOOL-SITE PRODUCTION TEST (STATE LEVEL ONLY)

See Event Regulations section in front of document for complete Skill Event regulations.

- Accounting or spreadsheet software must be used.

- Prepared templates may be used which may include, but are not limited to a general journal, bank reconciliation, financial statements, and a worksheet.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.

- The School-Site Production Data Request can be found online at cafbla.org or at the end of this document.

- The production portion of this event is administered prior to the State Conference.

- One hour will be allowed for the production portion of the test at the school site.

- Documents produced for this event must be prepared by the FBLA competitors, without help from the adviser or any other person.

- Calculators are not allowed on the production portion of the test.

- No reference materials are allowed.

- The score received on this portion of the event will constitute 50 percent of the final event score. The production test will be used to break any tie.

Objective Test Competencies
- ❑ financial statements
- ❑ corporate accounting
- ❑ ratios and analysis
- ❑ accounts receivable and payable
- ❑ budgeting and cash flow
- ❑ cost accounting/manufacturing
- ❑ purchases and sales
- ❑ journalizing and posting
- ❑ income tax
- ❑ payroll
- ❑ inventory
- ❑ plants assets and depreciation
- ❑ departmentalized accounting
- ❑ ethics
- ❑ partnerships

(continued)

ACCOUNTING II (Page 3)

Production Test Competencies
- ❑ financial statements
- ❑ bank reconciliation
- ❑ payroll
- ❑ trial balance
- ❑ journalizing
- ❑ inventory
- ❑ depreciation
- ❑ adjusting/closing entries

NBEA Standards Reinforced by Event
- Accounting: accounting cycle, financial statements, special applications, payroll and banking procedures, accounting process
- Computation: problem-solving applications, mathematical
- Career Development: career strategy
- Economics and Personal Finance: personal decision making, managing finances and budgeting

Career Clusters: Business, Management & Administration; Finance

AMERICAN ENTERPRISE PROJECT—CHAPTER EVENT

EDWARD D. MILLER AWARD

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each local chapter may submit one (1) entry authored by up to three (3) members. Members representing their chapters in the oral presentation portion of this event may also compete in up to two individual and/or team events.

National: The first and second place report in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component for the top five (5) prejudged reports. Participants are required to complete all parts to be eligible to win an award. 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 to then share their expertise in some way with others inside and/or outside of the school.

REPORT GUIDELINES

❑ **Report—General**
- Student members, not advisers, must prepare reports.
- **Three (3) copies of the written report must be postmarked to the SLC conference chair or designee by Friday, March 18, 2011**.
- The reports will be returned at the conference.
- If your chapter entered this event the prior school year and placed in the top five, complete the Report Verification Form at the back of this document to verify that the activity completed in the current school year is not the same as the one completed last year. Staple the Report Verification Form to the outside front cover of one copy of the report.
- 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.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

❑ **Report Cover**
- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.

(continued)

AMERICAN ENTERPRISE PROJECT—(Page 2)

- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x-1x)
- All reports must be bound (e.g., tape binding, spiral binding).

❑ **Report Contents**
- Table of contents with page numbers.
- 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.
- Pages are numbered and must be on 8 ½" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages excluding front and back cover (A title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

PERFORMANCE GUIDELINES

- Based on the highest written report scores, a maximum of five (5) chapters will be selected to make an oral presentation. The names of the finalist schools will be posted online at www.cafbla.org. Up to three (3) members from each chapter may participate in this portion of the event.

- Chapters failing to report on time for their oral presentation will be disqualified. Chapters must report at scheduled time regardless of conference activities.

- Participants in the oral presentation component of this event must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in the oral presentation component of this event must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in the competitive event.

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.

(continued)

- Visual aids and samples specifically related to the project may be used. However, no items may be left with judges or audience.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- All participants are expected to actively participate in the presentation.

- Chapters will have seven (7) minutes to describe the project and the results obtained.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.

- Following each presentation, the judges will conduct a three (3) minute question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

Project Competencies
- ❑ arrange report logically and in proper business style
- ❑ demonstrate correct spelling and grammar
- ❑ describes project development and implementation
- ❑ explain promotion of the economic system
- ❑ explain results of the project and analyze project's success and areas of improvement

Performance Competencies
- ❑ demonstrate good communication skills
- ❑ describe project development and implementation
- ❑ describe benefits to the community
- ❑ demonstrate ability to make a professional presentation
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Communication: foundations, organizational
- Economics and Personal Finance: economic systems
- Entrepreneurship: economics
- Management: ethics and social responsibility, technology and information management

Career Clusters: Business, Management and Administration; Information Technology

AMERICAN ENTERPRISE PROJECT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
REPORT 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	
Creativity of the written report and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Subtotal					**/100 max**

To Be Completed by Conference Chair:
Deduct five (5) points for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect, ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages ❑ pasted items ❑ no page numbers in report ❑ report format does not follow rating sheet _____

TOTAL POINTS /100 max

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Conference Chair

AMERICAN ENTERPRISE PROJECT

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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					
Thoughts and 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:** _____

TOTAL POINTS _____ **/100 max**

REPORT SCORE _____ **/100 max**

FINAL SCORE (add total points and report score) _____ **/200 max**

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

BANKING & FINANCIAL SYSTEMS—TEAM EVENT—SEQUESTERED (2-3 Members—Role-Play Performance Event for Finalists)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each local chapter may enter one team composed of two (2) to three (3) members. No more than one (1) team member may have competed in the event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

ALTERNATE POLICY

When a team registers for the state conference, there is an option to list one alternate who may replace one of the members. The teams who register to compete at the state level must have the same students participate in both components of the event.

If the team qualifies for the National Leadership Conference, the previously listed alternate may substitute if one team member cannot attend the NLC and the substitution is made by the deadline for students to commit to competing at the NLC.

It is highly recommended that an alternate be provided even if the maximum number is entered.

OVERVIEW

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. The top five (5) teams with the highest objective scores will compete in the performance portion of this event.

OBJECTIVE TEST PROCEDURE

- All team members must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area. All team members must be present.
- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.
- Participants must furnish their own No. 2 pencils and erasers.
- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

 (continued)

CASE STUDY PERFORMANCE—SEQUESTERED (Top Five Scoring Teams)

- All teams must report to the waiting room at the posted time and will be sequestered prior to the event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after his/her performance is over. The sequestered rules are:
  - ◆ Participants may read books, do homework, etc.
  - ◆ No electronic devices will be allowed.
  - ◆ Food and drinks may be given to the room proctor to distribute to the individual participants.
  - ◆ Restroom breaks are allowed accompanied by a proctor.
  - ◆ Participants may not communicate with outside individuals.

- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.

- Teams are allowed a five (5) minute window after the doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Participants who arrive after the five (5) minute window will not be allowed to enter the waiting room or to participate in the event.

- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to compete in this event.

- After reporting to the sequestered waiting room, the order of presentation will be drawn at random.

- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the case study.

- 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 performance.**

- The case study may **not** be taken into the performance room.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The team has a total of 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 will refer to the case for specifics. *This is a role-play event.*

(continued)

- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.

- All team members are expected to actively participate in the performance.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes at which time the presentation must end.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the performance portion of this event. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be used to determine the final rank.

Objective Test Competencies
- ❑ concepts and practices
- ❑ government regulation of financial services
- ❑ basic terminology
- ❑ impact of technology on financial services
- ❑ types and differences between various institutions
- ❑ ethics
- ❑ careers in financial services
- ❑ taxation

Performance Competencies
- ❑ demonstrate understanding of case
- ❑ understand role of the judge as component of the presentation
- ❑ provide introduction and overview
- ❑ explain, discuss, describe recommendations
- ❑ demonstrate critical thinking/reasoning skills
- ❑ use correct grammar, tone, style
- ❑ ability to make a professional presentation

NBEA Standards Reinforced by Event
- Accounting: financial statements, special applications
- Career Development: career strategy
- Computation: problem-solving applications
- Economics and Personal Finance: banking, buying goods and services, role of government, markets and prices, saving and investing
- Management: ethics and social responsibility, financial decision making

Career Clusters: Business, Management and Administration; Finance

BANKING & FINANCIAL SYSTEMS

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1-5	6-10	11-15	
DELIVERY					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Team members participate actively during the presentation	0	1-2	3-4	5	
Team demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	

Subtotal _____ **/100max**

FINAL SCORE _____ **/100 max**

Objective Test Score (to be used only in the event of a tie) _____

School_____

Team Members_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

BUSINESS CALCULATIONS—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant must not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

(continued)

OBJECTIVE TEST COMPETENCIES
- ❑ consumer credit
- ❑ mark-ups and discounts
- ❑ data analysis and reporting
- ❑ interest rates
- ❑ payroll
- ❑ investments
- ❑ taxes
- ❑ bank records
- ❑ insurance
- ❑ ratios and proportions
- ❑ depreciation
- ❑ inventory

NBEA Standards Reinforced by Event
- ▪ Accounting: special applications
- ▪ Computation: mathematical foundations, number relationships and operations, problem-solving applications, statistics and probability

Career Cluster: Finance

BUSINESS COMMUNICATION—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

BUSINESS COMMUNICATION (Page 2)

Objective Test Competencies
- ❑ nonverbal and oral communication concepts
- ❑ communication concepts
- ❑ written and report application
- ❑ grammar
- ❑ reading comprehension
- ❑ editing and proofreading
- ❑ word definition and usage
- ❑ capitalization and punctuation
- ❑ spelling
- ❑ digital communications (e-mail, messaging, Netiquette)

NBEA Standards Reinforced by Event
- ▪ Communication: foundations, employment, organizational

Career Clusters: Business, Management and Administration; Marketing

BUSINESS ETHICS—TEAM EVENT—SEQUESTERED (2-3 Members)

STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

State: Each chapter may enter one (1) team composed of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a preliminary written report submitted before the SLC based on the preliminary round topic provided with these guidelines and a performance component for the top ten (10) written preliminary reports. The finalist teams will present and defend its positions related to an ethical dilemma.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

PRELIMINARY ROUND WRITTEN REPORT GUIDELINES

- Each team will research and submit its written solution to the preliminary case study that involves making ethical business decisions in the business world or in the workplace.

- The case study for the preliminary round can be found at the end of the guidelines for this event.

- **Three (3) copies of the team's solutions to the preliminary case study with bibliography must be postmarked to the SLC conference chair or designee by Friday, March 18, 2011**.

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- The solution should be no more than two double-spaced pages of text using 12-point font and one-inch side margins. The bibliography should be submitted as the third page using any acceptable bibliography format.

- The event name, team members' names, and chapter should be placed in the upper right-hand corner of each page. Staple each of the three sets in the upper left-hand corner.

(continued)

BUSINESS ETHICS (Page 2)

- Each submission must be the result of the team's independent research and development.

- All members of the team must participate in the research and solution for the case study.

PERFORMANCE GUIDELINES (Top Ten Finalists)

- The teams with the top ten (10) scores based on the preliminary rating sheet will compete in the performance component of this event at the SLC. The finalist teams will be posted online at www.cafbla.org.

- Participants who authored the preliminary report must conduct the presentation.

- All teams will report to the waiting room as posted at the conference and will be sequestered prior to this event. This means that from the time a participant reports to the waiting room for the event, no one will not be allowed to leave until the performance is over. The sequestered rules are:
  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Teams must report to sequestered waiting room at posted time regardless of conference activities.

- Teams are allowed a five (5) minute window after the sequestered room door is closed. Teams who arrive during that five-minute window will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Teams who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.

- All participants must show photo identification in the sequestered room at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.

- The order of performance will be drawn at random in the sequestered waiting room.

- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the ethical dilemma.

- 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 performance.**

- The copy of the case study may *not* be taken into the performance room.

(continued)

BUSINESS ETHICS (Page 3)

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- Teams have seven (7) minutes to present the ethical dilemma.

- One member should introduce the team and describe the ethical situation. All team members must participate in the presentation.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used will be recorded noting a deduction of five (5) points for any presentations over seven (7) minutes.

- Following each presentation, judges will conduct a three (3) minute question-answer period.

- All performances are open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

Preliminary Report Competencies
- ❑ arrange information logically
- ❑ follow formatting directions
- ❑ demonstrate correct spelling and grammar
- ❑ describe issues to be addressed

Performance Competencies
- ❑ make ethical business decisions in the business world and workplace
- ❑ provide a rationale for ethical decisions presented
- ❑ demonstrate critical thinking and problem solving
- ❑ demonstrate good verbal communication skills
- ❑ effectively answers questions

NBEA Standards Reinforced by Event
- Business Law: basics of the law
- Career Development: self-awareness
- Communication: foundations, organizational
- Information Technology: impact on society

Career Cluster: Business, Management and Administration

Business Ethics Case Study Preliminary Round
2011 State Leadership Conference

Jake Spacek is a credit manager for a medium-sized electrical supply business. He has a full staff of analysts, collectors, and clerical employees who report to him. One of Jake's analysts, Bob Guthrie, has come to Jake and said, "I've got a great job offer from Edison Electric Supply in Cleveland. But it's contingent on a background check and a good reference from you, Jake."

Jake would classify Bob as an average and conscientious employee who reports to work on time and puts in a full day. Over the years, however, Jake has caught a number of errors Bob has made. Though at times he has barely managed to save the firm from great expense and embarrassment, Jake has not objected to the errors because Bob is a pleasant fellow and a good friend. Jake has thought often of replacing Bob but has been hesitant because of their friendship.

Issues to be Addressed in the Report

1. If Jake gives him a good recommendation, Bob will get the job and Jake can bring in a new hire to ease his own workload.

2. If you were Jake, what kind of a recommendation would you give?

3. Should Jake have done something about Bob's work prior to being placed in this dilemma?

4. Has Jake been more loyal to his friend than he was to his employer?

5. Is this type of recommendation commonly given to remove and replace employees?

6. Should friendship have a higher value than honesty?

BUSINESS ETHICS

Preliminary Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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	1-5	6-10	11-15	
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	
WRITTEN PRESENTATION					
Clear and concise presentation with logical arrangement of information	0	1-3	4-7	8-10	
Correct grammar, punctuation and spelling	0	1-2	3-4	5	

TOTAL POINTS _____ /70 max

School_____

Team Members_____

_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Conference Chair

BUSINESS ETHICS

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Situation is understood and effectively defined	0	1-5	6-10	11-15	
Ethical dimensions of the problem are clearly defined	0	1-5	6-10	11-15	
Team's position is clearly stated	0	1-3	4-7	8-10	
Questions answered completely and effectively	0	1-3	4-7	8-10	
Effective ethical solution is offered	0	1-5	6-10	11-15	
DELIVERY					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members actively participated in 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**

TIME PENALTY Deduct five (5) points for presentation over seven (7) minutes. **Time:** _____

FINAL SCORE _____ **/100 max**

School _____

Team Members _____

_____

City _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

BUSINESS FINANCIAL PLAN—INDIVIDUAL/TEAM EVENT (1-3 Members)

STATE AND NATIONAL COMPETITION

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 business decision-making skills, team participants develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions.

ELIGIBILITY

State: Each chapter may enter one (1) plan which can be authored by either an individual member or a team of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level. The project must not have been submitted for a previous NLC.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

The event consists of two (2) parts: a prejudged report and a performance component for the top five (5) prejudged reports. Participants are required to complete all parts to be eligible to win an award. A prejudged report should be developed based on the topic below.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 STATE AND NATIONAL TOPIC

Due to the economy, changing lifestyles, global warming, and the desire for stress-free vacations, you are going to open a service business called Backyard Vacations. This business will be based on the idea that your home is now your vacation spot. The business will come in and change the customer's yard to accommodate the family. This could include installation of pools, spas, playgrounds, grills, porches, gardens and areas for relaxation. Prepare a business financial plan for the purchase of the materials including the rent of a centrally located building, office equipment, and startup capital for the first 20 customers.

REPORT GUIDELINES

❑ **Report—General**
▪ Student members, not advisers, must prepare reports.
▪ **Three (3) copies of the written report must be postmarked to the SLC conference chair or designee by Friday, February 11, 2011**.

(continued)

BUSINESS FINANCIAL PLAN (Page 2)

- The reports will be returned at the conference.

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- Penalty points will be given if the written plan doesn't adhere to the report cover and report contents guidelines.

❑ **Report Cover**

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x-1x).
- All reports must be bound (e.g., tape binding, spiral binding).

❑ **Report Contents**

- A one-page description of the plan should be the first page of the report.
- Table of contents with page numbers.
- 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.
- Pages are numbered and must be on 8 ½" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed fifteen (15) pages excluding front and back cover and the synopsis. (A title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

PERFORMANCE GUIDELINES (Top Five Reports)

- The top five (5) entries of one (1) to three (3) members will advance to the performance portion of this event based on the highest written report scores. The names of the finalists will be posted online at www.cafbla.org.
- Participants who authored the event must conduct the presentation of the entry.
- Participants failing to report on time will be disqualified. Participants must report at scheduled time regardless of conference activities.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to compete.

(continued)

BUSINESS FINANCIAL PLAN (Page 3)

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.
- The individuals or teams must perform all aspects of the presentation (e.g., speaking, setup, operating audio visual equipment, etc.) Other representatives of the chapter, including the adviser, may not provide assistance.
- Visual aids and samples specifically related to the project may be used. However, no items may be left with the judges or audience.
- All individuals or team members are expected to actively participate in the performance.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- Individuals or teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

Report Competencies
- ❑ identify appropriate type of loan
- ❑ complete an application for a loan
- ❑ provide justification for loan selected
- ❑ write report in appropriate business style
- ❑ demonstrate correct spelling and grammar

Performance Competencies
- ❑ articulate need for the loan
- ❑ explain process of applying for a loan
- ❑ explain type of loan
- ❑ demonstrate good communication skills
- ❑ demonstrate ability to make a professional presentation
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Accounting: financial statements, special applications, interpretation and use of data
- Communication: foundations, organizational
- Computation: statistics and probability, problem-solving applications
- Economics and Personal Finance: allocation of resources, markets and prices, banking, buying goods and services
- Management: management functions, financial decision making

Career Clusters: Business, Management and Administration; Finance

BUSINESS FINANCIAL PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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 • Words cited page	0	1-5	6-10	11-15	

(continued)

BUSINESS FINANCIAL PLAN

Report Rating Sheet (Page 2)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
FORMAT					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of written presentation and design	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Subtotal					**/200 max**

To Be Completed by Conference Chair:
Deduct five (5) points for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect, ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over fifteen (15) pages ❑ pasted items ❑ no page numbers in report ❑ report format does not follow rating sheet   _____

TOTAL POINTS   /200 max

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments:

Points Verified: (please initial)

_____ Judge
_____ Conference Chair

BUSINESS FINANCIAL PLAN

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Description of the company and workforce (current and 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 for your target market	0	1-5	6-10	11-15	
Purpose of loan and amount requested and projections for future stability of company	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	1-3	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:** _____

TOTAL POINTS _____ **/100 max**

REPORT SCORE _____ **/200 max**

FINAL SCORE (add total points and report score) _____ **/300 max**

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

BUSINESS LAW—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code. If the participant does not comply, he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

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

NBEA Standards Reinforced by Event
- ▪ Business Law: basics of the law, contract law, commercial paper, insurance, bankruptcy, property law, computer law, wills and trusts, domestic relations
- ▪ International Business: global business environment
- ▪ Economics and Personal Finance: using credit, protecting against risk

Career Clusters: Business, Management & Administration; Law, Public Safety

BUSINESS MATH—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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 have an understanding of basic math functions needed in business.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

The participant may not have previously competed in this event or Business Calculations at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

(continued)

*If a student in grades 7 or 8 places first, second, or third at the State Leadership Conference, he/she cannot compete at the national level per national eligibility guidelines.

BUSINESS MATH (Page 2)

OBJECTIVE TEST PROCEDURE

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. A "proof of grade level" for a wild card entry must be sent with the registration materials for the State Leadership Conference. **Grade level must be highlighted or circled.**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

Objective Test Competencies
- ❑ basic math concepts
- ❑ consumer credit
- ❑ data analysis and probability
- ❑ fractions
- ❑ percentages
- ❑ discounts
- ❑ decimals

NBEA Standards Reinforced by Event
- Computation: mathematical foundations, number relationships and operations, problem-solving applications

Career Cluster: Business, Management & Administration; Finance

BUSINESS PLAN—INDIVIDUAL/TEAM EVENT (1-3 Members)

STATE AND NATIONAL COMPETITION

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 who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

ELIGIBILITY

State: Each local chapter may enter one (1) plan which can be authored by either an individual member or by a team of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level. The project must not have been submitted for a previous SLC.

National: The first and second place winner at state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component for the top five (5) prejudged reports. Participants are required to complete all parts to be eligible to win an award. A prejudged report should be developed based on a proposed business venture or current business operation.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

REPORT CONTENT

Business plans must not have been in operation for a period exceeding 12 months before the NLC. 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.

(continued)

BUSINESS PLAN (Page 2)

- *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) 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.

REPORT GUIDELINES

❑ **Report—General**
- Student members, not advisers, must prepare reports.
- **Three (3) copies of the written report must be postmarked to the SLC conference chair or designee by Friday, February 11, 2011**.
- The reports will be returned at the conference.
- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

❑ **Report Cover**
- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.

(continued)

BUSINESS PLAN (Page 3)

- Front cover contains the following information: name of the school, state, name of the event, and year (201x-1x)
- All reports must be bound (e.g., tape binding, spiral binding).

❑ **Report Contents**
- Table of contents with page numbers.
- 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.
- Pages are numbered and must be on 8 ½" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed thirty (30) pages excluding front and back cover (A title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

PERFORMANCE GUIDELINES (Top Five Reports)

- The top five (5) entries of one (1) to three (3) members will advance to the performance portion of this event based on the highest written report scores. The names of the finalists will be posted online at www.cafbla.org at the SLC link.

- Participants who authored the event must conduct the presentation of the entry.

- Participants failing to report on time will be disqualified. Participants must report at scheduled time regardless of conference activities.

- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in the competitive event.

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

- The individual or team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.

- Visual aids and samples specifically related to the project may be used. However, no items may be left with judges or audience.

- All individuals or team members are expected to actively participate in the performance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

(continued)

BUSINESS PLAN (Page 4)

- Individuals or teams will have seven (7) minutes to describe the project and the results obtained.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. 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.

- Following each presentation, judges will conduct a three-minute (3) question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

Report Competencies
- ❑ identify business
- ❑ provide information on market, analysis, organization, and development of the business
- ❑ write report in appropriate business style
- ❑ spelling and grammar correct

Performance Competencies
- ❑ demonstrate good verbal communication skills
- ❑ voice projection and diction appropriate for presentation
- ❑ articulate need for the proposed business
- ❑ explain process of preparing a business plan
- ❑ identify obstacles for the owner or business
- ❑ explain lessons learned
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Accounting: accounting process, financial statements, special applications
- Career Development: workplace expectations
- Communication: foundations, organizational, technological
- Economics and Personal Finance: markets and prices, managing finance and budgeting, protecting against risk
- Entrepreneurship: management, business plans
- Management: business organization, financial decision making
- Marketing: consumers and their behavior, marketing plan

Career Clusters: Business, Management and Administration; Finance; Marketing

BUSINESS PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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 Description • 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	

(continued)

Report Rating Sheet (Page 2)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT (continued)					
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	
Long-term Development • Long-term goals 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, including monthly cash flow projections are identified and reasonable • 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	

(**continued**)

BUSINESS PLAN

Report Rating Sheet (Page 3)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
FORMAT					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of written presentation, design, and graphics	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Subtotal					**/200 max**

To Be Completed by Conference Chair:
Deduct five (5) points for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect, ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages ❑ pasted items ❑ no page numbers in report ❑ report format does not follow rating sheet _____

TOTAL POINTS   /200 max

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)
_____ Judge
_____ Conference Chair

BUSINESS PLAN

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Description of project development and strategies used to implement project	0	1-7	8-14	15-20	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned for	0	1-5	6-10	11-15	
All aspects of the plan effectively presented	0	1-5	6-10	11-15	
Student evaluation of project effectiveness	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	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated the ability to effectively answer questions regarding business start-up logistics	0	1-3	4-7	8-10	

SUBTOTAL _____ **/100 max**

TIME PENALTY Deduct five (5) points for presentation over 7 minutes. **Time:** _____

TOTAL POINTS _____ **/100 max**

REPORT SCORE _____ **/200 max**

FINAL SCORE (add total points and report score) _____ **/300 max**

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

BUSINESS PRESENTATION—INDIVIDUAL/TEAM EVENT (1-3 Members)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each chapter may enter one entry created by an individual member or a team of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a preliminary written report submitted before the SLC as outlined in these guidelines, and a performance component for the top ten (10) written preliminary reports. Participants are required to complete both parts to be eligible to win an award.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 NATIONAL AND STATE TOPIC

The topic to be researched for the preliminary report and to be presented at the 2011 SLC for the top ten (10) finalists is:

> *The CEO of your company has asked you to present information on how the company should be using social media to communicate with the clients. Select one or more types of social media that can be used for communicating to the company's clients. Several points to include are tips, lingo, privacy issues, social networking, micro blogging, etc.*

Copyright and Fair Use Information. It is the policy of FBLA to comply with state and federal copyright laws. Refer to the FBLA Format Guide.

(continued)

BUSINESS PRESENTATION (Page 2)

PRELIMINARY ROUND WRITTEN REPORT

- Each team will research and submit a preliminary written report based on the provided topic.

- Student members, not advisers, must prepare reports**.**

- **Three (3) copies of the preliminary written report must be postmarked to the SLC Conference Chair or designee by Friday, March 18, 2011**.

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- The written report should be no more than two double-spaced pages of text using 12-point font and one-inch side margins. The bibliography should be submitted as the third page using any acceptable bibliography format.

- The event name, team members' names, and chapter should be placed in the upper right-hand corner of each page. Staple each of the three sets in the upper left-hand corner.

- Each submission must be the result of the team's independent research and development.

- All members of the team must participate in the research and solution for the case study.

PERFORMANCE GUIDELINES (Top Ten Finalists)

- Based on the scores of the preliminary reports, a maximum of ten (10) entries will be eligible to make an oral presentation at the SLC. Finalists will be posted online at www.cafbla.org.

- Participants failing to report on time for the presentation will be disqualified. Participants must report at scheduled time regardless of conference activities.

- Participants who authored the event must conduct presentation of the entry.

- The participant(s) must use a presentation software program as an aid in delivering the business presentation.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must comply with the FBLA Conference Dress Code or he/she will not be allowed to compete.

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

- The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may provide no additional assistance.

(continued)

BUSINESS PRESENTATION (Page 3)

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation**.**

- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.

- The individual or team has seven (7) minutes to deliver the presentation. All participants must actively participate in the presentation.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.

- Following each presentation, judges will conduct a three (3) minute question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use same judges for the performance. Decisions of the judges are final.

Preliminary Report Competencies
- ❑ arrange information logically
- ❑ follow formatting directions
- ❑ demonstrate correct spelling and grammar
- ❑ describe research topic

Performance Competencies
- ❑ create an informative presentation on topic given
- ❑ arrange presentation logically
- ❑ use effective and efficient layout and design
- ❑ demonstrate good verbal communication skills

NBEA Standards Reinforced by Event
- Communication: technological, organizational
- Information Technology: application software, input technologies, information retrieval

Career Clusters: Business, Management and Administration; Information Technology

BUSINESS PRESENTATION

Preliminary Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
KNOWLEDGE OF TOPIC					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-3	4-7	8-10	
Quality of evidence	0	1-3	4-7	8-10	
WRITTEN PRESENTATION					
Clear and concise presentation with logical arrangement of information	0	1-3	4-7	8-10	
Correct grammar, punctuation and spelling	0	1-3	4-7	8-10	

TOTAL POINTS   /50 max

School_____

Name(s)_____

_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Headquarters

BUSINESS PRESENTATION
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Effectively uses a variety of 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	
Amount of information is appropriate and timing of presentation is coordinated with delivery	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplished purpose	0	1-3	4-7	8-10	
DELIVERY					
Thoughts and 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	

SUBTOTAL _____ **/100 max**

TIME PENALTY Deduct five (5) points for presentation over seven (7) minutes **Time:** _____

FINAL SCORE _____ **/100 max**

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

BUSINESS PROCEDURES—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

BUSINESS PROCEDURES (Page 2)

Objective Test Competencies
- ❑ human relations
- ❑ technology concepts
- ❑ business operations
- ❑ communication skills
- ❑ information processing
- ❑ decision making
- ❑ career development
- ❑ database management
- ❑ ethics and safety finance

NBEA Standards Reinforced by Event
- ▪ Career Development: workplace expectations, career strategy
- ▪ Communication: foundations, employment, organizational
- ▪ Computation: problem-solving applications
- ▪ Economics and Personal Finance: personal decision making
- ▪ Information Technology: database management systems, information technology and major business functions, privacy and ethics

Career Cluster(s): Business, Management and Administration; Information Technology

CLIENT SERVICE—INDIVIDUAL EVENT—SEQUESTERED
(Role-Play Performance Event)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

State: Each local chapter may enter one participant.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national event guidelines.

OVERVIEW

This event consists of an individual interactive simulation related to client service.

A student in this event may also compete in an event with only an objective test component provided the scheduled time of the test is *not* in conflict with any portion of the Client Service Event.

CASE STUDY PROBLEM—SEQUESTERED

❑ **Preliminary Performance**
- Participants will be divided into two (2) or three (3) groups depending on the number of participants.
- If there are three preliminary rounds, the top four (4) from each round will advance to the finals making twelve (12) finalists. If there are two preliminary rounds, the top six (6) from each round will advance to the finals.
- All participants will report to the waiting room as listed in the program or posted at the conference and will be sequestered prior to this event. This means that from the time a participant reports to the waiting room for his/her event, he/she will not be allowed to leave until after his/her performance is over. The sequestered rules are:
  - You may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.
- Participants must report to sequestered waiting room at scheduled time regardless of conference activities.

(continued)

- Participants are allowed a five (5) minute window after the doors are closed. Participants who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the participant will be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.
- All participants must show photo identification in the sequestered room or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.
- After reporting to the sequestered waiting room, the order of performance will be drawn at random.
- Ten (10) minutes before the performance, each participant will be taken to the preparation room where he/she will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for 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. **Note cards will be collected following the presentation.**
- The copy of the scenario may **not** be taken into the performance room.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- The participant has five (5) minutes to *interact* with a panel of judges and demonstrate how he/she would solve the problem. ***The judges will play the role of the second party in the presentation*** and will refer to the case for specifics. ***This is a role-play event.***
- A timekeeper will stand at four (4) minutes and again at five (5) minutes at which time the presentation must end.
- The performance is open to conference attendees who are not performing participants of this event.
- ❑ **Final Performance**
- The names of the twelve (12) finalists will be posted with the time and place to report to the sequestered waiting room.
- The final guidelines are the same as the preliminary guidelines previously described.

JUDGING

A panel of judges will evaluate the role play. All decisions of the judges are final.

Performance Competencies

- ❑ demonstrate good communication and listening skills
- ❑ translate case into effective, efficient, and spontaneous action
- ❑ demonstrate good decision-making and problem-solving skills
- ❑ show a positive and professional demeanor
- ❑ provide ways for client to solve their own problem
- ❑ resolve conflict resolution

NBEA Standards Reinforced by Event

- Career Development: workplace expectations
- Communication: foundations, employment

Career Clusters: Business, Management and Administration

CLIENT SERVICE

Performance Rating Sheet

❑ Preliminary Round   ❑ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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					
Thoughts and statements are well organized and clearly stated	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	1-5	6-10	11-15	
Participant actively interacts with judges	0	1-5	6-10	11-15	

FINAL SCORE   /100 max

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

COMMUNITY SERVICE PROJECT—CHAPTER EVENT

DORIS LOWE MEMORIAL AWARD

STATE AND NATIONAL COMPETITION

The Doris Lowe Memorial Award recognizes FBLA chapters that successfully implement community service projects to serve the citizens of their community.

ELIGIBILITY

State: Each local chapter may submit one (1) entry authored by up to three (3) members. Members representing their chapters in the oral presentation portion of this event may also compete in up to two individual and/or team events.

National: The first and second place report in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component for the top five (5) prejudged reports. Participants are required to complete all parts to be eligible to win an award. 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. Specifically, the performance should address the community served, member involvement, and results of the project.

REPORT GUIDELINES

❑ **Report—General**
- Student members, not advisers, must prepare reports.
- **Three (3) copies of the written report must be postmarked to the SLC conference chair or designee by Friday, March 18, 2011**.
- The reports will be returned at the conference.
- If your chapter entered this event the prior school year and placed in the top five, complete the Report Verification Form at the back of this document to verify that the activity completed in the current school year is not the same as the one completed last year. Staple the Report Verification Form to the outside front cover of one copy of the report.
- 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.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

❑ **Report Cover**
- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.

(continued)

COMMUNITY SERVICE PROJECT—(Page 2)

- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x-1x)
- All reports must be bound (e.g., tape binding, spiral binding).

❑ **Report Contents**
- Table of contents with page numbers
- 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.
- Pages are numbered and must be on 8 ½" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages excluding front and back cover (A title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

PERFORMANCE GUIDELINES

- Based on the highest written report scores, a maximum of five (5) chapters will be selected to make an oral presentation. The names of the finalist schools will be posted online at www.cafbla.org. Up to three (3) members from each chapter may participate in this portion of the event.
- Chapters failing to report on time for their oral presentation will be disqualified. Chapters must report at scheduled time regardless of conference activities.
- Participants in the oral presentation component of this event must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants in the oral presentation component of this event must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in the competitive event.
- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.
- The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.
- Visual aids and samples specifically related to the project may be used. However, no items may be left with judges or audience.

(continued)

COMMUNITY SERVICE PROJECT—(Page 3)

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- All participants are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. 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.
- Following each presentation, the judges will conduct a three (3) minute question-answer period.
- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

Project Competencies
- ❑ arrange report logically and in proper business style
- ❑ demonstrate correct spelling and grammar
- ❑ describe project development and implementation
- ❑ explain community partnership
- ❑ reports results of the project and analyze project's successes and areas for improvement

Performance Competencies
- ❑ demonstrate good communication skills
- ❑ describe project development and implementation
- ❑ describe benefits to the community
- ❑ demonstrate ability to make a professional presentation
- ❑ effectively answer questions

NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Management: technology and information management
- Marketing: marketing plan

Career Clusters: Business, Management and Administration; Information Technology

COMMUNITY SERVICE PROJECT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
REPORT 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	
Creativity of the written presentation and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Subtotal					**/100 max**

To be Completed by Conference Chair:
Deduct five (5) points for not adhering to Report Guidelines (maximum of twenty [20] points): ❏ cover incorrect
❏ missing table of contents & page numbers ❏ binding incorrect ❏ over thirty (30) pages ❏ pasted items
❏ no page numbers in report ❏ report format does not follow rating sheet _____

TOTAL POINTS   /100 max

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)

_____ Judge
_____ Conference Chair

COMMUNITY SERVICE PROJECT

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
EXPLANATION					
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	1-8	9-18	19-20	
Evidence of publicity received	0	1-2	3-4	5	
Effective student evaluation of project	0	1-2	3-4	5	
DELIVERY					
Thoughts and 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:** _____

TOTAL POINTS _____ **/100 max**

REPORT SCORE _____ **/100 max**

FINAL SCORE (add total points and report score) _____ **/200 max**

School _____

City _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

COMPUTER APPLICATIONS—INDIVIDUAL EVENT

SCHOOL-SITE TESTING

SECTION, STATE, AND NATIONAL COMPETITION

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 utilizing critical thinking and decision making skills. This event provides recognition for FBLA members who can most efficiently demonstrate computer application skills.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter may enter a maximum of three (3) members.
State: The top five (5) winners from section competition will represent their section at the State Leadership Conference
National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a school-site production test and an objective test. Participants are required to complete both parts to be eligible to win an award. Two (2) hours will be given for the production test at the local school site. The score received on this portion of the event will constitute 85 percent of the final event score. A one (1) hour objective test will be administered at the conference based on the Objective Test Competencies. The score received on this portion of the event will constitute 15 percent of the final event score.

SCHOOL-SITE PRODUCTION TEST PROCEDURE (Section and State)

See Event Regulations section in front of document for complete production event regulations.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.
- The School-Site Production Data Request—both section and state—can be found online at cafbla.org or at the end of this document. The conference registration packet will contain specific information including how to register for this event.
- The production portion of this event is administered prior to the Section and State Conference.
- Two (2) hours will be allowed for the production test at the school 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.
- The following reference materials are allowed at the test site: dictionaries and the FBLA Format Guide that contains formatting rules for any word processing documents.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- The Standards of Mailability in the FBLA Format Guide contains specific judging criteria.

 (continued)

SCHOOL-SITE PRODUCTION TEST PROCEDURE—Continued (Section and State)
- Calculators are not allowed during the testing time.
- The production test will be used to break a tie.

CONFERENCE ON-SITE OBJECTIVE TEST PROCEDURE (Section and State)
- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.
- All students from the school must take this test at the same time.
- Participants must show photo identification at the time the written test event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code when taking the written test or he/she will not be admitted to the testing area.
- The written test must be taken in order to place in this event.

JUDGING

Judging of the skill test will be based on printed copy. A panel of judges will evaluate the documents. All decisions of the judges are final.

The final event score will be based on 85% from the production portion and 15% from the written test. In case of a tie, the production test score will be used to break the tie.

Production Test Competencies
- ❑ database—creating a database; applying various functions such as searching, querying, etc.
- ❑ spreadsheets—applying functions such as move, combine, format, creating and applying formulas
- ❑ presentation—preparing text slides with graphics
- ❑ business graphics—bar, line, pie, exploded pie, stacked bar
- ❑ word processing—letters, memorandums, tables, reports, or other type of word processing problems

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
- ❑ spreadsheet and database applications
- ❑ formatting, grammar, punctuation, spelling, and proofreading

NBEA Standards Reinforced by Event
- Communication: technological, foundations
- Information Technology: impact on society, information retrieval, privacy and ethics, database management system, computer architecture, operating systems, environment and utilities, input technology, application software

Career Cluster: Information Technology
COMPUTER GAME & SIMULATION PROGRAMMING

INDIVIDUAL/TEAM EVENT (1-3 Members)—REVISED

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each chapter may enter one entry created by an individual member or a team of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged program and a performance component. Participants are required to complete both parts to be eligible to win an award. The program must address the topic given. Performances should describe the program completed. Specifically, the performance should address the program creation, processes used, and results of the program.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 STATE AND NATIONAL TOPIC

You will develop an entertaining simulation/game that will show traveling by highway starting in Chicago, Illinois, to the FBLA 2011 National Leadership Conference in Orlando, Florida. Along the way, billboards will display multiple choice questions related to financial literacy. The player must choose the correct lane with the right answer to get more fuel for the trip.

PREJUDGED PROGRAM GUIDELINES

- **The following must be postmarked to the Conference Chair or designee by Friday, February 11, 2011**.

   - Three (3) DVDs containing the executable object, data or support files needed to run the executable file. **Label the media using a marker with the school, participant name, state and event.** They will be returned at the conference.

   - **Four (4) copies of the Statement of Assurance entry form must accompany the entry materials. Form at back of this document.**

(continued)

COMPUTER GAME & SIMULATION PROGRAMMING (Page 2)

PREJUDGED PROGRAM GUIDELINES (continued)

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- 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.

- Program produced for this event must be prepared by the participant without help.

- The program must contain minimally the following:

  - Minimum of five missions/tasks/ levels to be completed before winning or completing the game.
  - Must be graphical in nature, not text based.
  - An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
  - A quit command programmed to the escape key. This is needed if the player wants to end the game before completing.

- 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.

- Program must run on Windows XP or higher computer.

- Data must be free of viruses/malware. Any entry with contaminated data will not be judged.

- Program produced for this event must be prepared by the participant(s) without help.

PERFORMANCE GUIDELINES (Top Ten Scoring Programs)

- The top ten (10) individuals/teams will be scheduled for a final presentation based on the prejudged scores. Finalists will be posted online at www.cafbla.org.

- Participants failing to report on time for the presentation will be disqualified. Participants must report at scheduled time regardless of conference activities.

- Participants in the oral presentation component of this event must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in the oral presentation component of this event must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in the event.

- **Only the prejudged DVD may be used**. The event administrator will have a copy.

(continued)

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

- The participant must perform all aspects of the presentation (e.g. speaking, setup, presentation items, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The individual has a **total** of seven (7) minutes to present the case by describing and/or showing the program.

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

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. 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.

- Following each presentation, judges will conduct a three (3) minute question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

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

 (continued)

COMPUTER GAME & SIMULATION PROGRAMMING (Page 4)

Project Competencies (continued)

- ❑ 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

Performance Competencies

- ❑ explanation of the program is logical and systematic
- ❑ 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 knowledge of content and articulation of ideas
- ❑ effectively answers questions

NBEA Standards Reinforced by Event

- ▪ Information Technology: computer architecture; operating systems, environments, and utilities; systems analysis and design; communications and networking infrastructures; network applications
- ▪ Management; technology and information management

Career Clusters: Business, Management and Administration; Information Technology

COMPUTER GAME & SIMULATION PROGRAMMING

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PROGRAM USEABILITY AND SUPPORT					
Storage media, uploaded folder & 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	
Plot Complexity—game tells the story, player is guided to find a resolution to the problem at the beginning of the game	0	1-3	4-7	8-10	
Rewards—player is rewarded properly for taking game risks	0	1-3	4-7	8-10	

(continued)

COMPUTER GAME & SIMULATION PROGRAMMING

Production Rating Sheet (Page 2)

GAME CONCEPT & DESIGN EVALUATION

Fully addresses concept and topic	0	1-5	6-10	11-15	
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					
Code is well written and logically designed	0	1-5	6-10	11-15	
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**

To Be Completed by Conference Chair: Deduct five (5) points for not adhering to Guidelines:
❑ four (4) copies of Statement of Assurance not received ❑ media labeled incorrectly _____

TOTAL POINTS   /200 max

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Conference Chair

COMPUTER GAME & SIMULATION PROGRAMMING

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Describes the problem	0	1-2	3-4	5	
Describes the planning process used to design the program	0	1-3	4-7	8-10	
Describes program documentation	0	1-3	4-7	8-10	
Describes input/output and program parameters	0	1-5	6-10	11-15	
Describes how the program flows	0	1-7	8-14	15-20	
Describes of program structures	0	1-5	6-10	11-15	
Describes the usefulness of the program	0	1-2	3-4	5	
DELIVERY					
Thoughts and 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:**

PRODUCTION SCORE   **/200 max**

FINAL SCORE   **/300 max**

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

COMPUTER PROBLEM SOLVING—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code. If the participant does not comply, he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers

(continued)

COMPUTER PROBLEM SOLVING (Page 2)

Objective Test Competencies
- ❑ personal computer components
- ❑ operating systems
- ❑ laptop and portable devices
- ❑ networks
- ❑ security
- ❑ safety and environmental issues
- ❑ printers and scanners

NBEA Standards Reinforced by Event
- ▪ Information Technology: computer architecture; operating systems, environments, and utilities; application software

Career Cluster: Information Technology

CREED CONTEST —INDIVIDUAL EVENT (Recognition Event)

SECTION AND STATE COMPETITION ONLY

The FBLA Creed Contest is designed to foster oratorical and thinking skills of students in presenting the FBLA Creed verbatim, using techniques of public speaking presentations.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10 are eligible to compete in this event. A participant who has placed first may not compete again.

Section: Each local chapter may enter one (1) member.
State: The first place winner in section competition will represent their section at the State Leadership Conference. The first place winner will recite the Creed at the Awards Recognition Session.

OVERVIEW

Participants will recite the Creed. See next page for exact copy of Creed.

PROCEDURE

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. **Grade level must be highlighted or circled.**
- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in the competitive event.
- At the section level, this event may be scheduled or sequestered per each conference preference. If sequestered, participants must report to sequestered waiting room at time listed in program regardless of conference activities. This event will be sequestered at the state level. See sequestered guidelines in the Introduction Section of this document.
- If sequestered, participants are allowed a five (5) minute window after the sequestered room door is closed. Participants who arrive during that five-minute window will be assessed a ten point penalty. If the draw has already been conducted, the participant will be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.
- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- The participant must comply with the FBLA Conference Dress Code or he/she will not be allowed to participate in the event.
- The Creed must be memorized using spoken English only and presented verbatim.
- Participants may not use outlines, notes or note cards.
- No microphone will be allowed.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

JUDGING

There will be three judges for the event. *Each* judge will ask the contestant one question regarding the FBLA Creed and rate the participant according to the rating sheet. *Each* judge's question must remain the same for *each* participant. Only the first place recipient will be recognized with a plaque. All decisions of the judges are final.

FBLA CREED

I believe education is the right of every person.

I believe the future depends on 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 every person has the right to earn a living at a useful occupation.

I believe 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 to think clearly. I promise to use my abilities to make the world a better place for everyone.

CREED CONTEST
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
DELIVERY					
Voice quality	0	1-2	3-4	5	
Diction	0	1-2	3-4	5	
Clear, specific language	0	1-2	3-4	5	
Fluency	0	1-2	3-4	5	
STAGE PRESENCE					
Personal appearance	0	1-2	3-4	5	
Poise, body posture	0	1-2	3-4	5	
Confidence, ease before audience	0	1-2	3-4	5	
Eye contact	0	1-2	3-4	5	
POWER OF EXPRESSION AND EFFECT					
Emphasis, directness, sincerity	0	1-2	3-4	5	
Conveyance of thought and meaning	0	1-2	3-4	5	
Extent to which Creed was presented in an understandable, convincing, and pleasing manner	0	1-3	4-7	8-10	
CORRECTNESS OF CREED					

Participants will receive 25 points for correct presentation. Deductions as follows:
  Leave out word =   -5
  Stumble, garble, etc.   -5
  Omit one paragraph   -25
	0	1-8	9-18	19-25	

RESPONSE TO QUESTIONS					
Ability to satisfactorily answer the questions of the judges which show an understanding of the Creed	0	1-5	6-10	11-15	

TOTAL POINTS _____ /100 max

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

CYBER SECURITY—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code. If the participant does not comply, he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

CYBER SECURITY (Page 2)

Objective Test Competencies

- ❑ computer attacks (eg. virus, spam, spyware, trojans, hijackers, worms)
- ❑ network security
- ❑ e-mail security
- ❑ firewalls
- ❑ intrusion detection
- ❑ public key
- ❑ authentication
- ❑ disaster recovery
- ❑ physical security
- ❑ forensics security
- ❑ cryptography

NBEA Standards Reinforced by Event

- ▪ Information Technology: application software, input technologies, information technology and major business functions, network applications, privacy and ethics

Career Cluster: Information Technology

DATABASE DESIGN & APPLICATIONS—INDIVIDUAL EVENT

SCHOOL-SITE TESTING

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter may enter a maximum of three (3) members.

State: The top five (5) winners from section competition will represent their section at the State Leadership Conference

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a school-site production test and an objective test. Participants are required to complete both parts to be eligible to win an award. One (1) hour will be given for the production test at the local school site. The score received on this portion of the event will constitute 85 percent of the final event score. A one (1) hour objective test will be administered at the conference based on the Objective Test Competencies. The score received on this portion of the event will constitute 15 percent of the final event score.

SCHOOL-SITE PRODUCTION TEST PROCEDURE (Section and State)

See Event Regulations section in front of document for complete Skill Event regulations.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.
- The School-Site Production Data Request—both section and state—can be found online at cafbla.org or at the end of this document. The conference registration packet will contain specific information including how to register for this event.
- The production portion of this event is administered prior to the Section and State Conference.
- One (1) hour will be allowed for the production test at the school 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.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed during the testing time.
- The production test will be used to break a tie.

(continued)

DATABASE DESIGN & APPLICATIONS (Page 2)

CONFERENCE ON-SITE OBJECTIVE TEST PROCEDURE (Section and State)

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from the school must take this test at the same time.

- Participants must show photo identification at the time the written test event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code when taking the written test or he/she will not be admitted to the testing area.

- The written test must be taken in order to place in this event.

JUDGING

Judging of the production test will be based on printed copy. A panel of judges will evaluate the documents. All decisions of the judges are final.

The final event score will be based on 85% from the production portion and 15% from the written test. In case of a tie, the production test score will be used to break the tie.

Production Test Competencies
- ❑ design of multiple table databases (selection of tables, fields, 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

Objective Test Competencies
- ❑ data definitions/terminology
- ❑ query development/SQL
- ❑ table relationships (include referential integrity)
- ❑ normalization of data
- ❑ advanced queries (joins and unions, subqueries)

NBEA Standards Reinforced by Event
- Computation: problem-solving applications
- Information Technology: information technology and major business functions, application software, input technologies information retrieval, database management systems

Career Clusters: Business, Management and Administration; Information Technology

DESKTOP APPLICATION PROGRAMMING—INDIVIDUAL EVENT

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

State: Each chapter may enter a maximum of three (3) members.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines**.**

OVERVIEW

This event consists of two (2) parts: a prejudged program and a performance component. Participants are required to complete both parts to be eligible to win an award. The program must address the topic given. Performances should describe the program completed. Specifically, the performance should address the program creation, processes used, and results of the program.

2011 TOPIC CAN BE FOUND AT THE END OF THE GUIDELINES FOR THIS EVENT

PREJUDGED PROGRAM GUIDELINES

- **The following must be postmarked to the Conference Chair or designee by Friday, February 11, 2011.**

  - ❖ **Three (3) DVDs** containing the executable object, data or support files needed to run the executable file. **Label the media using a marker with the school, participant name, state and event.** They will be returned at the conference.

  - ❖ **Four (4) copies of the Statement of Assurance entry form must accompany the entry materials.** Form at back of this document.

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- The participant may choose any programming language.

- Program produced for this event must be prepared by the participant without help.

- Program should run on Windows XP or higher.

- Data must be free of viruses/malware. Any entry with contaminated data will not be judged.

(continued)

DESKTOP APPLICATION PROGRAMMING (Page 2)

PERFORMANCE GUIDELINES (Top Ten Scoring Programs)

- The top ten (10) individuals will be scheduled for a final presentation based on the prejudged scores. Finalists will be posted online at www.cafbla.org.

- Participants failing to report on time for the presentation will be disqualified. Participants must report at scheduled time regardless of conference activities.

- Participants in the oral presentation component of this event must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in the oral presentation component of this event must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in the event.

- **Only the prejudged DVD may be used**. The event administrator will have a copy.

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

- The participant must perform all aspects of the presentation (e.g. speaking, setup, presentation items, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The individual has a **total** of seven (7) minutes to present the case by describing and/or showing the program.

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

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. 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.

- Following each presentation, judges will conduct a three (3) minute question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

(continued)

DESKTOP APPLICATION PROGRAMMING (Page 3)

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

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
- ❑ explanation of the program is logical and systematic
- ❑ 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 knowledge of content and articulation of ideas
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- ▪ Information Technology: computer architecture; operating systems, environments, and utilities; systems analysis and design; communications and networking infrastructures; network applications
- ▪ Management; technology and information management

Career Clusters: Business, Management and Administration; Information Technology

DESKTOP APPLICATION PROGRAMMING (Page 4)

2011 STATE AND NATIONAL TOPIC

The program to be developed in this presentation and used for competition is:

You will write a class grade book program that accepts the following from a .dat file:
1. *an integer from 1-25—this integer will represent the number of students in a class.*
2. *an integer from 4-10—this integer will represent the number of grades to be submitted for each student in the class. This number will be input only once. The user must input the same number of grades for each student.*
3. *Depending on the number entered in step 2 (can range from 4-10), you will ask what the percentage is for each grade to be entered. The total must equal 100.*

Ask the user for the location of the .dat file and do the necessary processing to return the following:
- *averages for each student*
- *averages, maximums, minimum for each set of grades (assignment)*

The .dat file will have the following information:
- *a record for the number of students.*
- *a record for the number of grades.*
- *a record for the percentage for each of the grades.*
- *a record for each student and that student's grades. The format for this record will be 20 characters for a name followed by 10 set of 3 numbers for the max number of grades.*

Below is an example of the .txt file:

```
4
4
15252535
student name 1   100090080000000000000000000000000
student name 2   099090080100000000000000000000
student name 3   000090081100000000000000000000
student name 4   100095085075000000000000000000
```

The program must validate the following:
1. *the number of students accepted from record 1 is the same numbers of student records processed.*
2. *the number of grades accepted from record 2 is the number of grades used. Any grades outside of the value submitted in record 2 should be 000 in the student/grade record. For example: In the example file, it is stated that there would be 4 grades for each student. If a grade other that 000 were found in the fifth through tenth grades for a student, an error should be generated.*
3. *the percentage of grades adds up 100.*

The program will process the file and produce the following reports/files:
1. *a report or file formatted for printing that contains the average for each student; the average, maximum and minimum for each set of grades submitted. These values should be two two decimal positions.*
2. *a report or file formatted for printing that contains a listing of any errors that occurred while processing the file.*

The values that should be returned for the example file are:
- *average for student*
- *student name 1 – 57.50*
- *student name 2 – 92.35*
- *student name 3 – 77.75*
- *student name 4 – 86.25*
- *for grade 1 – average is 74.75, maximum is 100, minimum is 0*
- *for grade 2 – average is 91.25, maximum is 95, minimum is 90*
- *for grade 3 – average is 81.50, maximum is 85, minimum is 80*
- *for grade 4 – average is 68.75, maximum is 100, minimum is 0*

DESKTOP APPLICATION PROGRAMMING

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PROGRAM READABILITY AND STYLE					
Appropriate names of variables used	0	1-2	3-4	5	
Commentary provided line-by-line and/or section is readable, useful, and complete	0	1-5	6-10	11-15	
General program documentation readable, useful, and complete	0	1-7	8-14	15-20	
Input/output and program parameters properly documented	0	1-3	4-7	8-10	
PROGRAM STRUCTURE AND CONTENT					
Program is concise, does not contain unnecessary complexity	0	1-2	3-4	5	
Appropriate data types used	0	1-2	3-4	5	
Algorithms reliable and straightforward Unusual approaches should be well documented	0	1-5	6-10	11-15	
Algorithms did not impose any special limitations not described in the program instructions	0	1-3	4-7	8-10	
RESULTS					
Program was error free	0	1-3	4-7	8-10	
The program handled user and/or data input errors well	0	1-5	6-10	11-15	
Program functioned as required and meets requirements	0	1-7	8-14	15-20	
Resulting outputs, screens, and messages were useful	0	1-7	8-14	15-20	

Subtotal   **/150 max**

To Be Completed by Conference Chair: Deduct five (5) points for not adhering to Guidelines:
❑ four (4) copies of Statement of Assurance not received ❑ media labeled incorrectly   _____

TOTAL POINTS   /150 max

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Conference Chair

DESKTOP APPLICATION PROGRAMMING

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Participant demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated 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:** _____

PRODUCTION SCORE _____ **/150 max**

FINAL SCORE _____ **/250 max**

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

DESKTOP PUBLISHING—TEAM EVENT (2 Members)

SCHOOL-SITE TESTING

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

One (1) team member may repeat in this event at the NLC.

State: Each local chapter may enter one team composed of two (2) members.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a school-site production test and a collaborative objective test. Participants are required to complete both parts to be eligible to win an award. Two (2) hours will be given for the production test at the local school site. The score received on this portion of the event will constitute 85 percent of the final event score. A one (1) hour objective test will be administered at the conference based on the Objective Test Competencies. The score received on this portion of the event will constitute 15 percent of the final event score.

If one team member cannot attend the SLC, the other team member may be allowed to take the objective test; however, both team members must be registered for the SLC and have taken the production test.

SCHOOL-SITE PRODUCTION TEST PROCEDURE

See Event Regulations section in front of document for complete Skill Event regulations.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.

- The School-Site Production Data Request can be found online at cafbla.org or at the end of this document. The SLC conference registration packet will contain specific information including how to register for this event

- The production portion of this event is administered prior to the State Conference.

- The team of two participants for this event may use two computers. The participants may also choose to use a scanner and the Internet to download freeware pictures. No other equipment may be used,

- Two (2) hours will be allowed for the production test at the school site. Additional time will be allowed for general directions, equipment set up, and warm-up.

- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

(continued)

DESKTOP PUBLISHING (Page 2)

- No reference materials are allowed.
- The finished product may be submitted in black and white or in color on plain paper

CONFERENCE ON-SITE OBJECTIVE TEST PROCEDURE

- See Overview section on prior page for policy which applies if one team member cannot attend the SLC.
- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.
- All students from the school must take this test at the same time.
- Participants must show photo identification at the time the written test event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code when taking the written test or he/she will not be admitted to the testing area.
- The written test must be taken in order to place in this event.

JUDGING

Judging of the production test will be based on printed copy. A panel of judges will evaluate the documents. All decisions of the judges are final.

The final event score will be based on 85% from the production portion and 15% from the written test. In case of a tie, the production test score will be used to break the tie.

Production Competencies
- ❑ documents address topic and 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

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
- ❑ print process
- ❑ message presentation, accuracy, and proofreading

NBEA Standards Reinforced by Event
- Communication: foundations, technological
- Information Technology: information technology and major business functions, application software, input technologies, information retrieval

Career Clusters: Business, Management and Administration; Information Technology; Marketing

DIGITAL VIDEO PRODUCTION—INDIVIDUAL/TEAM EVENT (1-3 Members)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each chapter may submit one (1) entry created by an individual member or a team of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participant should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged project submitted before the SLC and a performance component. Participants are required to complete all parts to be eligible to win an award. A prejudged project should be developed based on the state and national topic listed. Participants are required to complete both parts to be eligible to win an award.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 STATE AND NATIONAL TOPIC

The topic to be developed in this presentation and submitted for competition is:

> *Create a promotional video for the 2012 NLC in San Antonio, Texas, to be held June 24-27 (PBL) and June 28-July 1 (FBLA).*

The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

- **Copyright and Fair Use Information.** It is the policy of FBLA to comply with state and federal copyright laws. Refer to the FBLA Format Guide.

PREJUDGED PROJECT GUIDELINES

- **The following items must be postmarked to the SLC Conference Chair or designee by Friday, February 11, 2011**.
  - **Three (3) DVDs.** Label the media using a marker with the school, participant name, state and event. They will be returned at the conference.
  - **Four (4) copies of the Statement of Assurance entry form must accompany the entry materials.** Form at back of this document.
- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

(continued)

DIGITAL VIDEO PRODUCTION (Page 2)

- Presentations must properly address the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two (2) minutes and no more than four (4) minutes in length.
- Entries should be created in standard DVD format and play on a DVD player.
- The production may use any method to capture or create moving images.
- Members are expected to follow all applicable copyright laws.

PERFORMANCE GUIDELINES (Top Five Entries)

- The video production will be prejudged according to the rating sheet.

- Based on the highest prejudged scores, a maximum of five (5) entries will be eligible to make oral presentations at the State Leadership Conference. Finalists will be posted online at www.cafbla.org.

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

- Participants failing to report on time for the oral presentation will be disqualified. Participants must report at scheduled time regardless of conference activities.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in the event.

- The presentation is an explanation of the digital video production.

- The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.

- **Only the prejudged DVD may be used for the performance.** The event administrator will have a copy.

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

- The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

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

(continued)

DIGITAL VIDEO PRODUCTION (Page 3)

- The individual has a **total** of seven (7) minutes to present the case by describing and/or showing the program.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. 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.

- Following each presentation, the judges will conduct a three (3) minute question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use same judges for the performance. Decisions of the judges are final.

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 Competencies
- ❑ develop the presentation of topic 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
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Communication: technological, organizational
- Information Technology: information technology and major business functions, application software, input technologies, information retrieval

Career Cluster: Information Technology

DIGITAL VIDEO PRODUCTION
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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	
Statement of Assurance submitted with proper copyright documentation	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 complementary	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 • is smooth and steady • 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**

To Be Completed by Conference Chair: Deduct five (5) points for not adhering to Guidelines:
❑ four (4) copies of the Statement of Assurance not received ❑ media labeled incorrectly   _____

TIME PENALTY Deduct five (5) points for presentation over four (4) minutes. **Time:**

FINAL SCORE   /200 max

School_____

Name_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side)

Points Verified: (please initial)

_____ Judge
_____ Event Headquarters

DIGITAL VIDEO PRODUCTION

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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 and development of the video	0	1-7	8-14	15-20	
Proper documentation of pictures, audio, etc.	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	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated 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:** _____

TOTAL POINTS _____ **/100 max**

PREJUDGED SCORE _____ **/200 max**

FINAL SCORE (add total points and prejudged score**)** _____ **/300 max**

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

E-BUSINESS—INDIVIDUAL/TEAM EVENT (1-3 Members)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each chapter may submit one (1) entry created by an individual member or by a team of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged project submitted before the SLC and a performance component. Participants are required to complete both parts to be eligible to win an award. A prejudged project should be developed based on the topic listed.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 STATE AND NATIONAL TOPIC

The topic to be addressed by the web site developed is:

> *Your FBLA chapter has been approached by the school's administration to boost school spirit by creating an online store offering items the student body and community can purchase to show support of their school. The items should be divided into a minimum of three categories such as school, clubs, sports, academics, etc. Items could include, but not be limited to, t-shirts, bumper stickers, hoodies, license plates, banners, posters, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view, select, and purchase all items and events. It must also offer a shopping cart, pricing and payment information (including payment options), mailing options (including local pickup), and security/service information. You are not expected to have a live link.*

- ▪ **Copyright and Fair Use Information.** It is the policy of FBLA to comply with state and federal copyright laws. Refer to FBLA Format Guide.

(continued)

E-BUSINESS (Page 2)

PREJUDGED PROJECT GUIDELINES

- Student members, not advisers, must prepare projects.
- If using a shopping cart, it doesn't need to be active.
- **Four (4) copies of the Statement of Assurance entry form must be postmarked to the SLC Conference Chair or designee by Friday, February 11, 2011**. **The URL must be typed or the site will not be judged.** Form is at back of this document.
- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**
- **The web site must be available for viewing on the Internet at the time of judging or the site will not be judged**. No changes can be made to the web site after the official entry date of February 11.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws. Refer to FBLA Format Guide.
- The use of templates must be identified at the bottom of the home page.
- E-business sites should be designed to allow for viewing by as many different platforms as possible.

PERFORMANCE GUIDELINES (Top Five Entries)

- The web site will be prejudged according to the rating sheet.
- Based on the highest prejudged scores, a maximum of five (5) entries will be eligible to make a presentation at the State Leadership Conference. Finalists will be posted online at www.cafbla.org.
- Presentation of the entry must be conducted by participants who authored the event.
- 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. **However, there will not be Internet access.**
- The web site shown must be exactly as it was submitted on February 11.
- The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
- Participants failing to report on time for the oral presentation will be disqualified. Participants must report at scheduled time regardless of conference activities.
- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must comply with the FBLA Conference Dress Code or he/she will not be allowed to compete.
- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord. Participants will *not* have Internet access to the web site.

(continued)

E-BUSINESS (Page 3)

- The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges.
- The individual or team has five (5) minutes to present; **this includes any showing of the Web site.**
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the SLC. An effort will be made to use the same judges for the performance. All decisions of the judges are final.

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
- ❑ web site functions without error

Performance Competencies
- ❑ presentation of project is developed logically and systemically
- ❑ communicate the design process
- ❑ explain the tips, techniques, and tools used
- ❑ demonstrate ability to make a businesslike presentation
- ❑ display self-confidence apparent through knowledge of content and articulation of ideas
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Communication: technological
- Economics and Personal Finance: allocation of resources, markets and prices, buying goods and services
- Entrepreneurship: marketing
- Information Technology: input technologies, network applications, privacy and ethics
- Marketing: consumers and their behavior, the marketing mix

Career Clusters: Business, Management and Administration; Finance; Information Technology; Marketing

E-BUSINESS
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PAGE LAYOUT AND DESIGN					
Fonts, colors, and graphics enhance aesthetic appeal	0	1-3	4-7	8-10	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports topic	0	1-5	6-10	11-15	
Site uses innovative technology tools and enhancements effectively	0	1-3	4-7	8-10	
SITE NAVIGATION					
All links are functional	0	1-7	8-14	15-20	
Links show consistent format	0	1-3	4-7	8-10	
Navigational path allows customers to make purchasing decisions easily	0	1-7	8-14	15-20	
Navigational scheme is logical and effective	0	1-3	4-7	8-10	
CONTENT					
Effectiveness of site	0	1-8	9-18	19-25	
Solution adequately addresses assigned topic	0	1-5	6-10	11-15	
APPLICATION DESIGN					
Form fields are validated	0	1-5	6-10	11-15	
Transaction data is appropriately prepared for payment gateway on secured site	0	1-3	4-7	8-10	
TECHNICAL					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is compatible with multiple 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	

To Be Completed by Conference Chair: Deduct five (5) points for not submitting four (4) copies of the Statement of Assurance. _____

TOTAL POINTS _____ /200 max

School_____

Name(s)_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)

_____ Judge
_____ Event Headquarters

E-BUSINESS
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Describes development of the topic	0	1-7	8-14	15-20	
Explains the use and implementation of technology	0	1-7	8-14	15-20	
Explains the development and design process	0	1-7	8-14	15-20	
References proper documentation of pictures, audio, etc.	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	1-3	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 five (5) minutes. **Time:**

TOTAL POINTS

PREJUDGED SCORE   **/200 max**

FINAL SCORE (add total points and prejudged score)   **/300 max**

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

ECONOMICS—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

ECONOMICS (Page 2)

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

NBEA Standards Reinforced by Event
- Economics and Personal Finance: allocation of resources, economic systems, economic institutions and incentives, markets and prices, market structures, productivity, role of government, international economic concepts
- Entrepreneurship: economics, aggregate supply and demand
- International Business: global business environment
- Management: organized labor

Career Clusters: Business, Management and Administration; Finance; Marketing

ELECTRONIC CAREER PORTFOLIO—INDIVIDUAL EVENT

STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have competed in this event at a previous NLC.

State: Each local chapter may enter one portfolio prepared by an individual member.

National: The first and second place portfolio will represent California at the National Leadership Conference.

OVERVIEW

This event consists of only a prejudged project. The portfolio should display samples of your work, achievements, and accomplishments you would refer to in an interview. Electronic portfolios use interactive multimedia to increase the range and type of materials that can be included as evidence of learning.

GUIDELINES

- Student members, not advisers, must prepare the portfolios.

- The portfolio should have no more than 30 pages (i.e., slides, links, text files).

- **Four (4) copies of the Statement of Assurance entry form must be postmarked to the SLC conference chair or designee by Friday, February 11, 2011**. **The URL must be typed or the site will not be judged.** Form is at back of this document.

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- **The portfolio must be available for viewing on the Internet at the time of judging or the site will not be judged**. No changes can be made to the web site after the official entry date of February 11.

- All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.

- The portfolio must include: a résumé or data sheet and a career summary. The career summary page should include career choice, description of career, education required, and future job outlook (e.g., monetary, advancement).

(continued)

ELECTRONIC CAREER PORTFOLIO (Page 2)

- Additional sample materials may include: awards and honors, certifications, community and volunteer activities, conferences or workshops, examples of projects or presentations, letters of recognition and recommendation, list of accomplishments, leadership development activities, recognitions, self-assessments, evidence of specific skills, a page from a Web site created, writing samples, and so forth.

- When contemplating these items, you want to showcase your education and work experience by showing examples and evidence of your work, skills, and accomplishments. For example, only include 1-2 pages from a Web site or 1-2 pages of a report.

- This event is prejudged before the SLC and the top ten (10) winners will be announced at the conference.

JUDGING

A panel of judges will evaluate the portfolios using the rating sheet. All decisions of the judges are final.

Project Competencies
- ❑ Demonstrate good written communication skills
- ❑ demonstrate organizational skills
- ❑ show creativity
- ❑ develop a career plan
- ❑ display technology skills—Internet, computer programs
- ❑ demonstrate knowledge of employability skills and trends

NBEA Standards Reinforced by Event
- Career Development: workplace expectations
- Communication: foundations, employment
- Information Technology: information retrieval, privacy and ethics, application software

Career Clusters: Business, Management and Administration; Information Technology; Marketing

ELECTRONIC CAREER PORTFOLIO

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Required items included: • Table of contents • Résumé or data sheet • Career summary	0	1-5	6-10	11-15	
Samples of work, achievements, and accomplishments (minimum of 4 samples)	0	1-7	8-14	15-20	
Items included appropriate for career choice	0	1-5	6-10	11-15	
Evidence of research in career summary; sources of information cited in proper copyright format	0	1-7	8-14	15-20	
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	1-3	4-7	8-10	

SUBTOTAL _____ **/100 max**

To Be Completed by Conference Chair: Deduct two (2) points for each spelling error (maximum of ten [10] points).
Deduct five (5) points for not adhering to Guidelines (maximum of ten [10] points)
❏ Four (4) copies of the Statement of Assurance not received ❏ over 30 pages/links _____

TOTAL POINTS _____ /100 max

School_____

Member(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Headquarters

EMERGING BUSINESS ISSUES—TEAM EVENT—SEQUESTERED (2-3 Members)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

State: Each chapter may enter one (1) team composed of two (2) to three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a preliminary written report submitted before the SLC as outlined in these guidelines, and a performance component for the top ten (10) written preliminary reports. The finalist teams will give a presentation for the topic provided below, taking the affirmative or negative argument.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 STATE AND NATIONAL TOPIC

The topic to be researched and presented during the 2011 SLC for the top ten (10) finalist teams will be:

There is a great deal of emphasis in our economy to build and operate businesses in an environmentally efficient manner. Should state or federal government offer special incentives to companies that choose to build with green materials, harness green power, and employ other green tactics in their operations? Be prepared to argue the affirmative, that yes, the government should offer incentives in order to encourage businesses to build green; or be prepared to argue the negative, that no, the government should not subsidize overhead costs of businesses that build or operate in an environmentally efficient manner.

PRELIMINARY ROUND WRITTEN REPORT

  ▪ Each team will research the topic and prepare and submit an affirmative and negative argument on the previously listed topic.

(continued)

EMERGING BUSINESS ISSUES (Page 2)

- **Three (3) copies of the team's affirmative and negative argument with bibliography must be postmarked to the SLC conference chair or designee by Friday, March 18, 2011**.

- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**

- The affirmative and negative arguments should **each** be no more than two double-spaced pages of text using 12-point font and one-inch side margins. The bibliography should be submitted as the third page using any acceptable bibliography format.

- The event name, team members' names, chapter, and affirmative argument or negative argument should be placed in the upper right-hand corner of each page. Staple each of the three sets in the upper left-hand corner.

- Each submission must be the result of the team's independent research and development.

- All members of the team must participate in the research and solution for the topic.

FINAL ROUND SEQUESTERED PERFORMANCE (Top Ten Finalists)

- Based on the scores of the preliminary reports, a maximum of ten (10) entries will be eligible to make an oral presentation at the SLC. Finalists will be posted online at www.cafbla.org.

- Each team's presentation must be the result of his/her own independent work. Facts and working data may be secured from any source.

- Participants who authored the preliminary report must conduct the presentation.

- All teams will report to the waiting room as posted at the conference and will be sequestered prior to this event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after the performance is over. The sequestered rules are:
  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Teams must report to sequestered waiting room at posted time regardless of conference activities.

- Teams are allowed a five (5) minute window after the waiting room doors are closed. Teams who arrive during that window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Teams who arrive after the five (5) minute window will not be allowed to enter the waiting room or to participate in the event.

(continued)

EMERGING BUSINESS ISSUES (Page 3)

- All participants must show photo identification in the sequestered room at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in the competitive event.

- The order of performance will be drawn at random in the sequestered waiting room.

- Teams will be taken to the preparation room per the drawn schedule and will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

- Teams will be permitted to bring prepared notes written/printed on 4" x 6" note cards to the preparation and presentation areas. In addition, two (2) 4" x 6" blank note cards will be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- Teams will have five (5) minutes to present the case. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.

- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.

- Following each presentation, judges will conduct a three (3) minute question-answer period.

- All performances are open to conference attendees who are not performing participants of this event.

(continued)

EMERGING BUSINESS ISSUES (Page 4)

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference.

Each judge will use the regular rating sheet to score students. After all performances, each judge will rank his/her own top ten performances from one to ten with first place receiving ten points, second place nine points, all the way to one point for tenth place. Then, the total points from the ranking system from each judge will be added together to determine the top ten places. All decisions of the judges are final.

Note: If there is an even number of judges, use the scores from the rating sheet instead of the ranking system.

Preliminary Report Competencies

- ❑ arrange information logically
- ❑ follow formatting directions
- ❑ demonstrate correct spelling and grammar
- ❑ address affirmative and negative arguments

Performance Competencies
- ❑ understanding of topic evident
- ❑ topic presented in a logical manner
- ❑ all team members contribute to presentation
- ❑ arguments are persuasive and relevant to topic
- ❑ answer questions effectively

NBEA Standards Reinforced by Event
- ▪ Communication: foundations, employment
- ▪ Economic and Personal Finance: market structures, role of government, personal decision making
- ▪ International Business: global business environment
- ▪ Management: ethics and social responsibility, financial decision making

Career Clusters: Business, Management and Administration; Information Technology

EMERGING BUSINESS ISSUES

Preliminary Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
KNOWLEDGE OF TOPIC					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-3	4-7	8-10	
Quality of evidence	0	1-3	4-7	8-10	
ABILITY TO TAKE A POSITION					
Persuasiveness	0	1-3	4-7	8-10	
Relevance of affirmative argument	0	1-3	4-7	8-10	
Relevance of negative argument	0	1-3	4-7	8-10	

TOTAL POINTS   /60 max

School_____

Team Members_____

_____

Judge's Signature_____

Points Verified: (please initial)

_____ Judge
_____ Event Headquarters

Judge's Comments: (use reverse side if needed)

EMERGING BUSINESS ISSUES

Performance Rating Sheet

❑ Affirmative Presentation   ❑ Negative Presentation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-7	8-14	15-20	
Quality of evidence	0	1-7	8-14	15-20	
ABILITY TO TAKE A POSITION					
Persuasiveness	0	1-7	8-14	15-20	
Relevance of arguments	0	1-3	4-7	8-10	
DELIVERY					
Thoughts and 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 five (5) minutes. **Time:** _____

FINAL SCORE _____ **/100 max**

*If student is in your top ten rankings, list number of points based on first place with ten (10) points, second place with nine (9) points, etc. The final top ten is based on the total of each judge's ranking points._____

School_____

Team Members_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

*If there is an even number of judges, use the scores from the rating sheet instead of the ranking system.

ENTREPRENEURSHIP—TEAM EVENT—SEQUESTERED (2-3 Members)

WILHELMINA VAN HUNNICK MEMORIAL AWARD

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

Section: Each local chapter may enter one team composed of two (2) or three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

State: The top five (5) teams per section will qualify to compete at the State Leadership Conference.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

ALTERNATE POLICY

At least one person of the qualifying section team must be on the team to compete at the state level. You may add team members when registering for state; they do not have to be declared ahead of time. The teams who register to compete at the state level must have the same students participate in both components of the event.

OVERVIEW

Section: A one-hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively.

State: A one-hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively. The top five (5) teams with the highest score will compete in the performance portion of this event.

The case study for the finalist teams will consist of a decision-making 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 presentation.

OBJECTIVE TEST PROCEDURE

  ▪ All team members must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area. All team members must be present.
  ▪ Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

(continued)

ENTREPRENEURSHIP (Page 2)

- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- Participants must furnish their own No. 2 pencils and erasers.
- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

CASE STUDY PROBLEM—SEQUESTERED (Top Five Scoring Teams)

- All teams must report to the waiting room at the posted time to be sequestered prior to this event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after the performance is over. The sequestered rules are:
  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.
- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.
- Teams are allowed a five (5) minute window after the waiting room doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Teams who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- The order of performance will be drawn at random in the sequestered waiting room.
- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the case study.
- 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.**
- The case study may *not* be taken into the performance room.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- The team has seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

(continued)

ENTREPRENEURSHIP (Page 3)

- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Case study performances are open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the performance portion of this event. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be used to determine the final rank.

Objective Test Competencies
- ❑ business plan
- ❑ community/business relations
- ❑ legal issues
- ❑ initial capital and credit
- ❑ personnel management
- ❑ financial management
- ❑ marketing management
- ❑ taxes
- ❑ government regulations

Performance Competencies
- ❑ topic presented in a logical manner
- ❑ communication skills evident through voice projection and diction
- ❑ critical thinking/problem solving used to resolve case
- ❑ presentation includes positive and negative aspects of implementation
- ❑ all team members contribute to presentation
- ❑ answer questions effectively

NBEA Standards Reinforced by Event
- Accounting: the accounting process, special applications
- Communication: foundations, organizational
- Entrepreneurship: marketing, economics, finance, accounting, global market, legal, business plans
- Management: management functions, human resource management
- Marketing: foundations of marketing, the marketing mix, the marketing plan

Career Clusters: Business, Management and Administration; Finance; Marketing

ENTREPRENEURSHIP

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1-5	6-10	11-15	
Team members demonstrate 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 _____ /100max

TIME PENALTY Deduct five (5) points for presentation over seven (7) minutes. **Time:** _____

FINAL SCORE _____ /100 max

Objective Test Score (to be used only in the event of a tie) _____

School_____

Team Members_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

FBLA PRINCIPLES & PROCEDURES—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

A participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference.   See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for further information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. A "proof of grade level" for a wild card entry must be sent with the registration materials for the State Leadership Conference. **Grade level must be highlighted or circled.**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

(continued)

*If a middle school member places first, second, or third at the State Leadership Conference, he/she cannot compete at the national level per national eligibility guidelines.

FBLA PRINCIPLES & PROCEDURES (Page 2)

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

Objective Test Competencies
- FBLA-PBL organization, bylaws, and handbook
- FBLA national awards program
- FBLA national publications
- FBLA creed and national goals

FUTURE BUSINESS LEADER—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter may enter two (2) members.

State: The top five (5) winners from section competition will represent their section at the State Leadership Conference.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of three (3) parts:

- Letter of Application and Résumé
- A one hour objective test based on the competencies listed
- Interview: See section and state procedure on the following pages for specific interview information.

GUIDELINES

- All participants must show photo identification at the time the event starts for both the objective test portion and, if applicable, the interview, or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code for both the written test and the interview (if applicable) or he/she will not be permitted to participate.

Letter and Résumé

- Each participant must prepare the following materials:

    A one-page letter of application (original or copy) for the award, addressed as below. The letter should state the reasons the participant is deserving of the honor of this award.

    Ms. Jean M. Buckley
    President & CEO
    FBLA-PBL, Inc.
    1912 Association Drive
    Reston, VA 20191-1591

    A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.

(continued)

FUTURE BUSINESS LEADER (Page 2)

- The materials are to be submitted as follows:

   Section: Submit three (3) sets of the above materials in a single, standard file folder at the conference site. Each set must be paper clipped together.

   State: Mail three (3) sets of the above materials in a single, standard file folder as directed in the SLC registration packet. Each set must be paper clipped together.

- The tab of the folder must be labeled with the event title, participant's name, state, and school. **Include participant's name on all pages submitted.**

- The student is disqualified if insufficient number of copies submitted.

- Penalty points will be assigned as listed below:

   Incorrect number of folders–3 points
   Tab of folder not labeled properly–3 points
   Set of materials not paper clipped together–1 point
   Letter address on letter of application must match address provided on previous page–
      5 points
   Participant's name not on all pages submitted–1 point

- Only materials submitted by the stated deadline will be judged.

- The letter of application and résumé must be prepared by student members, not advisers.

- Local advisers should serve as consultants to ensure that the letters of application and résumés are well organized, contain substantiated statements, and are written in a business style.

- The letter of application and résumé should demonstrate the reasons the participant is deserving of this award.

FINALIST INTERVIEWS
- Finalists will be scheduled for a ten (10) minute interview.
- Judges will be provided with a copy of each finalist's application materials.
- No items, reference materials, visual aids or electronic devices may be brought or used during the interview.
- Final rank will be determined based upon the written test and interview score per the rating sheet.

SECTION PROCEDURE
- A one-hour written objective test will be administered based on the previously listed competencies. Participants must furnish their own No. 2 pencils and erasers.
- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.
- The ten (10) participants with the highest scores will proceed to a ten-minute interview with a panel of three judges.
- Finalists will report at time indicated in program to draw for interview times. If there is a conflict with the time drawn, they will be allowed to draw again.
- Participants must report at scheduled time regardless of conference activities.

(continued)

FUTURE BUSINESS LEADER (Page 3)

STATE PROCEDURE

- A one-hour written objective test will be administered based on the previously listed competencies. Participants must furnish their own No. 2 pencils and erasers.
- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.
- The ten (10) participants with the highest scores will proceed to a ten-minute interview with a panel of three judges.
- The names of the finalists and the time to report to draw for interview times will be posted outside Conference Headquarters.
- Participants must report at scheduled time regardless of conference activities.

JUDGING

A panel of judges will evaluate the interview and related materials. All decisions of the judges are final. If there is a tie, the objective test score will be used to break the tie.

Objective Test Competencies
- ❑ general concepts to include (e.g., accounting, banking, business procedures, communications, economics, ethics, global business, law, management, marketing, math and technology)
- ❑ California and National FBLA-PBL history, programs, and bylaws
- ❑ parliamentary procedure

Performance Competencies
- ❑ ability to answer questions effectively
- ❑ demonstrates self-confidence, initiative, and assertiveness
- ❑ ability to communicate career knowledge and plans
- ❑ participation in school, community, and leadership activities

NBEA Standards Reinforced by Event
- Accounting: the accounting cycle, the accounting process
- Business Law: basics of the law
- Career Development: workplace expectations
- Communication: foundations, social, employment, organizational
- Computation: mathematical, problem-solving applications
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- International Business: foundations of international business
- Management: management functions
- Marketing: foundations of marketing

Career Clusters: Business, Management and Administration; Information Technology; Marketing

FUTURE BUSINESS LEADER
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
LETTER OF APPLICATION AND RESUME					
Clear and concise presentation of facts with logical arrangement	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, acceptable business style	0	1-5	6-10	11-15	
Evidence of participation in FBLA	0	1-5	6-10	11-15	
Skills for business	0	1-3	4-7	8-10	
Effectiveness of application materials	0	1-3	4-7	8-10	
INTERVIEW					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates proper greeting, introduction, and closing	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	1-3	4-7	8-10	
Professional appearance	0	1-3	4-7	8-10	
LEADERSHIP ABILITY					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explain participation in other school and/or community organizations	0	1-3	4-7	8-10	
Explains and show areas of outstanding achievement	0	1-3	4-7	8-10	
Indicates understanding of career knowledge/career plans	0	1-5	6-10	11-15	

SUBTOTAL   **/150 max**

PENALTY POINTS*

OBJECTIVE TEST SCORE (Calculate one half of the objective test score.)   **/50 max**

TOTAL POINTS

FINAL SCORE   **/200 max**
If there is a tie, use the objective test score to break the tie.

*Check reason for penalty point deduction(s):
❑ Incorrect number of folders–3 points
❑ Tab of folder not labeled properly–3 points

❑ Participant's name not on all pages submitted–1 point
❑ Set of materials not paper clipped together–1 point
❑ Letter address on letter of application incorrect–5 points

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

GLOBAL BUSINESS—TEAM EVENT—SEQUESTERED (2-3 Members)

(Role-Play Performance Event for Finalists)

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

Section: Each local chapter may enter one team composed of two (2) or three (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

State: The top five (5) teams per section will qualify to compete at the State Leadership Conference.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

ALTERNATE POLICY

At least one person of the qualifying section team must be on the team to compete at the state level. You may add team members when registering for state; they do not have to be declared ahead of time. The teams who register to compete at the state level must have the same students participate in both components of the event.

OVERVIEW

Section: A one-hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively.

State: A one-hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively. The top five (5) teams with the highest score will compete in the performance portion of this event.

The case study for the finalist teams will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the presentation.

OBJECTIVE TEST PROCEDURE
- All team members must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area. All team members must be present.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- Participants must furnish their own No. 2 pencils and erasers.

(continued)

GLOBAL BUSINESS (Page 2)

CASE STUDY PROBLEM—SEQUESTERED (Top Five Scoring Teams)

- All teams must report to the waiting room at the posted time to be sequestered prior to this event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after the performance is over. The sequestered rules are:
  - ◆ Participants may read books, do homework, etc.
  - ◆ No electronic devices will be allowed.
  - ◆ Food and drinks may be given to the room proctor to distribute to the individual participants.
  - ◆ Restroom breaks are allowed accompanied by a proctor.
  - ◆ Participants may not communicate with outside individuals.
- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.
- Teams are allowed a five (5) minute window after the waiting room doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Teams who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- The order of performance will be drawn at random in the sequestered waiting room.
- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the case study.
- 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.**
- The case study may *not* be taken into the performance room.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- 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 will refer to the case for specifics. *This is a role-play event.*
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes at which time the presentation must end.
- The performances are open to conference attendees who are not performing participants of this event.

(continued)

GLOBAL BUSINESS (Page 3)

JUDGING

A panel of judges will evaluate the performance portion of this event. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be used to determine the final rank.

Objective Test Competencies
- ❏ basic international concepts
- ❏ ownership and management
- ❏ marketing
- ❏ finance
- ❏ communication (including culture and language)
- ❏ treaties and trade agreements
- ❏ legal issues
- ❏ human resource management
- ❏ ethics
- ❏ taxes and government regulations
- ❏ currency exchange
- ❏ international travel
- ❏ career development

Performance Competencies
- ❏ demonstrate critical thinking and problem solving
- ❏ describe case study and explain recommendations
- ❏ effective communication skills
- ❏ explain strengths and weakness of proposed solution
- ❏ effectively answer questions

NBEA Standards Reinforced by Event
- ▪ Accounting: the accounting cycle
- ▪ Economics and Personal Finance: economic systems, international economic concepts
- ▪ Entrepreneurship: global markets
- ▪ International Business: foundations of international business, organization structures for international business activities, international trade relations, international management, international marketing, international finance
- ▪ Management: global perspective
- ▪ Marketing: foundations of marketing, the marketing mix

Career Clusters: Business, Management and Administration; Finance; Government and Public Administration; Marketing

GLOBAL BUSINESS

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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					
Thoughts and 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	

FINAL SCORE _____ /100 max

Objective Test Score (to be used only in the event of a tie) _____

School _____

Team Members _____

_____

City _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

GOLD SEAL CHAPTER AWARD OF MERIT—CHAPTER RECOGNITION

Hollis and Kitty Guy Award

STATE AND NATIONAL AWARD

The Hollis and Kitty Guy Gold Seal Chapter Award of Merit recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA-PBL.

ELIGIBILITY

All active local chapters are eligible. However, only the top fifteen (15) percent of the total number of local chapters may earn this award.

GUIDELINES

The complete rules and regulations for this award can be found on the California FBLA web site at www.cafbla.org. Select the Programs link, go to the Chapter Recognition Program section, and then select the Business Achievement Awards link, which contains the Program of Work Progress Form that is a component of the Gold Seal qualifications.

HEALTH CARE ADMINISTRATION—INDIVIDUAL EVENT (New)

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

HEALTH CARE ADMINISTRATION (Page 2)

Objective Test Competencies
- ❑ managing office activities
- ❑ enhancing communication skills
- ❑ identifying legal and ethical issues in health care practices
- ❑ managing financial functions
- ❑ enhancing employability skills

NBEA Standards Reinforced by Event
- ▪ Communication: workplace and technological communication
- ▪ Management ethics and social responsibility, personal management skills

Career Clusters: Business, Management and Administration; Health Science

HELP DESK—INDIVIDUAL EVENT—SEQUESTERED
(Role-Play Performance Event for Finalists)

STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

State: Each local chapter may enter one participant.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national event guidelines.

OVERVIEW

This event consists of two (2) parts: an objective test and a performance component based on a scenario. A one (1) hour objective test will be administered based on the competencies listed. The top ten (10) participants will be scheduled for the scenario role play.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

HELP DESK (Page 2)

SCENARIO—SEQUESTERED (Top Ten Scoring Individuals)

- All participants will report to the waiting room at the posted time to be sequestered prior to the event. This means that from the time a participant reports to the waiting room for his/her event, he/she will not be allowed to leave until after his/her performance is over. The sequestered rules are:
  - You may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Participants must report to sequestered waiting room at scheduled time regardless of conference activities.

- Participants are allowed a five (5) minute window after the doors are closed. Participants who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the participant will be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.

- All participants must show photo identification in the sequestered room or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.

- After reporting to the sequestered waiting room, the order of performance will be drawn at random.

- Ten (10) minutes before the performance, each participant will be taken to the preparation room where he/she will receive the scenario.

- Two (2) 4" x 6" note cards will be provided for 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. **Note cards will be collected following the presentation.**

- The copy of the scenario may **not** be taken into the performance room.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The participant has five (5) minutes to *interact* with a panel of judges and demonstrate how he/she would solve the problem. *The judges will play the role of the second* party in the presentation and will refer to the case for specifics. *This is a role-play event.*

(continued)

HELP DESK (Page 3)

- A timekeeper will stand at four (4) minutes and again at five (5) minutes at which time the presentation must end.
- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the role play. All decisions of the judges are final. In the case of a tie, the objective test score will be used to break the tie.

Objective Test Competencies
- ❑ introduction to help desk concepts
- ❑ help desk operations
- ❑ people component; help desk roles & responsibilities (customer service, difficult customers, stress, listening & communication skills)
- ❑ process component; help desk process and procedures—(training, user needs analysis & assessment)
- ❑ information component: help desk performance measures (troubleshooting, solving & preventing problems, types of software—call management, resolution, reporting tools, common problems)
- ❑ help desk setting
- ❑ customer support as a profession

Performance Competencies
- ❑ demonstrate good communication and listening skills
- ❑ translate case into effective, efficient, and spontaneous action
- ❑ demonstrate good decision-making and problem-solving skills
- ❑ show a positive and professional demeanor
- ❑ provide ways for client to solve their own problem
- ❑ be responsible, reliable, and trustworthy
- ❑ resolve conflict resolution

NBEA Standards Reinforced by Event
- Communication: foundations, employment
- Information Technology: information retrieval, privacy and ethics, application software

Career Clusters: Business, Management and Administration; Information Technology

HELP DESK

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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	
Issues a solution or recommen-dation(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					
Thoughts and 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 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	

FINAL SCORE _____ /100 max

Objective Test Score (to be used only in the event of a tie) _____

School_____

Team Members_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

HOSPITALITY MANGEMENT—INDIVIDUAL EVENT (New)

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

HOSPITALITY MANAGEMENT (Page 2)

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

NBEA Standards Reinforced by Event
- ▪ Accounting: financial analysis
- ▪ Business Law: environmental law and energy regulation
- ▪ Communication: workplace communication
- ▪ Information Technology: database management systems
- ▪ Management ethics and social responsibility, human resource management, industry analysis
- ▪ Marketing: the marketing plan

Career Clusters: Hospitality and Tourism, Business Management and Administration

IMPROMPTU SPEAKING—INDIVIDUAL EVENT (Sequestered)

STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

State: Each local chapter may enter one participant.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

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. The goals include:

- Develop competent, aggressive, business leadership.
- Strengthen the confidence of students in themselves and in 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.

Note to adviser: This event requires a student who has public speaking experience. Because students in this event are sequestered, please only enter a student who understands the time commitment as well as the skill level required. A student in this event may also compete in an event with only an objective test component provided the scheduled time of the test is *not* in conflict with any portion of the Impromptu Speaking event.

PRELIMINARY PERFORMANCE (SEQUESTERED)

- Participants will be divided into two (2) or three (3) groups depending on the number of participants
- If there are three preliminary rounds, the top four (4) from each round will advance to the finals making twelve (12) finalists. If there are two preliminary rounds, the top six (6) from each round will advance to the finals.

(continued)

- All participants will report to the waiting room as listed in the program or posted at the conference and will be sequestered prior to this event. This means that from the time a participant reports to the waiting room for his/her event, he/she will not be allowed to leave until after his/her performance is over. The sequestered rules are:

  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Participants must report to sequestered waiting room at scheduled time regardless of conference activities.

- Participants are allowed a five (5) minute window after the doors are closed. Participants who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the participant will be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.

- All participants must show photo identification in the sequestered room or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.

- Participants must furnish their own pens and pencils.

- After reporting to the sequestered waiting room, the order of performance will be drawn at random.

- Ten (10) minutes before the performance, the team will be taken to the preparation room to receive the topic of the speech.

- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. **Note cards will be collected following the presentation.**

- The copy of the topic may *not* be taken into the presentation room.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.

- All participants will address the same topic in their speeches.

- Each speech should be three (3) minutes in length.

- If a student goes more than one (1) minute past the maximum time allowed, the student's presentation will be stopped. The student will not receive an additional time penalty.

- Video taping of speeches is not permitted.

(continued)

IMPROMPTU SPEAKING (Page 3)

- There will be a different topic for the preliminary and final round.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The event administrator will introduce each participant by name only.

- A timekeeper will stand at two (2) minutes and again at three (3) minutes. 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 2:31 or over 3:29.

- The performance is open to conference attendees who are not performing participants of this event.

FINAL PERFORMANCE (SEQUESTERED)

- The names of the twelve (12) finalists will be posted with the time and place to report to the sequestered waiting room.

- The final guidelines are the same as the preliminary guidelines.

JUDGING

Each judge will use the regular rating sheet to score students. After all performances, each judge will rank *his/her own top ten* performances from one to ten with first place receiving ten points, second place nine points, all the way to one point for tenth place. Then, the total points from the ranking system from each judge will be added together to determine the top places per the guidelines. If there is a tie, the rating sheet may be used to break the tie. All decisions of the judges are final.

Note: If there is an even number of judges, the scores from the rating sheet will be used instead of the ranking system.

Performance Competencies
- ❑ extemporaneously speak on a subject
- ❑ clarity of voice
- ❑ critical thinking and problem solving
- ❑ poised manner
- ❑ professional appearance

NBEA Standards Reinforced by Event
- Communication: foundations, social

Career Clusters: Business, Management and Administration; Marketing

IMPROMPTU SPEAKING

Performance Rating Sheet

❏ **Preliminary Round**   ❏ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to the topic	0	1-5	6-10	11-15	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-3	4-7	8-10	
ORGANIZATION					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplishment of purpose	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	
Uses appropriate gestures and has good eye contact	0	1-2	3-4	5	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-3	4-7	8-10	

SUBTOTAL _____ **/100 max**

TIME PENALTY Deduct five (5) points for presentation under 2:31 or over 3:29 minutes. **Time:** _____

FINAL SCORE _____ **/100 max**

*If student is in your top ten rankings, list number of points based on first place with ten (10) points, second place with nine (9) points, etc. The final top ten is based on the total of each judge's ranking points._____

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

*If there is an even number of judges, use the scores from the rating sheet instead of the ranking system.

INTRODUCTION TO BUSINESS—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

The American business enterprise system functions effectively when participants are properly trained to make good business decisions. This event provides recognition for FBLA members who demonstrate an understanding of the American business enterprise system and its effect on consumers, employees, and entrepreneurs.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

A participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

(continued)

*If a middle school member places first, second, or third at the State Leadership Conference, he/she cannot compete at the national level per national eligibility guidelines.

INTRODUCTION TO BUSINESS (Page 2)

OBJECTIVE TEST PROCEDURE

- A "proof of grade level" for each participant (except middle school members) in this event must be mailed with the registration materials for the Section Conference. A "proof of grade level" for a wild card entry must be sent with the registration materials for the State Leadership Conference. **Grade level must be highlighted or circled.**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

Objective Test Competencies
- ❑ money management and banking
- ❑ consumerism
- ❑ characteristics and organization of business
- ❑ economic systems
- ❑ rights and responsibilities of employees, managers, owners, and government
- ❑ career awareness
- ❑ global (international) business
- ❑ ethics
- ❑ insurance

NBEA Standards Reinforced by Event
- Career Development: career research, workplace expectations
- Computation: mathematical foundations
- Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- Management: business organization
- Marketing: foundations of marketing

Career Clusters: Business, Management & Administration; Finance; Marketing

INTRODUCTION TO BUSINESS COMMUNICATION—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

A participant may not have previously competed in this event or Business Communication at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for further information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

COMPETENCIES

A one (1) hour objective test will be administered based on the competencies listed.

(continued)

*If a middle school member places first, second, or third at the State Leadership Conference, he/she cannot compete at the national level per national eligibility guidelines.

OBJECTIVE TEST PROCEDURE

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. A "proof of grade level" for a wild card entry must be sent with the registration materials for the State Leadership Conference. **Grade level must be highlighted or circled.**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

Objective Test Competencies
- ❑ grammar
- ❑ punctuation and capitalization
- ❑ spelling
- ❑ oral communication concepts
- ❑ reading comprehension
- ❑ word definition and usage
- ❑ proofreading and editing
- ❑ spelling

NBEA Standards Reinforced by Event
- Communication: foundations, employment, organizations

Career Clusters: Business, Management and Administration; Marketing

INTRODUCTION TO PARLIAMENTARY PROCEDURE—INDIVIDUAL EVENT

STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

A participant may not have previously competed in this event or Parliamentary Procedure at the national level.

State: Each local chapter may enter a maximum of three (3) members.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one (1) hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the State Leadership Conference. **Grade level must be highlighted or circled.**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

Objective Test Competencies
- ❑ parliamentary procedure principles
- ❑ FBLA Bylaws

Career Cluster: Business Management and Administration

*If a middle school member places first, second, or third at the State Leadership Conference, he/she cannot compete at the national level per national eligibility guidelines.

INTRODUCTION TO TECHNOLOGY CONCEPTS—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

The processing of data is important to the successful operation of a business. This event provides recognition for FBLA members who understand the basic principles involved in computer technology.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

The participant may not have previously competed in this event or Technology Concepts at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one (1) objective test will be administered based on the competencies listed.

(continued)

*If a middle school member places first, second, or third at the State Leadership Conference, he/she may not compete at the national level per national eligibility guidelines.

OBJECTIVE TEST PROCEDURE

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. A "proof of grade level" for a wild card entry must be sent with the registration materials for the State Leadership Conference. **Grade level must be highlighted or circled.**

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

Objective Test Competencies
- ❑ basic computer principles and terminology
- ❑ computer application concepts
- ❑ programming basic concepts
- ❑ computer equipment

NBEA Standards Reinforced by Event
- Information Technology: operating systems, environments and utilities, application software, input technologies

Career Cluster: Information Technology

JOB INTERVIEW—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter may enter two members.

State: The top two winners from each section competition will represent their section at the State Leadership Conference.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines. **Note:** The job application form is completed online at the NLC.

OVERVIEW

This event consists of three (3) parts:
- letter of application and résumé
- job application form
- a panel interview

PROCEDURE

- Each participant must apply for a position at 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. 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.

- Each participant must submit **five (5) sets** of the following materials in a single, standard file folder. Each set must be paper clipped together.

  - The application form for this event is available online at cafbla.org. You need to submit **five (5) total handwritten** copies. Photocopies are acceptable.
  - A one-page letter of application (original or copy) from the participant and addressed to:

    Dr. Terry E. Johnson, Director
    Human Resources
    Merit Corporation
    1640 Franklin Place
    Washington, DC 20041
  - A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.

(continued)

JOB INTERVIEW (Page 2)

- The tab of the folder must be labeled with the event title, participant's name, state, and school. Include participant's name on all pages submitted.

- Judges will be given copies of all participants' application materials. **No other items may be brought to the interview or left with the judges.**

- The student is disqualified if insufficient number of copies submitted.

- The student is disqualified if application is not handwritten.

- Penalty points will be assigned as listed below:
  - Incorrect number of folders–3 points
  - Tab of folder not labeled properly–3 points
  - Sets of materials not paper clipped together–1 point
  - Letter address on letter of application must match address provided–5 points
  - Participant's name not on all pages submitted–1 point

- Only materials submitted by the stated deadline will be judged.

- The letter of application and résumé must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the letters of application and résumés are well organized, contain substantiated statements, and are written in a business style.

- The file folder information previously listed is to be **mailed** to the conference chair (includes both section and state conferences) as directed in the conference registration packet. **For section conference this is a maximum of two entries per chapter and for state the first and second place winner from each section.**

- The applicant's material will be pre-judged by a panel of professionals from business. See the preliminary rating sheet in these guidelines to see how the materials will be judged.

- **Section**: The scores from the preliminary rating sheet will determine up to ten (10) finalists per section who will participate in a ten-minute (10) interview with a panel of professionals from business.

- **State:** The first and second place winner from each section will mail materials as previously listed. All who submit on time will receive an interview.

- All participants must show photo identification prior to the interview or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be allowed to compete.

- Participants must report at scheduled time regardless of conference activities.

JUDGING

The scores from the preliminary rating sheet, along with the interview score, will be used to compute the final score. All decisions of the judges are final.

(continued)

JOB INTERVIEW (Page 3)

Performance Competencies
- ❑ ability to answer questions effectively
- ❑ demonstrate and use good communication skills
- ❑ exhibit a professional and poised appearance
- ❑ communicate career knowledge and plans

NBEA Standards Reinforced by Event
- ▪ Career Development: self awareness, career research, workplace expectations, career strategies
- ▪ Communications: employment

Career Clusters: Business, Management and Administration; Finance; Marketing

JOB INTERVIEW

Preliminary Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
JOB APPLICATION FORM					
Clear and concise presentation of facts	0	1-2	3-4	5	
Neatness and legibility	0	1-2	3-4	5	
LETTER OF APPLICATION					
Clear and precise presentation of facts with logical arrangement	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-2	3-4	5	
RESUME					
Clear and precise presentation of facts with logical arrangement	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Educational/work preparation	0	1-3	4-7	8-10	

SUBTOTAL _____ **/50 max**

PENALTY POINTS* _____

FINAL SCORE _____ **/50 max**

*Check reason for penalty point deduction(s):   ❑ Participant's name not on all pages submitted–1 point
❑ Incorrect number of folders–3 points   ❑ Letter address on letter of application incorrect–5 points
❑ Tab of folder not labeled properly–3 points ❑ Set of materials not paper clipped together–1 point

Name_____ School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

JOB INTERVIEW

Interview Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PROFESSIONAL PRESENTATION					
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	
Professional appearance	0	1-3	4-7	8-10	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
INTERVIEW					
Demonstrates the ability to understand and respond to interview questions	0	1-5	6-10	11-15	
Illustrates adequate qualifications for the position	0	1-5	6-10	11-15	
Possesses career knowledge about the position	0	1-3	4-7	8-10	
Justifies career plans	0	1-3	4-7	8-10	
Asks appropriate questions	0	1-2	3-4	5	
APPLICATION MATERIALS					
Effectiveness of application materials (résumé, letter of application, and job application)	0	1-3	4-7	8-10	

SUBTOTAL   **/100 max**

PRELIMINARY AVERAGE SCORE   **/50 max**

FINAL SCORE   **/150 max**

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

LOCAL CHAPTER ANNUAL BUSINESS REPORT—CHAPTER EVENT

STATE AND NATIONAL COMPETITION

Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. This report recognizes FBLA chapters that effectively summarize their year's activities. This event provides participants with valuable experience in preparing annual business reports.

ELIGIBILITY

State: Each local chapter may enter this event.

National: The first and second place report in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

The report should include the chapter's annual business: follow the rating sheet sequence in writing the report. Projects used for other FBLA reports may be included.

GUIDELINES
  ❑ **General**
  ▪ Student members, not advisers, must prepare reports.
  ▪ **Three (3) copies of the report must be postmarked to the Conference Chair or designee by Monday, March 29.**
  ▪ The reports will be returned at the conference.
  ▪ **Be sure to enter this event when registering for the SLC.**
  ▪ Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
  ▪ See the Business Achievement Awards Chapter Recognition Guidelines at cafbla.org to determine the criteria as to how the top 15% of chapters who submit this report can earn the Gold Seal Chapter Award of Merit to be recognized at the SLC and NLC.
  ▪ Penalty points will be given if the written project doesn't adhere to the report cover and report content guidelines.

  ❑ **Report Cover**
  ▪ Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
  ▪ Report covers are not counted against the page limit and may contain other information.
  ▪ Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
  ▪ Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
  ▪ Front cover contains the following information: name of the school, state, name of the event, and year (201x-1x)
  ▪ All reports must be bound (e.g., tape binding, spiral binding).

(continued)

❑ **Report Contents**
▪ Table of contents with page numbers
▪ 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.
▪ Pages are numbered and must be on 8 ½" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
▪ Reports must not exceed 30 pages excluding front and back cover (A title page, divider pages, and appendices are optional and are included in the page count).
▪ Copies should be sent rather than important original documents. No items may be attached to any page in the report.

JUDGING

A panel of judges will select the winners based on the rating sheet. All decisions of the judges are final.

Report Competencies
❑ arrange report in proper business style and logically arranged
❑ correct spelling and grammar
❑ describe report development
❑ explain local chapter organization and characteristics of chapter
❑ document productivity and recognition of chapter

NBEA Standards Reinforced by Event
▪ Communication: foundations, technological
▪ Information Technology: application software
▪ Marketing: foundations

Career Clusters: Business, Management and Administration; Finance; Information Technology; Marketing

LOCAL CHAPTER ANNUAL BUSINESS REPORT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CHAPTER PROFILE					
Letter to chapter membership (by chapter officer)	0	1-2	3-4	5	
Chapter Information Included • Number of members • Size of school and community • When and where the chapter was organized	0	1-2	3-4	5	
PRODUCTIVITY					
Recruitment of members and chapters	0	1-2	3-4	5	
Leadership development for officers and members	0	1-3	4-7	8-10	
Preparation of students for business careers	0	1-2	3-4	5	
Service to the school and community	0	1-3	4-7	8-10	
Cooperation with business, professional, and service groups	0	1-2	3-4	5	
Participation in public relations and activities	0	1-2	3-4	5	
Support of FBLA national and state projects	0	1-2	3-4	5	
Attendance and participation at state and nationally sponsored conferences	0	1-2	3-4	5	
RECOGNITION					
For FBLA competitive events and activities	0	1-2	3-4	5	
For school, community, business, and industry activities	0	1-2	3-4	5	
BUSINESSLIKE PROCEDURES					
Chapter management and organization	0	1-2	3-4	5	
Financial development, including fund-raising and financial statement	0	1-2	3-4	5	

(continued)

LOCAL CHAPTER ANNUAL BUSINESS REPORT

Report Rating Sheet (Page 2)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
FORMAT OF REPORT					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-2	3-4	5	
Design and graphics	0	1-2	3-4	5	
Subtotal					**/100 max**

To Be Completed by Conference Chair:
Deduct five (5) points for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect, ❑ over thirty (30) pages ❑ pasted items ❑ no page numbers in report ❑ report format does not follow rating sheet ⎯⎯⎯⎯

FINAL SCORE   /100 max

School⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

City⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

Judge's Signature⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

Judge's Comments:

Points Verified: (*please initial*)

⎯⎯⎯⎯⎯ Judge
⎯⎯⎯⎯⎯ Event Headquarters

MANAGEMENT DECISION MAKING—TEAM EVENT—SEQUESTERED

(2-3 Members) (Role-Play Performance Event for Finalists)

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

Section: Each local chapter may enter one team composed of two (2) or three (3) members. No more than one (1) team member may have competed n this event at a prior NLC or have competed more than two (2) years at the national level.

State: The top five (5) teams per section will qualify to compete at the State Leadership Conference.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

ALTERNATE POLICY

At least one person of the qualifying section team must be on the team to compete at the state level. You may add team members when registering for state; they do not have to be declared ahead of time. The teams who register to compete at the state level must have the same students participate in both components of the event.

OVERVIEW

Section: A one-hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively.

State: A one-hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively. The top five (5) teams with the highest score will compete in the performance portion of this event.

An interactive case study for the finalist teams will be given and will consist of 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.

(continued)

MANAGEMENT DECISION MAKING (Page 2)

OBJECTIVE TEST PROCEDURE

- All team members must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area. All team members must be present.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- Participants must furnish their own No. 2 pencils and erasers.

CASE STUDY PROBLEM—SEQUESTERED (Top Five Scoring Teams)

- All teams must report to the waiting room at the posted time to be sequestered prior to this event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after the performance is over. The sequestered rules are:
  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.
- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.
- Teams are allowed a five (5) minute window after the waiting room doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Teams who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- The order of performance will be drawn at random in the sequestered waiting room.
- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the case study.
- 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.**
- The case study may *not* be taken into the performance room.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

(continued)

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- 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 will refer to the case for specifics. All team members must participate. *This is a role-play event.*

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes at which time the presentation must end.

- Performances are open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the performance portion of this event. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be used to determine the final rank.

Objective Test Competencies
- ❑ information and communication systems
- ❑ human resource management
- ❑ financial management
- ❑ business operations
- ❑ management functions and the environment
- ❑ business ownership and the law
- ❑ strategic management
- ❑ ethics and social responsibility
- ❑ marketing
- ❑ economic concepts
- ❑ careers

Performance Competencies
- ❑ demonstrate critical thinking and problem solving
- ❑ describe case study and explain recommendations
- ❑ demonstrate good communication skills
- ❑ explain strengths and weakness of proposed solution
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Accounting: financial statements, special applications
- Business Law: business organizations
- Communications: foundations, organizational
- Economics and Personal Finance: economic systems, markets and prices
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- Information Technology: impact on society
- Management: management functions, business organization, ethics and social responsibility, management theories, financial decision making

Career Clusters: Business, Management and Administration; Marketing

MANAGEMENT DECISION MAKING

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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	
Management's decision is clear	0	1-5	6-10	11-15	
DELIVERY					
Thoughts and 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	

FINAL SCORE _____ /100 max

Objective Test Score (to be used only in the event of a tie) _____

School _____

Team Members _____

_____

City _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

MANAGEMENT INFORMATION SYSTEMS—TEAM EVENT SEQUESTERED
(2-3 Members—Role-Play Performance Event for Finalists)

STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

State: Each local chapter may enter one team composed of two (2) to three (3) members. No more than one (1) team member may have competed in the event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

ALTERNATE POLICY

When a team registers for the state conference, there is an option to list one alternate who may replace one of the members. The teams who register to compete at the state level must have the same students participate in both components of the event.

If the team qualifies for the National Leadership Conference, the previously listed alternate may substitute if one team member cannot attend the NLC and the substitution is made by the deadline for students to commit to competing at the NLC.

It is highly recommended that an alternate be provided even if the maximum number is entered.

OVERVIEW

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. The top five (5) teams with the highest objective scores will compete in the performance portion of this event.

OBJECTIVE TEST PROCEDURE

- All team members must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area. All team members must be present.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

(continued)

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

CASE STUDY PERFORMANCE—SEQUESTERED (Top Five Scoring Teams)

- All teams must report to the waiting room at the posted time and will be sequestered prior to the event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after his/her performance is over. The sequestered rules are:

  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.

- Teams are allowed a five (5) minute window after the doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Participants who arrive after the five (5) minute window will not be allowed to enter the waiting room or to participate in the event.

- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to compete in this event.

- After reporting to the sequestered waiting room, the order of presentation will be drawn at random.

- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the case study.

- 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.

- A flip chart and markers will be provided which may be used to present the proposed solution. **The note cards, flip chart sheets, and markers will be collected following the presentation.**

- The case study may **not** be taken into the performance room.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

 (continued)

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The team has a total of 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 will refer to the case for specifics. All team members must participate. *This is a role-play event.*

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes at which time the presentation must end.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the performance portion of this event. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be used to determine the final rank.

Objective Test Competencies
- ❑ systems analysis and design—systems development life cycle
- ❑ database management and modeling concepts
- ❑ object-oriented analysis and design
- ❑ user interfaces
- ❑ system controls
- ❑ defining system and business requirements

Performance Competencies
- ❑ demonstrate critical thinking and problem solving
- ❑ describe case study and explain recommendations
- ❑ demonstrate good communication skills
- ❑ explain strengths and weaknesses of proposed solution
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Accounting: financial statements, special applications
- Career Development: career strategy
- Computation: problem-solving applications
- Economics and Personal Finance: banking, buying goods and services, role of government, markets and prices, saving and investing
- Management: ethics and social responsibility, financial decision making

Career Clusters: Business, Management and Administration; Finance

MANAGEMENT INFORMATION SYSTEMS

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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	
Presents 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	
Thoughts and 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	

FINAL SCORE   /150 max

Objective Test Score (to be used only in the event of a tie)

School_____

Team Members_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

MARKETING—INDIVIDUAL EVENT—REVISED
(Role-Play Performance Event for Finalists)

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for further information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

Section: A one (1) hour objective test will be administered based on the competencies listed.

State: A one-hour objective test will be administered based on the competencies listed. The top five (5) participants will compete in the performance portion of this event.

The case study for the finalists will be given concerning a marketing problem.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

MARKETING (Page 2)

CASE STUDY—SEQUESTERED (Top Five Scoring Individuals at State)

- All participants will report to the waiting room at the posted time to be sequestered prior to the event. This means that from the time a participant reports to the waiting room for his/her event, he/she will not be allowed to leave until after his/her performance is over. The sequestered rules are:
  - You may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Participants must report to sequestered waiting room at scheduled time regardless of conference activities.

- Participants are allowed a five (5) minute window after the doors are closed. Participants who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the participant will be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.

- All participants must show photo identification in the sequestered room or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.

- After reporting to the sequestered waiting room, the order of performance will be drawn at random.

- Twenty (20) minutes before the performance, each participant will be taken to the preparation room where he/she will receive the scenario.

- Two (2) 4" x 6" note cards will be provided for 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. **Note cards will be collected following the presentation.**

- The copy of the case study may **not** be taken into the performance room.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The participant has seven (7) minutes to *interact* with a panel of judges and demonstrate how he/she would solve the problem. *The judges will play the role of the second* party in the presentation and will refer to the case for specifics. *This is a role-play event.*

(continued)

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes at which time the presentation must end.

- The performance is open to conference attendees who are not performing participants of this event.

Objective Test Competencies
- ❑ basic marketing fundamentals (price, product, place, and promotion)
- ❑ economics
- ❑ selling and merchandise
- ❑ channels of distribution
- ❑ marketing, information research and planning
- ❑ promotion, advertising media
- ❑ legal and social aspects of marketing
- ❑ e-commerce

Performance Competencies
- ❑ demonstrate critical thinking and problem solving
- ❑ describe case study and explain recommendations
- ❑ demonstrate good communication skills
- ❑ explain strengths and weakness of proposed solution
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Entrepreneurship: marketing, legal
- Marketing: foundations of marketing, consumers and their behavior, external factors, the marketing mix, marketing research, the marketing plan

Career Clusters: Business, Management & Administration; Marketing

MARKETING

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Problem is understood and well-defined	0	1-7	8-14	15-20	
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	
Management's decision is clear	0	1-5	6-10	11-15	
DELIVERY					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Shows 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	

FINAL SCORE _____ /150 max

Objective Test Score (to be used only in the event of a tie) _____

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

MEMBERSHIP RECOGNITION AWARDS

STATE AWARD

Effective state and national programs depend upon membership support and growth. Continued membership growth makes the expansion of services and materials possible. Recognition is given to local chapters that have attained the greatest growth in membership.

ELIGIBILITY

All active local chapters are eligible.

AWARDS

Certificates and plaques are presented to the top five chapters at the State Leadership Conference in the following membership events:

Largest Increase in Local Chapter Membership

Largest Local Chapter Membership

Largest Local Chapter Membership–Professional Division

Largest Percentage of Increase in Local Chapter Membership

Market Share (Largest Percentage of FBLA Members Based on School Enrollment)

PROCEDURE

- Official membership records are audited in the state office. An entry form is not required for recognition **except** for the Market Share Award. For this award, chapters must submit official proof from the school's 2009-10 First Principal (P-1) Apportionment Report showing their official school enrollment. Recognition will be awarded based on the chapter membership as a percentage of the school enrollment. See the SLC registration packet for the form that must be *postmarked* by March 29.

- The official date for membership awards is paid members as of March 1.

- Membership is checked against the national record since dues are payable only on a unified basis.

NETWORK DESIGN—TEAM EVENT—SEQUESTERED (2-3 Members)

STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

State: Each local chapter may enter one (1) team composed of two (2) to three (3) members. No more than one (1) team member may have entered this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place team in state competition will represent California at the National Leadership conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management handbook for national competitive event guidelines.

ALTERNATE POLICY

When a team registers for the state conference, there is an option to list one alternate who may replace one of the members. The teams who register to compete at the state level must have the same students participate in both components of the event.

If the team qualifies for the National Leadership Conference, the previously listed alternate may substitute if one team member cannot attend the NLC and the substitution is made by the deadline for students to commit to competing at the NLC.

It is highly recommended that an alternate be provided even if the maximum number is entered.

OVERVIEW

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. The top five (5) teams with the highest total score will compete in the performance portion of this event.

A case study for the finalist teams 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.

OBJECTIVE TEST PROCEDURE

- All team members must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area. All team members must be present.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

(continued)

NETWORK DESIGN (Page 2)

- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- Participants must furnish their own No. 2 pencils and erasers.
- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

CASE STUDY PROBLEM—SEQUESTERED (Top Five Scoring Teams)

- All teams must report to the waiting room at the posted time to be sequestered prior to the event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after the performance is over. The sequestered rules are:
  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.
- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.
- Teams are allowed a five (5) minute window after the waiting room doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the team will be assigned a remaining slot. Teams who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.
- Participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate in this event.
- After reporting to the sequestered waiting room, the order of presentation will be drawn at random.
- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the case study.
- 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.
- A flip chart and markers will be provided which may be used to present the proposed solution. **The note cards, flip chart sheets, and markers will be collected following the presentation.**
- The case study may **not** be taken into the performance room.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- The team has seven (7) minutes to present the case.

(continued)

NETWORK DESIGN (Page 3)

- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the performance portion of this event. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be used to determine the final rank.

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
- ❑ security

Performance Competencies
- ❑ analyze the computing environment and needs
- ❑ demonstrate an understanding of the case
- ❑ explain, discuss, describe recommendations
- ❑ demonstrate good communication skills
- ❑ apply critical thinking/problem solving
- ❑ demonstrate ability to work as a team
- ❑ answer questions effectively

NBEA Standards Reinforced by Event
- Communication: technological, organizational
- Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications
- Management: technology and information management

Career Cluster: Information Technology

NETWORK DESIGN

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT AND RECOMMENDATION					
Describes the situation	0	1-3	4-7	8-10	
Resolves problem	0	1-5	6-10	11-15	
Uses 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	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					
Thoughts and 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**

TIME PENALTY Deduct five (5) points for presentation over seven (7) minutes. **Time:** _____

FINAL SCORE _____ **/150 max**

Objective Test Score (to be used only in the event of a tie) _____

School _____

Team Members _____

_____

City _____

Judge's Signature _____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

NETWORKING CONCEPTS—INDIVIDUAL EVENT

STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

State: Each local chapter may enter a maximum of three (3) members.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one (1) hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

(continued)

NETWORKING CONCEPTS (Page 2)

Objective Test Competencies
- ❑ general network terminology
- ❑ network operating system concepts
- ❑ equipment for network access (firewall, DSU/CSU, T1, WiFi, etc.)
- ❑ OSI model and functionality
- ❑ network topologies and connectivity
- ❑ network security

NBEA Standards Reinforced by Event
- ▪ Information Technology: computer architecture, operating systems, environments and utilities, systems analysis and design, communications and networking infrastructures, network applications
- ▪ Management: technology and information management

Career Cluster: Information Technology

OUTSTANDING LOCAL CHAPTER ADVISER

CHARLES DEE COX AWARD

SECTION, STATE AND NATIONAL

The Outstanding Local Adviser Award honors local FBLA advisers who have made outstanding contributions to the association at the local, section, and state levels.

ELIGIBILITY

Section: Each chapter may nominate one outstanding adviser of an active local chapter. The criteria is based on

• years of participation in FBLA activities.

• extent of participation in conferences sponsored by the section and state.

• contribution to local, section, state, and national projects.

• participation in other professional organizations.

• involvement in community activities.

• recommendations supportive of the adviser's contribution to the association.

State: Each section may enter a nominee who will represent his/her section at the state level.

National: The first place recipient at the state level will represent California at the national level.

PROCEDURE

Outstanding local advisers may be nominated by completing the nomination form on the next page. You may attach up to three letters of recommendation. It is recommended that the letters be from the local chapter, a school administrator, and a community representative.

OUTSTANDING LOCAL CHAPTER ADVISER
CHARLES DEE COX AWARD
NOMINATION FORM

SECTION AND STATE RECOGNITION EVENT

Adviser nominated_____

Chapter_____

Address_____
                        Street   City   ZIP

Number of years as adviser_____

Section_____

Attached are up to three letters of recommendation. This nomination form along with the letters of recommendation should be submitted to your Section Director by the registration deadline for the Section Leadership Conference.

YOU MAY COPY THIS FORM OR
SUBMIT THE REQUIRED INFORMATION IN A TYPED
FORMAT

PARLIAMENTARY PROCEDURE—TEAM EVENT—SEQUESTERED (4-5 Members)

STATE: **SHERIAN H. ECKENROD AWARD**
NATIONAL: **DOROTHY L. TRAVIS AWARD**

SECTION, STATE, AND NATIONAL COMPETITION

This event 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.

ELIGIBILITY

Section: Each local chapter may enter one team composed of four (4) or five (5) members—a president, vice president, secretary, treasurer, and an additional member. No more than two (2) members of the team may have participated at a prior NLC or have competed more than two (2) years at the national level.

State: The top three (3) teams per section will qualify to compete at the State Leadership Conference.

National: The first and second place team in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

ALTERNATE POLICY

At least three (3) members of the qualifying section team must be on the team to compete at the state level. You may add team members when registering for state; they do not have to be declared ahead of time. The teams who register to compete at the state level must have the same students participate in both components of the event.

OVERVIEW

This event is composed of two (2) parts: an objective test and a performance component.

Objective Test (Section and State)

A one (1) hour objective test will be administered based on the competencies listed. The team score is determined by averaging the scores of its members.

Performance (State)

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*, (Copyright 2000). The five (5) finalists will be selected based on the scores of the objective test.

PROCEDURE

- The five (5) teams with the highest average score will be scheduled for a performance.

(continued)

PARLIAMENTARY PROCEDURE (Page 2)

- Photo identification must be shown at the time each component of the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants in both components of this event must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in this event.
- Participants must furnish their own No. 2 pencils and erasers for the objective test.
- Any school that does not have a team competing may enter one (1) member to take the written test at the State Leadership Conference.
- If a person from the first place team is interested in the national parliamentarian position, and is eligible to apply, he/she must contact the state officers' adviser immediately following the SLC.
- The individual with the highest score who is **not** on the team that will compete at the national level is **eligible** to apply for the position of national parliamentarian providing he/she meets the qualifications. Contact the state officers' adviser for further information **prior** to the State Leadership Conference.

Note: At the National Leadership Conference, the written test will *not* be used as part of the final score. The performance score will determine the winners.

STATE PERFORMANCE GUIDELINES—SEQUESTERED

- All teams must report to the waiting room at the posted time to be sequestered prior to this event. This means that from the time a team reports to the waiting room for the event, no one will be allowed to leave until after the performance is over. The sequestered rules are:
  - Participants may read books, do homework, etc.
  - No electronic devices will be allowed.
  - Food and drinks may be given to the room proctor to distribute to the individual participants.
  - Restroom breaks are allowed accompanied by a proctor.
  - Participants may not communicate with outside individuals.

- Teams must report to sequestered waiting room at posted time regardless of conference activities or they will not be allowed to compete.

- Teams are allowed a five (5) minute window after the doors are closed. Teams who arrive during the window (5 minutes) will be assessed a ten point penalty. If the draw has already been conducted, the teams will be assigned a remaining slot. Participants who arrive after the five-minute window will not be allowed to enter the waiting room or to participate in the event.

- After reporting to the sequestered waiting room, the order of presentation will be drawn.

- Twenty (20) minutes before the performance, the team will be taken to the preparation room to receive the problem.

- 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.

(continued)

- 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, a copy of the minutes from a preceding meeting, a gavel, and a small American flag. Participants are not to write on the copy of the problem.

- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of 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.

- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.

- 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.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. 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 or each full half minute over eleven (11) minutes.

- Final rank will be determined by weighting 20 percent of the team's average written test score and 80 percent of the performance score.

- Performances are open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will evaluate the performance portion of the event. Judges' decisions will be based on *Robert's Rules of Order–Newly Revised*, Copyright 2000. All decisions of the judges are final.

Objective Test Competencies
- ❑ parliamentary procedure principles
- ❑ FBLA Bylaws

Performance Competencies
- ❑ demonstrate critical thinking and problem solving
- ❑ exhibit good communication skills
- ❑ effectively present the case
- ❑ all team members contribute to presentation

Career Cluster: Business Management and Administration

PARLIAMENTARY PROCEDURE
Performance Rating Sheet

Motions: *Deduct one (1) point for each mistake in each classification.*

Value   Score

MOTIONS CLASSIFICATION	COMMENTS	Value	Score
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
Motions Performance Subtotal			

BUSINESS OF THE MEETING

		Value	Score
Problem quality (concise, complete, clear, germane)		15	
Directions followed		5	
Other business quality		10	
Business of the Meeting Performance Subtotal			

GENERAL PARLIAMENTARY PROCEDURE

		Value	Score
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 each full half minute under 9 minutes or each full half minute over 11 minutes **Time:** _____

PERFORMANCE SCORE _____ **X 80% =** _____

AVERAGE WRITTEN TEST SCORE _____ **X 20% =** _____

FINAL SCORE _____ **/100 max**

School_____

Team Members_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

PARTNERSHIP WITH BUSINESS PROJECT—CHAPTER EVENT

STATE AND NATIONAL COMPETITION

This event recognizes FBLA chapters that develop and implement the most innovative, creative, and effective partnership plan for increasing sustained communication and interaction with the business community.

ELIGIBILITY

State: Each local chapter may submit one (1) entry authored by up to three (3) members. Members representing their chapters in the oral presentation portion of this event may also compete in up to two individual and/or team events.

National: The first and second place report in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component for the top five (5) prejudged reports. Participants are required to complete all parts to be eligible to win an award. This project 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 a business. This event should not be a chapter fund-raising project. Specifically, the performance should address the business partnership, member involvement, and results of the project.

REPORT GUIDELINES

- ❑ **Report—General**
- ▪ Student members, not advisers, must prepare reports.
- ▪ **Three (3) copies of the written report must be postmarked to the SLC conference chair or designee by Friday, March 18, 2011**. The reports will be returned at the conference.
- ▪ If your chapter entered this event the prior school year and placed in the top five, complete the Report Verification Form at the back of this document to verify that the activity completed in the current school year is not the same as the one completed last year. Staple the Report Verification Form to the outside front cover of one copy of the report.
- ▪ 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.
- ▪ Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

(continued)

PARTNERSHIP WITH BUSINESS PROJECT—(Page 2)

❑ **Report Cover**
▪ Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
▪ Report covers are not counted against the page limit and may contain other information.
▪ Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
▪ Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
▪ Front cover contains the following information: name of the school, state, name of the event, and year (201x-1x)
▪ All reports must be bound (e.g., tape binding, spiral binding).

❑ **Report Contents**
▪ Table of contents with page numbers.
▪ 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.
▪ Pages are numbered and must be on 8 ½" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
▪ Reports must not exceed 30 pages excluding front and back cover (A title page, divider pages, and appendices are optional and must be included in the page count).
▪ Copies should be sent rather than important original documents. No items may be attached to any page in the report.

PERFORMANCE GUIDELINES

▪ Based on the highest written report scores, a maximum of five (5) chapters will be selected to make an oral presentation. The names of the finalist schools will be posted online at www.cafbla.org. Up to three (3) members from each chapter may participate in this portion of the event.
▪ Chapters failing to report on time for their oral presentation will be disqualified. Chapters must report at scheduled time regardless of conference activities.
▪ Participants in the oral presentation component of this event must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
▪ Participants in the oral presentation component of this event must adhere to the FBLA Conference Dress Code or they will not be permitted to participate in the competitive event.
▪ The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord.

▪ The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide assistance.

(continued)

- Visual aids and samples specifically related to the project may be used. However, no items may be left with the judges or audience.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- All participants are expected to actively participate in the presentation.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. 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.
- Following each presentation, the judges will conduct a three (3) minute question-answer period.
- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the State Leadership Conference. An effort will be made to use the same panel of judges at the conference. All decisions of the judges are final.

Project Competencies
- ❑ have outstanding written and verbal communication skills
- ❑ report in proper business style
- ❑ spelling and grammar correct
- ❑ describe project development and implementation
- ❑ explain business partnership
- ❑ report results of the project and analyze project's successes and areas for improvement

Performance Competencies
- ❑ demonstrate good communication skills
- ❑ describe project development and implementation
- ❑ describe benefits to the community
- ❑ demonstrate ability to make a professional presentation
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- Career Development: workplace expectations
- Communication: foundations, organizational
- Entrepreneurship: management
- Information Technology: application software, input technologies, information retrieval, privacy and ethics
- Management: management functions

Career Clusters: Business, Management and Administration; Information Technology; Marketing

PARTNERSHIP WITH BUSINESS PROJECT
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
REPORT CONTENT					
Development Description of 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	
Creativity of written report and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Subtotal				**/100 max**	

To Be Completed by Conference Chair:
Deduct five (5) points for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages, pasted items ❑ no page numbers in report ❑ report format does not follow rating sheet   _____

TOTAL POINTS   /100 max

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side)

Points Verified: (please initial)
_____ Judge
_____ Conference Chair

PARTNERSHIP WITH BUSINESS PROJECT

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points 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					
Thoughts and 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:** _____

TOTAL POINTS _____ **/100 max**

REPORT SCORE _____ **/100 max**

FINAL SCORE (add total points and report score) _____ **/200 max**

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please verify)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

PERSONAL FINANCE—INDIVIDUAL EVENT

SECTION STATE AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

WRITTEN TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

- A basic calculator will be provided at the testing session. Participants may not use his/her own calculator.

(continued)

PERSONAL FINANCE (Page 2)

Objective Test Competencies

- ❑ credit and debt
- ❑ earning a living (income, taxes)
- ❑ managing budgets and finance
- ❑ saving and investing
- ❑ banking and debt
- ❑ financial principles related to personal decision making
- ❑ buying goods and services

NBEA Standards Reinforced by Event

- ▪ Economics and Personal Finance: markets and prices, allocation of resources, banking, buying goods and services

Career Clusters: Business, Management and Administration; Finance

PUBLIC SPEAKING I—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

A participant may not have previously competed in this event or Public Speaking II at the national level.

Section: Each local chapter may enter one (1) member.

State: The top two (2) winners from section competition will represent their section at the State Leadership Conference. **The outline and folder prepared for section is NOT required at state level. However, the student must be able to provide the event administrator with the title of the speech.**

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of a four (4) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. The goals include:

- Develop competent, aggressive, business leadership.
- Strengthen the confidence of students in themselves and in 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.

(continued)

*If a middle school member places first or second at the State Leadership Conference, he/she may not compete at the national level per national eligibility guidelines.

PUBLIC SPEAKING I (Page 2)

SECTION GUIDELINES

- A "proof of grade level" for each participant in this event (except middle school members) must be mailed with the registration materials for the Section Conference. **Grade level must be highlighted or circled.**

- At conference registration the chapter adviser or designee must submit **three (3) copies, in a single, standard file folder**, of a typewritten speech outline (topic or sentence format) not to exceed one page, on 8 1/2" by 11" paper. **The outline must include the title of speech, student's name and school.**

- The tab of the folder must be labeled with participant's name, school, and event title.

- The student is disqualified if insufficient number of copies submitted.

- Deduction of penalty points for Public Speaking I:
  - Incorrect number of folders—3 points
  - Tab of folder not labeled properly–3 points
  - Name and/or school not on outline–5 points

- If there are a large number of participants at a section conference, there may be a preliminary and final round.

SECTION AND STATE GUIDELINES

- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.

- Participants must report at scheduled time regardless of conference activities.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.

- The student must be able to provide the event administrator with the title of the speech.

- When delivering the speech, the participant may use notes or note cards prepared before the event. No visual aids may be used.

- Video taping of speeches is not permitted.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- The event administrator will introduce each participant by name only and announce the title of the speech.

- The speech should be four (4) minutes in length.

- If a student goes more than one (1) minute past the maximum time allowed, the student's presentation will be stopped. The student will not receive an additional time penalty.

(continued)

PUBLIC SPEAKING I (Page 3)

- A timekeeper will stand at three (3) minutes. When the speaker is finished, the timekeeper will record the time used by the participant, noting any deduction of five (5) points for each speech under 3:31 or over 4:29 minutes.

JUDGING

Each judge will use the regular rating sheet to score students. After all performances, each judge will rank *his/her own top ten* performances from one to ten with first place receiving ten points, second place nine points, all the way to one point for tenth place. Then, the total points from the ranking system from each judge will be added together to determine the top places per the guidelines. If there is a tie, the rating sheet may be used to break the tie. All decisions of the judges are final.

Note: If there are only two judges, the scores from the rating sheet will be used instead of the ranking system.

Performance Competencies
- ❑ demonstrate good verbal communication
- ❑ demonstrate critical thinking and problem solving
- ❑ poised manner
- ❑ professional appearance
- ❑ good communication skills

NBEA Standards Reinforced by Event
- Communication: foundations, social

Career Clusters: Business, Management and Administration; Marketing

PUBLIC SPEAKING I

Performance Rating Sheet—Section Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
DELIVERY					
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact	0	1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	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 POINTS* _____

FINAL SCORE _____ /100 max

*Check reason for penalty point deduction(s): ❑ Deduct 3 points if tab of folder not labeled properly
❑ Deduct 3 points if more than one folder submitted ❑ Deduct 5 points if name and/or school not on outline

If student is in your top ten rankings, list number of points based on first place with ten (10) points, second place with nine (9) points, etc. The final top ten is based on the total of each judge's ranking points. _____

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

PUBLIC SPEAKING I

Performance Rating Sheet—State Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
DELIVERY					
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact	0	1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	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:** _____

FINAL SCORE _____ **/100 max**

If student is in your top ten rankings, list number of points based on first place with ten (10) points, second place with nine (9) points, etc. The final top ten is based on the total of each judge's ranking points._____

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Administrator
_____ Event Headquarters

PUBLIC SPEAKING II—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

This event recognizes FBLA members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantial speech.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter may enter one (1) member.

State: The top two (2) winners from section competition will represent their section at the State Leadership Conference. **The outline and folder prepared for section is NOT required at state level. However, the student must be able to provide the event administrator with the title of the speech.**

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of a five (5) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. The goals include:

- Develop competent, aggressive, business leadership.
- Strengthen the confidence of students in themselves and in 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.

SECTION GUIDELINES

- At conference registration the chapter adviser or designee must submit **three (3) copies, in a single, standard file folder**, of a typewritten speech outline (topic or sentence format) not to exceed one page, on 8 1/2" by 11" paper. **The outline must include the title of speech, student's name and school.**
- The tab of the folder must be labeled with participant's name, school, and event title.
- The student is disqualified if insufficient number of copies submitted.
- Deduction of penalty points for Public Speaking II:
  - Incorrect number of folders—3 points
  - Tab of folder not labeled properly–3 points
  - Name and/or school not on outline–5 points

(continued)

PUBLIC SPEAKING II (Page 2)

- If there are a large number of participants at a section conference, there may be a preliminary and final round.

SECTION AND STATE GUIDELINES

- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
- Participants must report at scheduled time regardless of conference activities.
- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.
- The student must be able to provide the event administrator with the title of the speech.
- When delivering the speech, the participant may use notes or note cards prepared before the event. No visual aids may be used.
- Video taping of speeches is not permitted.
- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.
- The event administrator will introduce each participant by name only and announce the title of the speech.
- The speech should be five (5) minutes in length.
- If a student goes more than one (1) minute past the maximum time allowed, the student's presentation will be stopped. The student will not receive an additional time penalty.
- A timekeeper will stand at four (4) minutes. When the speaker is finished, the timekeeper will record the time used by the participant, noting any deduction of five (5) points for each speech under 4:31 or over 5:29 minutes.

JUDGING

Each judge will use the regular rating sheet to score students. After all performances, each judge will rank *his/her own top ten* performances from one to ten with first place receiving ten points, second place nine points, all the way to one point for tenth place. Then, the total points from the ranking system from each judge will be added together to determine the top places per the guidelines. If there is a tie, the rating sheet may be used to break the tie. All decisions of the judges are final.

Note: If there are only two judges, the scores from the rating sheet will be used instead of the ranking system.

Performance Competencies
- ❑ demonstrates good verbal communication
- ❑ demonstrates critical thinking and problem solving
- ❑ poised manner
- ❑ professional appearance
- ❑ good communication skills

NBEA Standards Reinforced by Event
- Communication: foundations, social

Career Clusters: Business, Management and Administration; Marketing

PUBLIC SPEAKING II

Performance Rating Sheet—Section Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
DELIVERY					
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact	0	1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	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 POINTS* _____

FINAL SCORE _____ **/100 max**

*Check reason for penalty point deduction(s):   ❑ Deduct 3 points if tab of folder not labeled properly
❑ Deduct 3 points if more than one folder submitted   ❑ Deduct 5 points if name and/or school not on outline

If student is in your top ten rankings, list number of points based on first place with ten (10) points, second place with nine (9) points, etc. The final top ten is based on the total of each judge's ranking points._____

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

PUBLIC SPEAKING II

Performance Rating Sheet—State Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
DELIVERY					
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact	0	1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	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:** _____

FINAL SCORE _____ **/100 max**

If student is in your top ten rankings, list number of points based on first place with ten (10) points, second place with nine (9) points, etc. The final top ten is based on the total of each judge's ranking points._____

Name_____

School_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

SCHOLARSHIP AWARD—INDIVIDUAL EVENT—SEQUESTERED

L. BYRAM BATES MEMORIAL SCHOLARSHIP AWARD

The scholarship award recognizes outstanding California FBLA members who will be furthering their education upon graduation from high school.

ELIGIBILITY

There is not a limit on the number of applicants from each chapter. **Current and former state officers are not eligible for this scholarship.**

REGULATIONS

1. Each applicant <u>must</u>:

    a. be an active paid member of FBLA for at least two years.

    b. be a graduating senior of the current school year.

    c. achieve at least the Leader level of the Business Achievement Awards. Must be postmarked by February 3.

    d. be a member of a chapter with five (5) FBLA Professional Division members by February 3.

    e. be enrolled or in the process of enrolling in post-secondary education in the fall immediately following graduation.

    f. complete and type the scholarship award application form following these guidelines.

    g. submit one-page recommendation letters from the local chapter adviser and one other person.

    h. submit a personal résumé not to exceed two pages noting the criteria listed in the preliminary screening rubric following these guidelines.

    i. submit a one-page essay on how participation in FBLA will help him/her achieve his/her stated goals in life. (double spaced or single spaced with double space between paragraphs)

    j. attend the State Leadership Conference if a finalist.

2. The following items must be received by the State Officers' Adviser by the date publicized through the California FBLA web site, *The Californian* and/or the State Leadership Conference Registration packet.

    a. application form
    b. official transcript
    c. essay
    d. résumé
    e. recommendation letters (2)

3. The amount and number of scholarships will be determined each year.

(continued)

PROCEDURE

1. The Scholarship Screening Committee will select the finalists based on the preliminary rubric. The finalists will be notified prior to the State Leadership Conference and will be interviewed by a panel of judges at the conference. The number of finalists and the number and amount of scholarships will be determined each year based on the funding of the scholarship fund.

2. Finalists must report to the waiting room at the time posted to be sequestered during the interview schedule. This means that from the participant reports, he/she will not be allowed to leave until after his/her performance is over. The sequestered rules are:

   ◆ Participants may read books, do homework, etc.
   ◆ No electronic devices will be allowed.
   ◆ Food and drinks may be given to the room proctor to distribute to the individual participants.
   ◆ Restroom breaks are allowed accompanied by a proctor.
   ◆ Participants may not communicate with outside individuals.

3. Participants must report to sequestered waiting room at posted time regardless of conference activities.

4. At the State Leadership Conference, the finalists will be interviewed by a panel of judges for ten (10) minutes based on the scholarship interview rubric.

5. Photo identification must be shown in the sequestered room or the student will not be allowed to compete. A faxed copy is not acceptable.

6. Participants in this event must adhere to the FBLA Conference Dress Code or he/she will not be permitted to participate.

JUDGING

A panel of judges will interview the finalists to determine the scholarship recipients. All decisions of the judges are final.

AWARDS

A certificate will be awarded to the scholarship recipients.

To receive the funds, recipients must send the following to the State Officers' Adviser:
- Verification of college admission
- Thank you letter to California FBLA Board of Directors

L. BYRAM BATES MEMORIAL SCHOLARSHIP AWARD APPLICATION

(Must be typed to be considered)

Name_____

School_____

School Address_____
                        Street   City   ZIP

Home Address_____
                        Street   City   ZIP

School Phone (   ) _____ Home Phone (   )_____

Adviser's Name_____

Cumulative GPA_____ Years in FBLA (include current year)_____

Give a brief description of your intended field of study and career goal:

_____

_____

_____

_____

_____

_____

List post-secondary education institution(s) applied to or in the process of applying:

_____

_____

List business classes taken:_____

_____

_____

All of the information provided is accurate as of this date: however, the appropriate person(s) have my permission to verify as necessary.

Applicant's Signature_____ Date_____

Parent/Guardian Signature_____ Date_____

Adviser's Signature_____Date_____

**YOU MAY COPY THIS FORM OR
SUBMIT THE REQUIRED INFORMATION IN A TYPED
FORMAT**

For Office Use Only

❑ Official Transcript   ❑ Résumé

❑ Essay   ❑ Recommendation letters (2)

L. BYRAM BATES MEMORIAL SCHOLARSHIP
PRELIMINARY RUBRIC

Student_____   School_____

RESUME

Evaluation Item	Good Application (1-4)	Recommend (5-7)	Definitely Recommend (8-10)	**Pts.** Earned
FBLA Leadership (10 pts. max)	1 local or section office or 1-2 committees chaired and participated in 1-3 chapter activities	1 local or section office and at least 3-4 committees chaired and participated in 4-6 chapter activities	2+ local or section office and (any combo) 2+0, 1+1, 0+2 5+committees chaired and participated in 7+ chapter activities	
FBLA Activities (10 pts. max)	4 or more conferences 2 community service or service to the school 2 fund raising 1 public relations service organization school board press releases other 3 social	5 or more conferences 3 community service or service to the school 4 fund raising 1 public relations service organization school board press releases other 3 social	6 or more conferences (10 maximum) 5 community service or service to the school 4 fund raising 1 public relations service organization school board press releases other social (3 maximum)	
FBLA Honors/Awards (10 pts. max)	Received either an honor or an award	Total of three honors *and* awards	Total of five or more (any combination) honors and awards	
Other School Involvement (5 pts. max)	Shows at least one out of the following: • student body office • officer of another club • chairman of club or school activity • participation in five campus activities • chair or participant—community service or community-based project	Shows at least two out of the following: • student body office • officer of another club • chairman of club or school activity • participation in five campus activities • chair or participant—community service or community-based project	Shows at least three out of the following: • student body office • officer of another club • chairman of club or school activity • participation in five campus activities • chair or participant—community service or community-based project	

ESSAY

Evaluation Item	Good Application (1-8)	Recommend (9-16)	Definitely Recommend (17-25)	**Pts.** Earned
Impact of FBLA and Future Goals (25 pts. max)	A few impacts listed. Adequate writing skills. Little or no connection between FBLA and career goals. Easily noticeable errors. Essay has little impact. Goals listed or described only briefly.	Impacts described. Good writing skills. Some connection between FBLA and career goals. No glaring grammatical errors. Strong essay, moderately moving. Relevant goals described.	Specific significant impacts described. Strong writing skills. Definite connection between FBLA and career goals. Few grammatical errors. Well-written, moving essay. Definite career goals.	

TOTAL POINTS   **/60 max**

L. BYRAM BATES MEMORIAL SCHOLARSHIP
INTERVIEW RUBRIC

Evaluation Item	Basic (1-4)	Proficient (5-7)	Advanced (8-10)	Points Earned
Career Preparation Connections	Does excellent work but articulates few *connections* between studies, FBLA involvement, future goals and plans.	Can articulate some business *connections* between studies, FBLA involvement, future goals and plans.	Definitely articulates many business connections between studies, FBLA involvement, future goals and plans.	
Leadership	Ability to cite a few examples of individual leadership skills.	Ability to explain individual efforts as an FBLA leader.	Ability to show applications that demonstrate individual FBLA leadership skills.	
Achievements	Cites a few achievements accomplished during high school years with limited recognition of individual efforts.	Cites achievements accomplished during high school years and recognizes individual efforts needed to make it happen.	Cites numerous achievements accomplished during high school years and highly recognizes individual efforts needed to make it happen.	

TOTAL POINTS _____ /30 max

Name_____

School_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

SPORTS MANAGEMENT—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

The participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for wild card entry information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one-hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code. If the participant does not comply, he/she will not be admitted to the testing area.

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

SPORTS MANAGEMENT (Page 2)

Objective Test Competencies
- ❑ sports marketing/strategic marketing
- ❑ facility and event management
- ❑ human resource management (labor relations)
- ❑ financing and economic input
- ❑ management and leadership in sport
- ❑ sports law
- ❑ overview of sports industry
- ❑ communications in sports
- ❑ ethics
- ❑ licensing
- ❑ history
- ❑ sport governance
- ❑ career

NBEA Standards Reinforced by Event
- ▪ Management: business organization, ethics, human resource management, financial decision making, marketing

Career Cluster: Business, Management & Administration

SPREADSHEET APPLICATIONS—INDIVIDUAL EVENT

SCHOOL-SITE TESTING

SECTION, STATE, AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter may enter a maximum of three (3) members.

State: The top five (5) winners from section competition will represent their section at the State Leadership Conference

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a school-site production test and an objective test. Participants are required to complete both parts to be eligible to win an award. One (1) hour will be given for the production test at the local school site. The score received on this portion of the event will constitute 85 percent of the final event score. A one (1) hour objective test will be administered at the conference based on the Objective Test Competencies. The score received on this portion of the event will constitute 15 percent of the final event score.

SCHOOL-SITE PRODUCTION TEST PROCEDURE (Section and State)

See Event Regulations section in front of document for complete Skill Event regulations.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.
- The School-Site Production Data Request—both section and state—can be found online at cafbla.org or at the end of this document. The conference registration packet will contain specific information including how to register for this event
- The production portion of this event is administered prior to the Section and State Conference.
- One (1) hour will be allowed for the production test at the school 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.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed during the testing time.

(continued)

SPREADSHEET APPLICATIONS (Page 2)

CONFERENCE ON-SITE OBJECTIVE TEST PROCEDURE (Section and State)

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from the school must take this test at the same time.

- Participants must show photo identification at the time the written test event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must adhere to the FBLA Conference Dress Code when taking the written test or he/she will not be admitted to the testing area.

- The written test must be taken in order to place in this event.

JUDGING

Judging of the skill test will be based on printed copy. A panel of judges will evaluate the documents. All decisions of the judges are final. In case of a tie, the production test score will be used to break the tie.

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

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

NBEA Standards Reinforced by Event
- Computation: problem-solving applications
- Information Technology: application software, input technologies, information technology and major business functions

Career Clusters: Business, Management and Administration; Information Technology

SWEEPSTAKES

STATE COMPETITION

Every chapter that wins a first through tenth place award at the State Leadership Conference for the events listed below is automatically entered in this event. Points are awarded as follows:

First place   - 10 points
Second place   - 9 points
Third place   - 8 points
Fourth place   - 7 points
Fifth place   - 6 points
Sixth place   - 5 points
Seventh place - 4 points
Eighth place   - 3 points
Ninth place   - 2 points
Tenth place   - 1 point

The points for each chapter are totaled by the Competitive Event Chairperson to determine the top ten winners. The number of first places a chapter receives will break ties.

Accounting I	Future Business Leader
Accounting II	Global Business
American Enterprise Project	Health Care Administration
Banking & Financial Systems	Help Desk
Business Calculations	Hospitality Management
Business Communication	Impromptu Speaking
Business Ethics	Introduction to Business
Business Financial Plan	Introduction to Business Communication
Business Law	Introduction to Parliamentary Procedure
Business Math	Introduction to Technology Concepts
Business Plan	Job Interview
Business Presentation	Local Chapter Annual Business Report
Business Procedures	Management Decision Making
Client Service	Management Information Systems
Community Service Project	Marketing
Computer Applications	Network Design
Computer Game & Simulation Programming	Networking Concepts
Computer Problem Solving	Parliamentary Procedure
Cyber Security	Partnership with Business Project
Database Design & Applications	Personal Finance
Desktop Application Programming	Public Speaking I
Desktop Publishing	Public Speaking II
Digital Video Production	Sports Management
E-business	Spreadsheet Applications
Economics	Technology Concepts
Electronic Career Portfolio	Web Site Design
Emerging Business Issues	Word Processing I
Entrepreneurship	Word Processing II
FBLA Principles and Procedures	

TECHNOLOGY CONCEPTS—INDIVIDUAL EVENT

SECTION, STATE, AND NATIONAL COMPETITION

Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business success.

ELIGIBILITY

A participant may not have previously competed in this event at the national level.

Section: Each local chapter with up to 49 members may enter a maximum of three (3) members. See the Eligibility Section at the front of this document to determine the number of competitors your chapter may enter if your chapter has 50 or more members.

State: A minimum of the top five (5) places from section competition will represent their section at the State Leadership Conference. See the Eligibility Section at the front of this document for instances where more than five (5) will advance to the state level. This event qualifies for a wild card entry; see the Eligibility Section at the front of this document for further information.

National: The first, second, and third place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

A one (1) hour objective test will be administered based on the competencies listed.

OBJECTIVE TEST PROCEDURE

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.

- All students from each school must take this test at the same testing session.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- The participant must comply with the FBLA Conference Dress Code or he/she will not be admitted to the testing area**.**

- Participants must furnish their own No. 2 pencils and erasers.

(continued)

TECHNOLOGY CONCEPTS (Page 2)

Objective Test Competencies
- ❑ networking concepts
- ❑ telecommunications
- ❑ operating systems and browsers
- ❑ computer applications and integration
- ❑ basic technology concepts
- ❑ Internet safety
- ❑ computer equipment

NBEA Standards Reinforced by Event
- ▪ Information Technology: operating systems, environment and utilities, input technology, application software

Career Cluster: Information Technology

VIRTUAL BUSINESS CHALLENGE—INDIVIDUAL/TEAM

NATIONAL COMPETITION

The FBLA Virtual Business Challenge (VBC) encourages FBLA members to test their skills at managing a distribution center individually or as a team. The VBC has two (2) challenges during the year (fall and spring) and each challenge focuses on different business concepts.

ELIGIBILITY

National: During the school year, schools may participate in both the fall or spring VBC. Entries may be created by an individual member or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous NLC. A team member cannot be on more than one (1) team at a time. No additional team members may be added once a team has registered. Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC.

OVERVIEW

Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to:
- ❑ Register an individual or team up to three (3) people
- ❑ Download the software
- ❑ Run the simulation
- ❑ Upload files
- ❑ Compete and be ranked against other participating FBLA teams

You can find a link to Virtual Business Challenge on the national web site at www.fbla-pbl.org.

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 the standings in the fall and spring VBCs administered via the Internet during the school year.
- ▪ 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) twenty (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.
- ▪ For the final round, four (4) teams will compete in a twenty (20) minute session using multiplayer. The national winner will be determined based on the highest cumulative profit.

(continued)

- Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters. Participants use highly visual simulation software (like simCity) to manage a distribution business. The FBLA VBC software is a free limited function version of the leading business simulation for education, Virtual Business—Management 2.0, which is a software program that was created by Knowledge Matters, Inc.

NBEA Standards Reinforced by Event
- Accounting: accounting process, special applications
- Business Law: basics of the law
- Career Development: workplace expectations
- Communication: foundations, organizational
- Computation: problem-solving applications
- Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities, management
- Information Technology: application software, input technologies, information retrieval, privacy and ethics
- Management: management functions
- Marketing: the marketing plan

Career Clusters: Business, Management and Administration; Information Technology; Marketing

2011 Challenge Dates

Challenge 1: 10/25/10 – 11/19/10

Challenge 2: 2/7/11 – 3/4/11

WEB SITE DESIGN—INDIVIDUAL/TEAM EVENT
(1-3 Members)

STATE AND NATIONAL COMPETITION

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 Web sites.

ELIGIBILITY

State: Each chapter may submit one (1) entry created by an individual member or a team of two (2) to (3) members. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

National: The first and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a prejudged project submitted before the SLC and a performance component for the top five (5) entries based on the prejudged scores. Participants are required to complete both parts to be eligible to win an award.

There can be no substitutions because the participants who authored the event must conduct the presentation portion of the event.

2011 STATE AND NATIONAL TOPIC

The topic to be addressed by the Web site developed for competition at the 2011 SLC is:

The career specialist at your high school has asked for FBLA's assistance. She has been getting phone calls from local businesses seeking to hire 16-18 year-old students. The businesses would like to find a quick, easy way to find qualified students to interview. She doesn't have time to post the jobs on the school Web site, and would like FBLA to develop a Web site specifically for the purpose of posting the positions. The site should list part-time jobs or internships available for 16-18 year-old students. This would require, at a minimum, developing criteria for:

- *Position description* • *Days of the week*
- *Qualifications*   • *Pay*
- *Hours*   • *Duties*

The opportunities posted may be real or fictitious.

(continued)

WEB SITE DESIGN (Page 2)

Copyright and Fair Use Information. It is the policy of FBLA to comply with state and federal copyright laws. Refer to the FBLA Format Guide.

PREJUDGED PROJECT GUIDELINES

- Student members, not advisers, must prepare projects.
- **Four (4) copies of the Statement of Assurance entry form must be postmarked to the SLC Conference Chair or designee by Friday, February 11, 2011. The URL must be typed or the site will not be judged.** Form is at the back of this document.
- **All participants in this event must be registered online for the SLC and have paid conference registration in order for this event to be judged. Online registration opens February 1, 2011.**
- Projects must address the given topic (information may be real or fictitious).
- **The Web site must be available for viewing on the Internet at the time of judging or the site will not be judged**. No changes can be made to the web site after the official entry date of February 11.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follows all applicable copyright laws. Refer to FBLA Format Guide.
- The use of templates must be identified at the bottom of the home page.
- Web sites should be designed to allow for viewing by as many different platforms as possible.

PERFORMANCE GUIDELINES (Top Five Entries)

- The Web site will be prejudged according to the rating sheet.
- Based on the highest prejudged scores, a maximum of five (5) entries will be eligible to make a five (5) minute oral presentation at the State Leadership Conference. Finalist individuals or teams will be posted online at www.cafbla.org.
- Presentation of the entry must be conducted by participants who authored the event.
- The presentation is an explanation of the Web site and the Web site may be shown when explaining the site. **However, there will not be Internet access.**
- The Web site shown must be exactly as it was submitted on February 11.

(continued)

- The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.

- Participants failing to report on time for the oral presentation will be disqualified. Participants must report at scheduled time regardless of conference activities.

- All participants must show photo identification at the time the event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.

- Participants must comply with the FBLA Conference Dress Code or he/she will not be able to compete.

- The performance room will not be available for practice prior to the event. The room will be supplied with a screen. Participants are responsible for *all* other equipment including an extension cord. Participants will *not* have Internet access to the Web site.

- The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter, including the adviser, may not provide additional assistance.

- Participants may not have any physical contact (i.e. handshake) with the judges prior to the presentation.

- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.

- The individual or team has five (5) minutes to present—**this includes any showing of the Web site.**

- A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over five (5) minutes.

- Following each presentation, judges will conduct a three (3) minute question-answer period.

- The performance is open to conference attendees who are not performing participants of this event.

JUDGING

A panel of judges will select the finalists before the SLC. An effort will be made to use the same judges for the performance. All decisions of the judges are final.

(continued)

WEB SITE DESIGN (Page 3)

Project Competencies
- ❑ effectively 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
- ❑ effectively communicates required information
- ❑ Web site functions without error
- ❑ copyright laws followed

Performance Competencies
- ❑ develop presentation logically and systematically
- ❑ communicate design process effectively
- ❑ explain tips, techniques, and tools used
- ❑ demonstrate good verbal communication
- ❑ articulate ideas and knowledge of content
- ❑ effectively answer questions

NBEA Standards Reinforced by Event
- ▪ Communication: foundations, technological
- ▪ Information Technology: network applications, privacy and ethics
- ▪ Marketing: foundations of marketing, the marketing plan

Career Clusters: Information Technology; Marketing

WEB SITE DESIGN
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PAGE LAYOUT AND DESIGN					
Font, colors, and graphics enhance aesthetic appeal	0	1-7	8-14	15-20	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Web site maximizes the use of social media technology	0	1-7	8-14	15-20	
SITE NAVIGATION					
All links are functional	0	1-3	4-7	8-10	
Links are consistent and support theme	0	1-3	4-7	8-10	
Navigational scheme is logical and effective	0	1-3	4-7	8-10	
CONTENT					
Site is effective for topic	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					
Proper use of grammar, spelling, punctuation, etc.	0	1-5	6-10	11-15	
Site is compatible with multiple 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 bottom of home page	0	1-5	6-10	11-15	

To Be Completed by Conference Chair: Deduct five (5) points for not submitting four (4) copies of the Statement of Assurance. _____

TOTAL POINTS _____ 200 max

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (please initial)

_____ Judge
_____ Event Headquarters

WEB SITE DESIGN
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Describes the development of the topic	0	1-3	4-7	8-10	
Explains the development and design process	0	1-7	8-14	15-20	
Explains the use and implementation of innovative technology	0	1-7	8-14	15-20	
Explains the development of media elements (graphics, video, audio, etc.)	0	1-7	8-14	15-20	
References proper documentation of picture, audio, etc.	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 _____ **/100 max**

TIME PENALTY Deduct five (5) points for presentation over five (5) minutes. **Time:** _____

TOTAL POINTS _____ **/100 max**

PREJUDGED SCORE _____ **/200 max**

FINAL SCORE (add total points and prejudged score) _____ **/300 max**

School_____

Name(s)_____

_____

City_____

Judge's Signature_____

Judge's Comments: (use reverse side if needed)

Points Verified: (*please initial*)
_____ Judge
_____ Event Administrator
_____ Event Headquarters

WHO'S WHO IN FBLA—RECOGNITION AWARD

SECTION, STATE AND NATIONAL AWARD

This award honors FBLA members who have made outstanding contributions to the organization at the local, section, state, and national level.

ELIGIBILITY

Section: Each local chapter may enter one member **plus** any section officer(s) or state officer(s). Having a section or state officer does not prohibit a chapter from selecting an additional member for this award.

State: The winner from each section plus current section and state officers submitting applications will be eligible to receive the California Who's Who in FBLA Award.

National: The California Who's Who in FBLA recipient will represent California at the National Leadership Conference.

REGULATIONS

- The Who's Who in FBLA Application Form on the next page and a résumé of the member's participation in FBLA as well as other organizations must be *postmarked* to the member's Section Director by **Thursday, February 3**. State Officers must also submit their documentation to the State Officers' Adviser by the listed deadline.

- Do not submit the application with a cover sheet or put in a folder.

PROCEDURE

Criteria for selection of nominees should include:

- Years of participation in FBLA activities
- Extent of participation in conferences sponsored at the section, state, and national levels
- Offices, chairmanships, and committee memberships held
- Contributions to local, state, and national projects
- Participation in other activities

JUDGING

Entry forms will be reviewed by the section and state Board of Directors for adherence to the stated criteria for nomination.

AWARDS

A certificate will be presented to each Who's Who in FBLA recipient.

WHO'S WHO IN FBLA

Application Form

Name_____

School_____Chapter No._____Section_____

School Address_____
                        Street   City   ZIP
Adviser's Name_____

Give a brief description of your involvement in FBLA for each of the following criteria:

Years of participation in FBLA

Extent of participation in conferences sponsored at the section, state, and national levels

Offices, chairmanships, and committee memberships held

Contributions to local, state, and national projects

Participation in other activities

Signed_____   Date_____
                        Nominee

Signed_____   Date_____
                        Adviser

**YOU MAY COPY THIS FORM OR
SUBMIT THE REQUIRED INFORMATION IN A TYPED
FORMAT NOT TO EXCEED TWO PAGES**

WORD PROCESSING I—INDIVIDUAL EVENT
SCHOOL-SITE TESTING

SECTION, STATE, AND NATIONAL COMPETITION

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.

ELIGIBILITY

FBLA members currently enrolled in grades 7-10* are eligible to compete in this event.

A participant may not have previously competed in this event or Word Processing II at the national level.

Participants who are or have been enrolled in office procedures, and/or skill/related classes that included keyboarding instructions and/or keyboarding production work beyond that taught in the basic one-year keyboarding course must not be entered in this event.

Section: Each local chapter may enter three (3) members.
State: The top five (5) winners from section competition will represent their section at the State Leadership Conference
National: The first place and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a school-site production test and an objective test. Participants are required to complete both parts to be eligible to win an award. One (1) hour will be given for the production test at the local school site. The score received on this portion of the event will constitute 85 percent of the final event score. A one (1) hour objective test will be administered at the conference based on the Objective Test Competencies. The score received on this portion of the event will constitute 15 percent of the final event score.

SCHOOL-SITE PRODUCTION TEST PROCEDURE (Section and State)

See Event Regulations section in front of document for complete Skill Event regulations.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.
- The School-Site Production Data Request—both section and state—can be found online at cafbla.org or at the end of this document. Note specific transcript/grade level requirements. The conference registration packet will contain specific information including how to register for this event
- The production portion of this event is administered prior to the Section and State Conference.

(continued)

*If a middle school member placesfirst or second at the State Leadership Conference, he/she cannot compete at the national level per national eligibility guidelines.

WORD PROCESSING I (Page 2)

- One (1) hour will be allowed for the production test at the school 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.
- The following reference materials are allowed at the test site: dictionaries and the FBLA Format Guide that contains formatting rules for all documents.
- Voice recognition software may be used where appropriate. The local chapter must provide the software.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- The Standards of Mailability in the FBLA Format Guide contains specific judging criteria.

CONFERENCE ON-SITE OBJECTIVE TEST PROCEDURE (Section and State)

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.
- All students from the school must take this test at the same time.
- Participants must show photo identification at the time the written test event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code when taking the written test or he/she will not be admitted to the testing area.
- The written test must be taken in order to place in this event.

JUDGING

Judging of the skill test will be based on printed copy. A panel of judges will evaluate the documents. All decisions of the judges are final. In case of a tie, the production test score will be used to break the tie.

Production Test Competencies
- ❑ production of letters and memorandums
- ❑ reports
- ❑ tables
- ❑ résumés
- ❑ materials from rough draft and unarranged copy

Objective Test Competencies
- ❑ document formatting rules and standards
- ❑ grammar, punctuation, spelling, and proofreading
- ❑ basic word processing terminology and concepts
- ❑ word processing applications

NBEA Standards Reinforced by Event
- Communication: foundations, technological
- Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

Career Clusters: Business, Management and Administration; Information Technology; Marketing

WORD PROCESSING II—INDIVIDUAL EVENT

SCHOOL-SITE TESTING

SECTION, STATE AND NATIONAL COMPETITION

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

ELIGIBILITY

A participant may not have previously competed in this event or Word Processing II at the national level.

Section: Each local chapter may enter three (3) members.

State: The top five (5) winners from section competition will represent their section at the State Leadership Conference

National: The first place and second place winner in state competition will represent California at the National Leadership Conference. Advisers and participants should refer to the latest edition of the FBLA Chapter Management Handbook for national competitive event guidelines.

OVERVIEW

This event consists of two (2) parts: a school-site production test and an objective test. Participants are required to complete both parts to be eligible to win an award. One (1) hour will be given for the production test at the local school site. The score received on this portion of the event will constitute 85 percent of the final event score. A one (1) hour objective test will be administered at the conference based on the Objective Test Competencies. The score received on this portion of the event will constitute 15 percent of the final event score.

SCHOOL-SITE PRODUCTION TEST PROCEDURE (Section and State)

See Event Regulations section in front of document for complete Skill Event regulations.

- The Competitive Events Facilitator will coordinate all school-site testing and is responsible for the mailing of all tests.
- The School-Site Production Data Request—both section and state—can be found online at cafbla.org or at the end of this document. The conference registration packet will contain specific information including how to register for this event
- The production portion of this event is administered prior to the Section and State Conference.
- One (1) hour will be allowed for the production test at the school 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.
- The following reference materials are allowed at the test site: dictionaries and the FBLA FBLA Format Guide that contains formatting rules for all documents.
- Voice recognition software may be used where appropriate. The local chapter must provide the software.

(continued)

SCHOOL-SITE PRODUCTION TEST PROCEDURE—Continued (Section and State)

- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- The Standards of Mailability in the FBLA Format Guide contains specific judging criteria.

CONFERENCE ON-SITE OBJECTIVE TEST PROCEDURE (Section and State)

- All participants must report at the event time listed in the program. If a participant arrives after the testing administrator has begun giving event instructions, he/she will not be admitted to the testing area.
- All students from the school must take this test at the same time.
- Participants must show photo identification at the time the written test event starts or he/she will not be allowed to compete. A faxed copy is not acceptable.
- Participants must adhere to the FBLA Conference Dress Code when taking the written test or he/she will not be admitted to the testing area.
- The written test must be taken in order to place in this event.

JUDGING

Judging of the skill test will be based on printed copy. A panel of judges will evaluate the documents. All decisions of the judges are final. In case of a tie, the production test score will be used to break the tie.

Production Test Competencies
- ❑ production of all types of business forms
- ❑ letters, mailmerge
- ❑ memorandums
- ❑ tables
- ❑ reports
- ❑ statistical reports
- ❑ materials from rough draft and unarranged copy
- ❑ e-messages

Objective Test Competencies
- ❑ document formatting rules and standards
- ❑ grammar, punctuation, spelling, and proofreading
- ❑ basic computer concepts
- ❑ word processing applications

NBEA Standards Reinforced by Event
- Communication: foundations, technological
- Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

Career Clusters: Business, Management and Administration; Information Technology; Marketing

CALIFORNIA FBLA

CONFERENCE DRESS CODE

FBLA members and advisers should develop an awareness of the image one's appearance projects. The purpose of the FBLA Conference Dress Code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate attire is required for all attendees—advisers, members, and guests—at all general sessions, competitive events, section meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this FBLA Conference Dress Code and must be worn for all conference functions. For safety reasons, do not wear name badges outside the hotel.

Professional attire acceptable for official FBLA activities include:

Males

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

Females

- Business suit with blouse *or*
- Business pantsuit with blouse *or*
- Skirt or dress slacks with blouse or sweater *or*
- Business dress.
- Capris or gauchos with coordinating jacket/suit, worn below the knee.
- Dress shoes.

Inappropriate attire for both men and women includes:

—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
—Backless, see-through, tight-fitting, spaghetti straps, strapless, **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

Clarification: Many women's two-piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.

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 a doubt, select something else to wear. Be a professional.

REPORT VERIFICATION FORM

Use this form **only** if one of the following reports you are entering placed in the top five in the prior school year. Complete this form for each event applicable.

_____   American Enterprise Project

_____   Community Service Project

_____   Partnership with Business Project

This is to verify that_____ High School placed in the top five in the above named report in the prior school year and the activity completed in the current school year is **not** the same as the one completed last year.

Activity completed in prior school year:

Activity completed in current school year.

Staple this form to the outside front cover of one copy of the above named report.

> **YOU MAY COPY THIS FORM OR**
> **SUBMIT THE REQUIRED INFORMATION IN A TYPED**
> **FORMAT**

2011 CALIFORNIA FBLA SECTION
SCHOOL-SITE PRODUCTION DATA REQUEST

- E-mail the information requested below to Ernie Micheli, the FBLA Competitive Events Coordinator. If you do not receive a confirmation reply, please contact him.

  1. Section   4. E-mail Address
  2. School   5. Phone
  3. Adviser   6. School-site test administrator (May not be an adviser. You may have more than one test administrator; however, all tests will be mailed to only one person.)

  Send student names to enter the following events: (maximum of 3 for all chapters)

  Computer Applications   Word Processing I
  Database Design & Applications   Word Processing II
  Spreadsheet Applications

  E-mail requested information to: competition@cafbla.org
  Questions? Call Ernie Micheli: 530-926-3024

- This information must be **received by Friday, January 14.**

- **Be sure to register students as a competitor on the section conference registration form**.

- All competitors must be paid FBLA members as of **February 3**. Membership will be verified.

- All competitors in the same event must take the test on the same day and time.

- All tests will be mailed directly to the test administrator.

- Testing may be done on any day as long as they are returned on time.

- The test administrator is to return all tests to your section director in the pre-addressed envelope provided so that they are **postmarked by Wednesday, February 9. All materials must be received within one week of postmark date in order to be judged.**

- Word Processing I participants (except middle school members) must send a transcript. Grade level must be highlighted or circled to verify grade. In addition, any keyboarding classes must be highlighted or circled to verify that participant has not received any keyboarding instruction and/or keyboarding production work beyond that taught in the basic one-year keyboarding course. *Mail or e-mail transcripts to your section director—* **must be received one week prior to your specific conference in order for tests to be judged.**

2011 CALIFORNIA FBLA STATE

SCHOOL-SITE PRODUCTION DATA REQUEST

- E-mail the information requested below to Ernie Micheli, the FBLA Competitive Events Coordinator. If you do not receive a confirmation reply, please contact him.

  1. Section   4. E-mail Address
  2. School   5. Phone
  3. Adviser   6. School-site test administrator (May not be an adviser. You may have more than one test administrator; however, all tests will be mailed to only one person.)

  Send student names to enter the following events:

  Accounting II Production (top 5 section)   Spreadsheet Applications (top 5 section)
  Computer Applications (top 5 section)   Word Processing I (top 5 section)
  Database Design & Applications (top 5 section)   Word Processing II (top 5 section)
  Desktop Publishing (team of 2)

  E-mail requested information to: competition@cafbla.org
  Questions? Call Ernie Micheli: 530-926-3024

- This information must be **received by Friday, March 11**:

- **Be sure to register students as a competitor on the state conference registration form**.

- All competitors must be paid FBLA members. Membership will be verified.

- All competitors in the same event must take the test on the same day and time.

- All tests will be mailed directly to the test administrator.

- Testing may be done on any day as long as they are returned on time.

- The test administrator is to return all tests to the Competitive Events Coordinator in the pre-addressed envelope provided so that they are **postmarked by Thursday, March 24**. **All materials must be received within one week of postmark date in order to be judged.**

Ernie Micheli
1412 Audubon Rd.
Mt. Shasta, CA 96067
competition@cafbla.org

STATEMENT OF ASSURANCE—EVENT ENTRY FORM

Check one: ❑ Computer Game & Simulation Programming   ❑ E-business
❑ Desktop Application Programming   ❑ Electronic Career Portfolio
❑ Digital Video Production   ❑ Web Site Design

Provide the URL for E-business, Electronic Career Portfolio, and Web Site Design (must be typed). These events will be judged online. Make sure the URL link is valid through the State Leadership Conference.

Chapter:
_____

Web Site URL Address:
(where appropriate—
must be typed)   _____

Member(s) Name: _____

_____

_____

Local Chapter Adviser

Name: _____

Daytime/Cell Number: _____

E-mail: _____

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). (Typed name is accepted for signature)

Name of Team Member   Adviser's Name

_____   _____

Name of Team Member   Name of Team Member

_____   _____

Send four (4) copies of this form with three (3) copies of the DVDs for Computer Game & Simulation Programming, Desktop Application Programming, and Digital Video Production. Send four (4) copies of *just* this form for E-business, Electronic Career Portfolio or Web Site Design.

Complete this Section For All Appropriate Events

Software Used: _____

Source of Information: _____

Copyright Notations: _____

Instructions for Running Project: _____

Template(s) Used (source)   _____