***FBLA-PBL:***

***Igniting Innovation!***

**

Alabama FBLA-PBL

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**High School Level**

**2012-2013**

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**Who's Who in FBLA**

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**NO REGION TEST**

*Note: I – Individual Event, T – Team Event, C – Chapter Event*

# Introduction

This section includes the guidelines for the Alabama FBLA Competitive Events. These guidelines and the program they represent are the results of a lot of hard work on the part of many dedicated individuals for a period of many years. Their commitment to this association and their work are recognized and appreciated.

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 Alabama FBLA Competitive Events Program has been developed and made available to local chapters for use in assessing students in the various knowledge, skills, and abilities that make up today’s commerce and information technology curriculum.

Program Design and Purpose

The Alabama FBLA Competitive Events Program exemplifies the range of activities and focus of FBLA-PBL, Inc. These events are based on projects developed from the goals of FBLA-PBL and the curricula of commerce and information technology programs.

FBLA-PBL 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 Alabama FBLA-PBL 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.

**General Information**

**Special Note to Advisers and Administrators**

Chapter advisers and school administrators are encouraged to keep the following points in mind as they prepare their students for participation in the Alabama FBLA Competitive Events Program.

* 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-PBL 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.

**Changes to this Edition**

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2012-2013 membership year.

New Events for 2013 NLC

* There are no new events for 2013

Competitive Event Revisions/Modifications

* Pilot – LifeSmarts
* E-business and Web Site Design presentation time is seven (7) minutes with a three (3) minute Q&A.
* Digital Design & Promotion can be an individual or team event of two (2) or three (3) participants.
* Digital Video Production. The individual or team must show no more than two minutes of the video to the performance judges. Only submit on DVD.
* *Individual Entry*. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.
* *Pilot Events.* Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition. A person participating in a pilot event is eligible to compete in another individual or team event.
* Parliamentary Procedure – test questions will be based on the new 11th edition of *Robert’s Rules Newly Revised*.
* Future Business Leader final round – the objective test will only be used to break a tie.

Administrative and Procedural Reminders

* There is no limit to the number of entries a chapter may submit in each objective test and computer production event at the **region level**.
* There is no limit to the number of entries a chapter may submit in each interview, speaking, prejudged, and performance event.
* **Two** (2) copies of the following reports or media must be received by the state office for judging by the state conference registration deadline—American Enterprise Project, Business Financial Plan, Business Plan, Community Service Project, Computer Game & Simulation Programming, Desktop Application Programming, Digital Design & Promotion, Digital Video Production, Local Chapter Annual Business Report, and Partnership with Business Report.
	+ **All reports or media must contain the event name, student(s) name (for individual or team events), school name, state, and year of competition**.
* The Statement of Assurance must be submitted for Computer Game & Simulation Programming, Desktop Application Programming, Digital Design & Promotion, Digital Video Production, E-business, Electronic Career Portfolio, and Web Site Design.
* School-site online and production testing is administered by a proctor designated by each local chapter adviser and must be received by the deadline.
* Objective tests for region **AND** state will be administered online. State objective test competitors **MUST** attend state conference in order to be eligible to place in the top three and attend NLC. A special workshop will be held for these competitors (mandatory attendance).
* **Events with five (5) or fewer individuals or teams entered will require a final score of 90 or higher for participant to be eligible to receive financial assistance from the FBLA-PBL Foundation to attend NLC.**

**Preparing for Competition**

* Comply with entry procedures and regulations.
* Check the status of membership dues. Students wishing to compete in Region Online Testing must be paid members by January 9 and students wishing to compete in the State Competitive Events must be paid members by February 15.
* Ensure the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for district and state competitions.
* Be familiar with the event guidelines.
* Make copies of the appropriate guidelines and rating sheets. Check with your state chapter for modifications to the national guidelines for district or state competitions.
* Become completely familiar with the procedures to be followed in administering the event.
* Determine from the rating sheets and guidelines exactly what areas will be judged.
* Identify and assemble needed resources.
* Obtain a variety of textbooks on your subject matter to study. FBLA-PBL provides a FBLA Competitive Event Study Guide with preparation tips and sample questions that can be ordered through the FBLA-PBL Market*Place* (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 businesspeople. 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.
* Comply with competition regulations.
* Be familiar with the information to be provided and the deadlines to be met.
* Make sure copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.
* Calculators supplied by the state office can be used in all objective events as appropriate.

**General Guidelines**

* **Dress Code.** **Members** and **advisers** must adhere to the dress code established by the board of directors in order to participate in the SLC.
* **SLC Registration.** Members and advisers must be registered for the conference (following current registration guidelines) in order to participate in the conference. There will be NO onsite registration.
* **SLC Hotel.** SLC competitors **MUST** stay at the conference hotel (excludes Jefferson County students).
* **National Dues.** All participants who enter a competitive event must have paid dues by February 15 (January 9 for Region) of the current school year – payment must be **received** in the national office prior to March 1 in order to be eligible to compete at state and national conference.
* **Additional Materials.** Reference manuals, textbooks, other resource materials, and electronic devices 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 guideline specifies materials or equipment that may be used (e.g., a 4” x 6” card or a calculator), only those materials or that equipment may be used. If an item is not listed, it is to be assumed that it is not allowed. Individual participants and participating teams must conform to this event regulation or be disqualified.
* **Recording of Presentations.** No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware that the state association reserves the right to record any performance for use in study or training materials.
* **Event Schedules.** Participants must report on time for their competitive event or they may be penalized.
* **Competitive Event Results.** Unless specifically indicated in an individual event’s guidelines, competitions at the state level will be judged using these procedures. In all cases where judges are involved in scoring an event, the decision of the judges is considered final. All announced results are final upon the conclusion of the SLC.

*Individual Events (objective tests only).* Ties will be broken by comparing the performance of affected members on the last ten questions of the exam and then broken by time, then the next ten questions.

*Individual, Team, and Chapter Events (reports and performances).* All materials will be screened to ensure chapters have followed the guidelines. All materials sent to the state office will be prejudged. A separate panel of judges will evaluate the presentations. Final rank is determined by totaling the prejudged scores and the presentation scores.

*Individual and Team Events (objective tests and performances).* The objective test portion of these events will be given online. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges.

*Production Tests.* The score received on the objective portion of the event will constitute 15 percent of the final event score. Judging of the production portion of these events will be based on final copy. A panel of judges for this event will evaluate all documents produced. The score received on this portion of the event will constitute 85 percent of the final event score. Ties in this event will be broken by comparing performance of the affected members on the last ten questions of the objective exam and then by time. The score received on the objective portion of Accounting II will constitute 50 percent of the final event score.

* **Region and State Awards.**
	+ Region – the top 14 in each event from each region will advance to the state competition
	+ State - the top 3 in individual events (non-performance); top 2 in performance events; and top 2 in team/chapter events will advance to the national competition

**Eligibility Guidelines**

* **Membership Status.** Competitive events are provided as a membership benefit for FBLA. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues-paid members on or before January 9 (Region) and/or February 15 (State) are eligible to compete in these events. **Membership in FBLA is unified on the local, state, and national levels and is not available separately.** FBLA-PBL members may participate only in the competitive events associated with their affiliated divisions. **ALL** membership dues collected at the local level in the name of FBLA **MUST** be submitted to the national office.
* **Recognition and Chapter Events.** Recognition events generally are directed toward chapters and/or individuals other than members who have provided outstanding support for FBLA-PBL.
* Individual, Team, and Chapter Events. A member may enter only **one** individual, team, or chapter event with the following exception:
	+ - Who’s Who. A member nominated for Who’s Who in FBLA, which is a recognition event and not a member event, may compete in another event.
* Repeat Competitors. Members may not repeat an event if they participated in the event at a previous NLC. Exceptions to this regulation are as follows:
	+ - *Modified Events*. An individual may not compete in the same event when the event is modified.
		- *Team Events.* In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at one previous NLC to include Banking & Financial Systems, Business Financial Plan, Business Presentation, Business Ethics, Digital Video Production, E-business, Entrepreneurship, Global Business, Management Decision Making, and Web Site Design. Team members may not compete in these events more than two (2) years at the national level.
		- Parliamentary Procedure. Two members of the team may have competed in this event at a previous NLC; however, they may not compete more than two (2) years at the national level.
		- Individual Entry. A member who has submitted an individual entry maycompete in the same event a second time as a part of a team but not compete again in the same event as an individual.
		- *Pilot Events.* Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition. A person participating in a pilot event is not eligible to compete in another individual or team event.
* 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 and Accounting II
		- Business Math and Business Calculations
		- Introduction to Business Communication and Business Communication
		- Introduction to Parliamentary Procedure and Parliamentary Procedure
		- Introduction to Technology Concepts and Technology Concepts
		- Public Speaking I and Public Speaking II
		- Word Processing I and Word Processing II
* **9th and 10th Grade Events**.
	+ - Business Math
		- FBLA Principles and Procedures
		- Introduction to Business
		- Introduction to Business Communications
		- Introduction to Parliamentary Procedures
		- Introduction to Technology Concepts
		- Public Speaking I
		- Word Processing I
* Sequestered Events. The following events are sequestered: Banking and Financial Systems, Business Ethics, Client Service, Entrepreneurship, Global Business, Help Desk, Management Decision Making, Marketing, and Parliamentary Procedure. **Participants must report to the holding room prior to the first scheduled performance as indicated in the events guidelines**.
	+ - A participant or team is disqualified if they arrive after the first participant or team starts the performance.
		- Sequestered participants must be escorted from room to room.
		- Cell phones or other communication devices are not permitted in the sequester room. No text messaging, e-mail, Internet use, or phone calls are allowed.
		- Food and drinks may be given to the event coordinator to distribute to the individual participants.
		- Sequestered participants may not communicate with outside individuals.
* Event Guidelines. The following guidelines apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event-specific guidelines, may be penalized.

**Accounting I**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

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

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. **PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Journalizing
* Account classification
* Terminology, concepts, and practices
* Types of ownership
* Posting
* Income statement
* Balance sheet
* Worksheet
* Bank reconciliation
* Payroll
* Depreciation
* Manual and computerized systems
* Ethics

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 and Administration; Finance

**Accounting II**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. One (1) hour will be given for the production test at a school site designated. Any accounting or spreadsheet software may be used. The score received on this portion of the event will constitute 50 percent of the final event score.

Nongraphing calculators may be used. One (1) hour will be given for the production test at the school-site. Accounting or spreadsheet software must be used. Students may bring prepared templates which may include, but are not limited to a general journal, bank reconciliations, financial statements, and a worksheet. The score received on this portion of the event will constitute 50 percent of the final event score.

Procedure

**Region Online Testing**

A one (1) hour online objective test and a production test will be administered at the school site based on the competencies listed. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

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 on the production portion of the test.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The production portion of the event will be administered at the home school site prior to the state conference.

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 on the production portion of the test. **PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Financial statements
* Corporate accounting
* Ratios and analysis
* Accounts receivable and payable
* Budgeting and cash flow
* Cost accounting/manufacturing
* Purchases and sales
* Journalizing and posting
* Income tax
* Payroll
* Inventory
* Plant assets and depreciation
* Departmentalized accounting
* Ethics
* Partnerships

Production 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 and Administration; Finance

**American Enterprise Project - *state and national event***

***Edward D. Miller Award***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both 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.

**All teams (up to three members) will participate in a preliminary performance round to explain the project development and implementation**. The Top 5 will advance to the final round. Specifically the performance should address impact of project to the community, member involvement, and results of the project.

Report Guidelines

* Report—General
	+ Student members, not advisers, must prepare reports.
	+ Two (2) copies of the written project must be received by the state office for judging by the second state conference registration deadline.
	+ 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.
	+ All team members must participate in the presentation.
	+ Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
	+ Penalty points will be given if the written project does not 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 (200x–0x)
	+ 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 1/2” 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 (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

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Project Competencies

* Arrange report logically and in proper business style
* Demonstrate good written communication skills
* Describe project development and implementation

Performance Competencies

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Describe project development and implementation

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

**Banking & Financial Systems – SEQUESTERED EVENT AT STATE CONFERENCE**

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

Overview

This event consists of two (2) parts: an objective test (region and state) and a performance component (state only). A one (1) hour objective test will be administered based on the competencies listed. A case study will be given consisting of a problem or scenario encountered in the banking or financial business community (state only).

Procedure

**Region Online Testing (*No case study)***

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Teams must furnish their own non-graphing calculators. The top fourteen (14) teams from each region will be eligible to compete at the State Leadership Conference.

**State Competition *(Objective test and case study)***

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The top five (5) teams with the highest score on the objective test will advance to the presentation round. In the case of a tie, the objective test score will be added to determine final rank.

All participants will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.

Twenty (20) minutes before the performance each participant will receive the case study. Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event. The participant should introduce himself/herself, describe the situation, make recommendations, and summarize the case. A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes. The performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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

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

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

**Business Calculations**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Consumer credit
* Mark-ups and discounts
* Data analysis and reporting
* Payroll
* Interest rates
* Investments
* Taxes
* Bank records
* Insurance
* Ratios and proportions
* Depreciation
* Inventory

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**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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, Sales and Service

**Business Ethics - *STATE AND NATIONAL EVENT* – SEQUESTERED EVENT AT STATE CONFERENCE**

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

There is no limit to the number of teams composed of two (2) to three (3) members a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

Overview

This event consists of a performance component. Each team will present and defend its positions related to an ethical dilemma.

**State Competition**

Guidelines

* Performance
	+ All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
	+ Twenty (20) minutes before the performance, each team will 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 presentation.
	+ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
	+ One member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
	+ Teams have seven (7) minutes to present the ethical dilemma.
	+ A timekeeper will stand at six (6) minutes. When each team 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, judges will conduct a three (3) minute question-answer period.

Performance Competencies

* Answer questions effectively.
* Demonstrate ability to work as a team.
* Demonstrate an understanding of the case and explain recommendations.
* Demonstrate effective decision making and problem solving skills.
* Demonstrate effective verbal communication skills.
* Explain content logically and systematically.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 Financial Plan - *State and national event***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts. A prejudged report should be developed based on the NLC topic given. The top five (5) entries will advance to the performance round at the state conference. Finalists will be notified no later than April 1.

2013 Topic

The topic to be researched and presented during the 2012 SLC will be:

*You are planning to open a full service pet spa called Pampered Pooches in an upscale urban area. You will provide grooming, doggie daycare, obedience training, upscale bakery treats, and party planning services as well as overnight kennel facilities. There are two large national chain pet supply stores in the area that provide grooming services and obedience classes. There also are several independent veterinarian facilities in the area that provide kennel facilities. No location in the immediate area provides all of the upscale services within one location. You are planning to open your facility in a 10,000 square foot stand-alone facility. You will need to purchase the entire inventory and will need to meet the individual needs of customers requesting grooming, doggie daycare, kennel, and other services.*

Report Guidelines

* Report—General
* Student members, not advisers, must prepare reports.
* Two (2) copies of the written plan must be received in the state office for judging by the SLC registration deadline.
* Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
* 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 student(s), name of the school, state, name of the event, and year (200x–0x).
* 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 1/2” 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 15 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

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Report Competencies

* Arrange report logically and in proper business style
* Demonstrate good written communication skills
* Describe project development and implementation
* Explain need for the loan, type of loan, and the process of obtaining the loan

Performance Competencies

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate ability to work as a team
* Demonstrate effective verbal communication skills
* Describe project development and implementation
* Explain content logically and systematically

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 Law**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

A one (1) hour objective test will be administered based on the competencies listed. Non-graphing calculators may be used.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 and Administration; Law, Public Safety

**Business Math - *9th and 10th Grade***

Acquiring the ability to solve common business mathematical problems is a basic skill needed by all prospective business employees. This event provides recognition for FBLA members who demonstrate an understanding of basic math functions needed in business.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. **Only members enrolled in grades 9 through 10 of the current school year are eligible.**

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 Clusters: Business, Management and Administration; Finance

**Business Presentation— *State and national event***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

Overview

This event consists of a presentation given at the SLC.

2013 State and National Topic

The topic to be developed in this presentation and used for competition at the 2012 SLC and NLC will be:

*You are presenting to a group of young professionals preparing to interview for internship positions and/or full-time employment. Create a presentation explaining proper etiquette for a business luncheon.*

The presentation will be developed prior to the SLC and will be used when giving the business presentation.

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

**State Competition**

Guidelines

* Performance
	+ Student members, not advisers, must prepare presentations.
	+ The participant may use a presentation software program as an aid in delivering the business presentation.
	+ The individual/team must provide the computer for the presentation. A LCD projector will be provided.
	+ Five minutes (5) will be allowed to set up equipment or presentation items.
	+ The team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
	+ A timekeeper will stand at six (6) 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

Performance Competencies

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Demonstrate ability to work as a team
* Describe project development and implementation
* Explain content logically and systematically

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

NBEA Standards Reinforced by Event

* Communication: technological, organizational
* Information Technology: application software, input technologies, information retrieval

Career Cluster: Business, Management and Administration; Information Technology

**Business Procedures**

Competency in performing daily tasks is a necessity in business. This event provides recognition for FBLA members who possess knowledge of basic skills and procedures and the ability to make intelligent business decisions.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own and non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 Clusters: Business, Management and Administration; Information Technology

**Client Service—*state and national event* – SEQUESTERED EVENT AT STATE**

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

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

**State Competition**

Guidelines

* Performance
	+ Individuals will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
	+ Ten (10) minutes before the performance, each participant 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 case. Information may be written on both sides of the note cards. **Note cards will be collected following the presentation**.
	+ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
	+ 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; 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) minute.
	+ The performance is open to conference attendees who are not performing participants of this event.

Performance Competencies

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Provide ways for client to solve their problem
* Translate case into effective, efficient, and spontaneous action

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration

**Community Service Project - *state and national event***

This event recognizes FBLA chapters that successfully implement community service projects to serve the citizens of their community.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts. 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.
	+ Two (2) copies of the written project must be received by the state office for judging by the SLC registration deadline.
	+ 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.
	+ Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
	+ All team members must participate in the presentation.
	+ 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.
	+ Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
	+ All reports must be bound (e.g., tape binding, spiral binding).
* Report Contents
	+ The top five (5) entries will advance to the performance round at the state conference
	+ 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 1/2” 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. (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

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

Project Competencies

* Arrange report logically and in proper business style
* Demonstrate good written communication skills
* Describe project development and implementation

Performance Competencies

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Demonstrate ability to work as a team
* Describe project development and implementation
* Explain content logically and systematically

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology

**Computer Applications**

Knowledge of computer applications is a necessity in today’s high-tech business world. Employees must be able to apply various computer applications in a business environment using critical thinking and decision making skills. This event provides recognition for FBLA members who can most efficiently demonstrate computer application skills.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. Non-graphing calculators will be provided. One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Calculators are not allowed on the production portion of the test.

Procedure

**Region Online Testing**

A one (1) hour online objective test and production test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The production portion of this event will be administered at the home school site.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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

Production 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

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 –** *New*

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

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.

2013 State and National Topic

The topic to be developed in this presentation and used for competition at the 2012 SLC and NLC will be:

*You are to create a FBLA-PBL trivia game. There must be at least 25 questions from a minimum of five topics (five questions per topic) as part of the game. Your audience is FBLA members.*

*Topics could include competitive event guidelines, national officers for 2012-2013, national partners, guidelines for running for national office, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, etc.*

*One suggested format is a random topic with a time limit on how long the person has to answer the question. The faster you answer the question, the more points you earn for the question.*

*Questions/answers are to be stored in a tab delimited file with the question first, followed by the number of the correct answer, followed by the answer options.*

**Program Guidelines**

* **Prejudged Program**
	+ The participant may choose any programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
	+ The program must 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.
	+ Two (2) DVDs or USB thumb drives containing the executable object, source file(s) saved as .txt file(s), sample data file student used, and a readme file must be received by the national center for judging by the SLC registration deadline with a Statement of Assurance. Label the media with the name of the event, state, name of participant and school.
	+ All data and programs should be contained in a master folder named STATE\_SCHOOL where your state and school are listed in the folder name format. Outside the master folder, create a shortcut to the executable. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.
	+ Program must include an initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
	+ Program must include a quit command programmed to the escape key. This is needed if the player wants to end the game before completing.
	+ 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.
	+ Entries will be judged according to the rating sheet.
	+ Program produced for this event must be prepared by the participant without help.

Performance Guidelines

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

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

**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 incorporate both entertainment and edutainment play within topic specifications
* Game world graphics, text treatment, and special effects show creativity and cohesiveness of design
* Artistry, character, overall layout, color choice and design is creative and appealing to the target audience
* Program contains some element of skill, chance, competition or random actions that will inspire replay more than once
* Player interactions with other characters, objects, obstacles and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world
* Storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* Player tasks are non-trivial and receive appropriate rewards
* Copyright laws are followed

**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 Cluster: Business, Management and Administration; Information Technology

**Computer Problem Solving**

Having a broad base of knowledge and competencies in core hardware and operating system technologies including installation, configuration, diagnostics, preventative maintenance, and basic networking is an important element for today’s computer savvy individual.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* personal computer components
* operating systems
* networks
* security
* safety and environmental issues
* laptop and portable devices
* printers and scanners

NBEA Standards Reinforced by Event

* Information Technology: computer architecture; operating systems, environments, and utilities; application software

Career Cluster: Information Technology

**Cyber Security**

With the increased use of the Internet for browsing, researching, information gathering, and e-commerce, information and cyber security has become a growing concern for businesses throughout our global economy. This event recognizes FBLA members who understand security needs for technology.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Defend and attach (virus, spam, spyware, etc.)
* Network security
* Disaster recovery
* E-mail security
* Intrusion detection
* Authentication
* Public key
* Physical security
* Cryptography
* Forensics security
* Cyber security policy

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**

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score.

Procedure

**Region Online Testing**

A one (1) hour online objective test and production test will be administered at the school site based on the competencies listed. Participants must furnish their own and non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The production portion of this event will be administered at the home school site.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* data definitions/terminology
* query development/SQL
* table relationships (including those that enforce referential integrity)
* form development
* reports (sorts, group, graphics, and calculations)

Production 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

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*- state and national event***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged program and a performance component. Participant(s) are required to complete both parts. 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. The top five (5) entries will advance to the performance round at the state conference. Finalists will be notified no later than April 1.

2013 Topic

The 2013 program topic for state and national is:

***MMT Temporary Services has contracted with you to create an employee evaluation system. You will develop an interface that allows both MMT supervisors and field placement supervisors to evaluate employees for potential permanent employment.***

***Evaluation areas include the following and should be rated on a scale of 1 to 5 with 1 being unsatisfactory and 5 being outstanding:***

* ***Quality of work (i.e., accuracy, neatness, timeliness, attention to detail, volume/quantity requirements, adherence to duties, and procedures in job description)***
* ***Work habits (i.e., attendance, punctuality, organization, and time on task)***
* ***Job knowledge (i.e., skills/ability to perform job, and interest in learning)***
* ***Behavior/relations with others (i.e., teamwork, communication, response to criticism, and adapt to change)***

***An average evaluation score should be calculated based on entries in the areas indicated above. The program also should provide a method for the evaluator to enter open-ended comments about employee performance in each area. Evaluators should be able to indicate overall progress (does not figure into evaluation score), make employment recommendations, and select a date for subsequent evaluation.***

***For this program you will create four comma separated data files as listed below. You must save your data files as text (\*.txt) files. You will need to choose appropriate data types to store and manipulate your data while running the program.***

***DATA FILES***

***In order to differentiate between employees being evaluated, you will create a data file called EMPLOYEES. The EMPLOYEES data file will keep track of all people who are in active field placements and will contain one record for each person. The data file should contain fields as follows:***

* ***Employee number (unique identifier)***
* ***First name***
* ***Last name***
* ***E-mail address***
* ***Phone number***
* ***Cell number***
* ***Street address***
* ***City***
* ***State***
* ***Zip code***

***MMT provides temporary employment services to many companies. You will need to create a data file called EMPLOYER which will keep track of companies for which MMT provides temporary service employees. There will be one record for each employer. The data file should contain fields as follows:***

* ***Employer number (unique identifier)***
* ***Company name***
* ***Company street address***
* ***Company city***
* ***Company state***
* ***Company zip code***
* ***Company phone number***
* ***Company e-mail address***
* ***Company contact person***

***It is important to keep track of where employees are in their field placements. You will need to create a data file that associates each employee with an employer. The FIELD PLACEMENTS data file should contain fields as follows:***

* ***Employee number***
* ***Employer number***

***It is important to keep a record of employee evaluations for employment decisions. You will create a data file to store EVALUATION RESULTS. Each employee evaluation will be stored in a separate record. The EVALUATION RESULTS data file should contain fields as follows:***

* ***Evaluation number (unique identifier)***
* ***Employee number***
* ***Employer number***
* ***Evaluation date***
* ***Next evaluation date***
* ***Work quality score***
* ***Work quality comments (limit to 256 characters)***
* ***Work habits score***
* ***Work habits comments (limit to 256 characters)***
* ***Behavior score***
* ***Behavior comments (limit to 256 characters)***
* ***Average score***
* ***Overall progress score***
* ***Overall comments (limit to 256 characters)***
* ***Employment recommendation (Boolean)***

***REPORTS***

***Your program should run the following reports which should be viewable on screen and in printed format:***

* ***Individual employee evaluation including comments***
* ***All employees sorted by evaluation score (for MMT records), employer (each employer should print on a separate page), and employee (each employee should print on a separate page) – these reports should not contain comments – having the program filter by employer and employee would be helpful.***

Program Guidelines

* **Prejudged Program**
	+ See national guidelines.

Performance Guidelines

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

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

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 Publishing**

Knowledge of desktop publishing is vital in many aspects of today’s visual business publications. This event provides recognition to FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an online objective test and a school-site production test. Participants are required to complete both parts. The online test score received will constitute 15 percent of the final event score. One (1) hour will be given for the production test at a school site designated by the state chair/state adviser.

Procedure

**Region Online Testing**

A one (1) hour online objective test and production test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) teams from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

The production portion of this event will be administered at the home school site prior to SLC.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top two (2) teams will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines

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

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

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, Sales and Service

**Digital Design & Promotion - *MODIFIED***

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

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

2013 Topic

The topic to be developed in this presentation and submitted for competition at the 2013 SLC will be:

***You will develop a corporate identify for Xtreme Adventure Travel Company, a new venture offering tours of the Southwestern United States. The company is based in Anaheim, California and provides tours to small groups via jeep, helicopter, hot air balloon, bicycle, kayak/canoe, and other modes of transport to experience the area’s natural beauty up close.***

***You, as a designer, have been charged with the task of developing a corporate logo with a tag line that can be used in a variety of multiple designs and media. You should design your primary logo and tag line as well as supporting logos that can be incorporated into the following items:***

***Business Documents***

* ***Letterhead/envelope (acceptable formats: pdf, eps, doc, docx)***
* ***Electronic gift certificate (acceptable forms: pdf, doc, docs)***
* ***Presentation template (acceptable formats: ppt, pptx, jpb)***

***Promotional Items***

* ***Billboard (10.55” x 4.55” – scalable size). This must be a vector-based artwork (acceptable formats: eps, pdf).***
* ***One-quarter page grayscale newspaper advertisement to appear in the Orange County Register (5.14” x 10.5”) (acceptable formats: pdf, jpg, tif, eps).***
* ***Promotional t-shirt for both screen printing and sublimation. This must be a vector-based artwork (acceptable formats: eps, pdf).***
* ***Web Banner – size 728 x 90 pixels (acceptable forms: gif, png, or jpg).***

***Your submission for the prejudged portion of the competition should include the original logo with tag line, 3 files for the business documents, and 4 files for the promotional items.***

This topic will also be used for competition at the state and national level.

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

Project Guidelines

* Prejudged Project
	+ Presentations must address the given topic. Student members, not advisers, must prepare presentations.
	+ Participants should place emphasis on graphic interpretation of the topic and design.
	+ You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
	+ Logo must be safe in JPEG, GIF, or PDG format.
	+ Graphics should be computer generated.
	+ A Statement of Assurance entry form must be completed and submitted along with two (2) DVDs or USB flash drives.
	+ Members are expected to follow all applicable copyright laws.

Performance Guidelines

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

Project Competencies

* Create a digital design promotional logo and tag line for given topic
* Demonstrate appropriate graphic design rules
* Show creativity and cohesiveness of design and tag line
* Develop creative and appealing layout and design
* Use appropriate artwork and design techniques to address the given topic
* Use effective colors, layout, and design

Performance Competencies

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate good decision making and problem solving skills
* Demonstrate good verbal communication skills
* Describe project development and implementation
* Explanation is logical and systematic

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

NBEA Standards Reinforced by Event

* Career Development
* Communication: technological
* Marketing: promotion and sales
* Information Technology: graphic design

Career Cluster: Business Management and Administration; Information Technology; Marketing

**Digital Video Production**

Digital video has become a prominent and effective way of conveying new ideas and products. This event provides recognition for FBLA members who demonstrate the ability to create an effective video to present an idea to a specific audience.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the national topic listed. The top five (5) entries will advance to the performance round at the state conference. Finalists will be notified no later than April 1.

2013 Topic

The topic to be developed in this presentation and submitted for competition at the 2013 SLC will be:

***Create a video promoting FBLA-PBL Week.***

This topic will also be used for competition at the state and national level. 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-PBL to comply with state and federal copyright laws. Refer to the FBLA-PBL Format Guide for additional information.

Project Guidelines

* Prejudged Project
	+ Presentations must address the given topic. Student members, not advisers, must prepare presentations.
	+ Presentations should be at least two (2) and no more than four (4) minutes in length.
	+ The production may use any method to capture or create moving images.
	+ Submit two (2) DVDs to be received at the national center for judging by the SLC registration deadline along with a Statement of Assurance form. DVDs should be clearly labeled with the name of the event, state, participants’ name(s), and school.
	+ Members are expected to follow all applicable copyright laws.

Performance Guidelines

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.
	+ .

Project Competencies

* document addresses topic and is appropriate for the audience
* 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
* required information is effectively communicated
* copyright laws followed

Performance Competencies

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

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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

**E-business - *state and national event***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the national topic listed. The top five (5) entries will advance to the performance round at the state conference. Finalists will be notified no later than April 1.

2013 Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-business sites. The topic to be addressed by the site developed for competition at the 2013 SLC and NLC will be:

*Your FBLA chapter has been approached by the school’s administration to create a streamlined system for graduation seating for families and graduates. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view the details about graduation. Families will need to reserve tickets and to arrange for ticket pick-up, participants will need to view open seats, and most importantly graduates will need to select their own seats. It also must offer a shopping cart system, order review, confirmation, and pickup options for the family tickets. You are not e expected to have a live payment link.*

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

Project Guidelines

* Prejudged Project
	+ Student members, not advisers, must prepare projects.
	+ If using a shopping cart, it doesn’t need to be active.
	+ A Statement of Assurance entry form must be completed and received by the state office by the SLC registration deadline.
	+ The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date. Judging of the E-business site will take place before the SLC.
	+ 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 and may be disqualified if items are used inappropriately and not documented.
	+ **The use of templates must be identified at the bottom of the home page. See FBLA-PBL Format Guide.**
	+ E-business sites should be designed to allow for viewing by as many different platforms as possible.

Performance Guidelines

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

Project Competencies

* document addresses topic and is appropriate for the audience
* 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
* required information is effectively communicated
* copyright laws followed
* website functions without error

Performance Competencies

* answer questions effectively
* demonstrate ability to make a businesslike presentation
* demonstrate ability to work as a team
* demonstrate effective decision making and problem solving skills
* demonstrate effective verbal communication skills
* describe project development and implementation
* explain content logically and systematically

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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; IT; Marketing, Sales & Service

**Economics**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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, Sales and Service

**Electronic Career Portfolio - *state and national event***

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 resume can provide.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of a presentation given at the state conference focusing on a career research and student readiness. The electronic career portfolio will be presented to a panel of judges.

Performance Guidelines

* Student members, not advisers, must prepare electronic career portfolios.
* The presentation is an explanation of the chosen career search and supporting materials.
* The students may present their portfolio using a DVD, USB flash drive, or by accessing it via the Internet.
* Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
* The participant must provide the computer for the presentation. A LCD projector and Internet access will be provided. Five (5) minutes will be allowed to set up and remove the equipment.
* All information should reflect the student’s accomplishments and experiences. No fictitious information should be presented.
* The portfolio must include: a resume or data sheet and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
* Sample materials also must be included in the portfolio. These samples must include, but are not limited to the following:
	+ Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
	+ Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
	+ Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.
* The individual has seven (7) minutes to present.
* 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.

Project Competencies

* Demonstrate an understanding of the event
* Demonstrate good verbal communication skills
* Demonstrate ability to make a professional presentation
* Explanation is logical and systematic
* Develop a career plan
* Communicate design process effectively
* Demonstrate knowledge of employability skills and trends

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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, Sales and Service

**Entrepreneurship**

Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. Teams consist of two (2) or three (3) members. An alternate may be included on the “Region Online Testing” team for a total of three (3) or four (4) team members. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

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.

An interactive case study will be given and 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.

**Region Online Testing (no performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) teams from each region will be eligible to compete at the State Leadership Conference.

**State Competition (performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Teams consist of two (2) or three (3) team members. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

* The top five (5) teams with the highest score on the objective test will advance to the performance round. In the case of a tie, the objective test score will be added to determine final rank.
* All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
* Twenty (20) minutes before the performance, each team will 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.
* No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
* Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
* 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. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
* The final performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) teams will be eligible to compete at the National Leadership Conference. Teams consist of two (2) or three (3) team members. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* business plans
* community/business relations
* legal issues
* initial capital and credit
* personnel management
* financial management
* marketing management
* taxes
* government regulations

Performance Competencies

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

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, Sales and Service

**FBLA Principles and Procedures - *9th and 10th grade***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* FBLA organization, bylaws, and handbook
* FBLA national competitive events guidelines
* FBLA national publications
* FBLA creed and national goals

**Future Business Leader**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of three (3) parts: submission of a letter of application with a resume, an objective test, and an interview.

* Letter and Resume
	+ Six (6) copies of the following items must be submitted by the SLC registration deadline:
		- A one-page letter of application (original or copy) for the award addressed to
			* Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191. The letter should state the reasons the participant is deserving of the honor of this award.
		- A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.
	+ All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, participant’s name, state, and school. Include participant’s name on all pages submitted. LABELS MUST BE TYPED.
	+ A deduction of five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.
* A one (1) hour online objective test will be administered based on the competencies listed.
* Each participant will be scheduled for a ten (10) minute interview.

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. All participants participate in a preliminary interview on the first day of the state conference.

**State Competition**

***Objective Test***

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. All participants participate in a preliminary interview on the first day of the state conference.

***Preliminary Interview***

Participates will be scheduled for a ten (10) minute interview on the morning of the first day of the state leadership conference. The participants will be divided into groups. The top eighteen (18) (or an equal number from each group) will advance to the second round. Finalists will be posted in the conference registration area.

***Second Interview***

The top eighteen (18) from the preliminary interview will be scheduled for a ten (10) minute state interview on the first conference day. The top six (6) finalists – or an equal number from each group – will advance to the final round to participate in a final interview on the next conference day. Judges will be provided with a copy of each participant’s application materials. No additional items can be brought into the interview or left with the judges.

***Final Interview***

The final interview guidelines are the same as the second interview guidelines described above except the interview time is fifteen (15) minutes.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* General concepts to include accounting, banking, business procedures, communications, economics, ethics, global business, law, management, marketing, math and technology
* FBLA-PBL history, programs, and bylaws
* Parliamentary procedure

Performance Competencies

* demonstrate good verbal communication skills
* answer questions effectively
* display self confidence through knowledge of content and articulation of ideas

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, Sales and Service

**Gold Seal Chapter Award of Merit**

***Hollis and Kitty Guy Award***

The Hollis and Kitty Guy Award recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA-PBL.

Eligibility

Active local chapters must be submit the official application (from the SLC registration web site) and be on record in the national center as having paid dues by December 1 of the current school year.

Guidelines

* The chapter adviser must complete the entry form and certify that the chapter listed has met their state’s Gold Seal Award of Merit criteria.
* Each local chapter must submit a copy of the Local Chapter Annual Business Report to the state chair/state adviser.

Criteria may include:

* Paid state and national dues by December 1
* Conducted projects or programs identified with the goals of FBLA-PBL
* Recruited professional members
* Sent representatives to FBLA conferences sponsored by the state chapter and national association
* Participated in the Business Achievement Awards Program
* Encouraged other schools to organize FBLA or PBL chapters
* Participated in state project for the current year
* Planned visits to business and industry
* Conducted financial development projects, if allowed by school administration
* Invited businesspersons and other professionals to become involved in chapter activities
* Promoted FBLA-PBL
* Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage

**global business**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. Teams consist of two (2) or three (3) members. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

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 objective test collaboratively. The case study 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.

**Region Online Testing (no performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) teams from each region will be eligible to compete at the State Leadership Conference.

**State Competition (performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Teams consist of two (2) or three (3) team members. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The top five (5) teams with the highest score on the objective test will advance to the performance round. In the case of a tie, the objective test score will be added to determine final rank. All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments. Twenty (20) minutes before the performance, each team will 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. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance. Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.

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. When each team 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, judges will conduct a three (3) minute question-answer period. The final performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) teams will be eligible to compete at the National Leadership Conference. Teams consist of two (2) or three (3) team members. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Basic international concepts
* Ownership and management
* Marketing
* Finance
* Communication (incl. 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

* Answer questions effectively
* Demonstrate ability to make a businesslike presentation
* Demonstrate ability to work as a team
* Demonstrate an understanding of the case and explain recommendations
* Demonstrate effective decision making and problem solving skills

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, Sales and Service

**Health Care Administration**

Health care administrators manage the business side of health services, ensuring the effective use of resources to ensure the best medical care to the community. These skills include managing office activities, enhancing communication skills, identifying legal and ethical issues in health care practices, managing financial functions, and enhancing employability skills. This event recognizes FBLA members who have the ability to help people in the health care field.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of a one (1) hour online objective test.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

***Objective test***

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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**

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a performance component (state only). A one (1) hour objective test will be administered based on competencies listed. The top five (5) participants will be scheduled for the performance at the state conference.

Procedure

**Region Online Testing (no performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition (online objective test and performance)**

***Objective test***

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The top five (5) will participate in a performance component.

*Performance*

* + All participants will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
	+ Ten (10) minutes before the performance, each participant 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.
	+ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
	+ 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; 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) minute.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Help desk operations and procedures
* Customer management
* Support center infrastructure and procedures
* Professional career and leadership skills
* Communication

Performance Competencies

* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Provide ways for client to solve their problem
* Translate case into effective, efficient, and spontaneous action
* Resolve conflict resolution

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

**Hospitality Management**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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, & budgeting
* Current hospitality industry trends
* Types of hospitality markets & customers

NBEA Standards Reinforced by Event

* Accounting: financial analysis
* Business Law: environmental law & energy regulation
* Communication: workplace communication
* Information Technology: database management systems
* Management: ethics @ social responsibility, human resource management, industry analysis
* Marketing: the marketing plan

Career Clusters: Hospitality & Tourism, Business Management & Administration

**Introduction to Business - *9th and 10th grade***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 and Administration; Finance; Marketing, Sales and Service

**Introduction to Business Communication - *9th and 10th grade***

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* grammar
* spelling
* punctuation and capitalization
* oral communication concepts
* proofreading and editing
* word definition and usage
* numbers
* reading comprehension

NBEA Standards Reinforced by Event

* Communication: foundations, employment, organizations

Career Clusters: Business, Management and Administration; Marketing, Sales and Service

**Introduction to Parliamentary Procedure - *9th and 10th grade***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* parliamentary procedure principles (Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles portion of the exam will be drawn from National Association of Parliamentarian’s official test bank.)
* FBLA Bylaws (national)

**Introduction to Technology Concepts - *9th and 10th grade***

The processing of data is important to the successful operation of business. This event provides recognition for FBLA members who understand the basic principles involved in computer technology.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only the members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* basic computer principles
* terminology
* computer application concepts
* programming concepts and procedures (structure, logic)
* computer equipment
* safety and security

NBEA Standards Reinforced by Event

* Information Technology: operating systems, environments and utilities, application software, input technologies

Career Cluster: Information Technology

**Job Interview**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: submission of a letter of application, resume, job application (go to [www.alabamafbla.org](http://www.alabamafbla.org), click on State Conference) to complete the job application, and an interview.

* Letter and Resume
	+ Six (6) copies of the following items must be submitted by the SLC registration deadline:
		- Each participant must apply for a business or business-related job 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.
			* A one-page letter of application (original or copy) from the participant addressed to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
		- A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.
		- Job application (go to [www.alabamafbla.org](http://www.alabamafbla.org) and click on Documents)
	+ All copies of the above materials must be submitted in six (6) **standard** file folders. The tab of the folders must be labeled with the event title, participant’s name, state, and school. Include participant’s name on all pages submitted. **LABEL MUST BE TYPED**.
	+ A deduction of five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.
* Each participant will be scheduled, by preliminary, for a ten (10) minute interview on the morning of the first day of the state conference.
* The top eighteen (18) participants (or an equal number from each group) will advance to the second interview.

**Region Online Testing**

There is no test for Region.

**State Competition**

***Preliminary Interview***

Participates will be scheduled for a ten (10) minute interview on the morning of the first day of the state leadership conference. The participants will be divided into groups. The top eighteen (18) (or an equal number from each group) will advance to the second round. Finalists will be posted in the conference registration area.

***Second Interview***

The top eighteen (18) from the preliminary interview will be scheduled for a ten (10) minute second interview on the first conference day. The top six (6) finalists – or an equal number from each group – will advance to the final round to participate in a final interview on the next conference day. Judges will be provided with a copy of each participant’s application materials. No additional items can be brought into the interview or left with the judges.

***Final Interview***

The final interview guidelines are the same as the second interview guidelines described above except the interview time is fifteen (15) minutes.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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, Sales and Service

**Local Chapter Annual Business Report - *Hamden L. Forkner Award***

Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. The Hamden L. Forkner Award recognizes FBLA chapters that effectively summarize their year’s activities. The event provides participants with valuable experience in preparing annual business reports.

Eligibility

Each chapter may submit one (1) report from active local chapter, on record in the national center as having paid dues by February 15 of the current school year.

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.
	+ Two (2) copies of the written report must be received by the state office for judging by the state conference registration deadline.
	+ 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.
	+ Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
	+ 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, 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 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 (200x–0x)
	+ 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 1/2” 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. (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.

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, Sales and Service

**management decision making**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. Teams consist of two (2) or three (3) members. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

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 objective test collaboratively.

An interactive case will be given 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.

**Region Online Testing (no performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) teams from each region will be eligible to compete at the State Leadership Conference.

**State Competition (performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Teams consist of two (2) or three (3) team members. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The top five (5) teams with the highest score on the objective test will advance to the performance round. In the case of a tie, the objective test score will be added to determine final rank. All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments. Twenty (20) minutes before the performance, each team will 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. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance. Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.

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. When each team is finished, the time used will be recorded. Following each presentation, judges will conduct a three (3) minute question-answer period. The final performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) teams will be eligible to compete at the National Leadership Conference. Teams consist of two (2) or three (3) team members. Refer to the Chapter Management Handbook for national guidelines.

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

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

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, Sales and Service

**Marketing**

Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour online objective test will be administered based on the competencies listed. Participants will take one objective test.

An interactive case study will be given concerning a marketing problem. Participant will present a solution to the problem.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The top five (5) individuals with the highest score on the objective test will advance to the performance round. In the case of a tie, the objective test score will be added to determine final rank. All individuals will be sequestered before the first performance to receive instructions and time assignments. Twenty (20) minutes before the performance, each team will receive the case study. Two (2) 4” x 6” note cards will be provided 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. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance. Individuals have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.

 A timekeeper will stand at six (6) minutes. The final performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Basic marketing fundamentals (price, product, place, and promotion)
* Economics
* Selling and merchandizing
* Channels of distribution
* Marketing, information research and planning
* Promotion, advertising media
* Legal and social aspects of marketing
* E-commerce

**Performance Competencies**

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

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 and Administration; Marketing, Sales and Service

**Networking Concepts**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* general network terminology
* network operating system terminology
* equipment for Internet access
* 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

**Parliamentary Procedure**

***Dorothy L. Travis Award***

The Dorothy L. Travis Award recognizes FBLA members who demonstrate knowledge of the principles of parliamentary procedure. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. No more than two (2) members may have participated at a prior NLC or have competed more than two (2) years at the national level.

Procedure

**Region Online Testing (online objective test)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. Team members will take the test individual and the team score is determined by averaging the scores of its members. The top fourteen (14) teams from each region will be eligible to compete at the State Leadership Conference.

**State Competition (online objective test and performance)**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The five (5) teams with the highest average score will participate in the performance at the State Leadership Conference. Finalists will be posted in the conference registration area. Participants must attend the conference.

***Performance Guidelines***

* Members of the five (5) participating finalist teams will be sequestered thirty (30) minutes before their first performance to receive instructions and time assignments.
* The case problem (state only) will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert’s Rules of Order, Newly Revised* 11th Edition. Twenty (20) minutes prior to scheduled performance time team president will receive copy of problem for each team member. The team will have a private area to consider procedure. **Parliamentary Procedure reference materials may be used during this preparation time, but not during the performance itself**. The following may be taken into the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer’s report, and a copy of minutes from a preceding meeting. 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. A panel of judges will evaluate the performances.
* 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.
* 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.
* In case of a tie, the objective test score will break the tie.
* The performances are open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* parliamentary procedure principles
* FBLA Bylaws

**partnership with business project - *state and national event***

This event recognizes FBLA chapters that develop and implement the most innovative, creative, and effective partnership plan. The purpose of this project is to learn about a business through communication and interaction with the business community.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The team can consist of one (1) to three (3) members. The member(s) must be from an active local chapter and on record in the national center as having paid dues by February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts to be eligible to win an award.

The 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.

The top five (5) entries will advance to the performance round at the state conference. Finalists will be notified by April 1. 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.
	+ Two (2) copies of the written project must be received by the state office for judging by the second state conference registration deadline.
	+ 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.
	+ All team members must participate in the presentation.
	+ Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
	+ Penalty points will be given if the written project does not 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 (200x–0x)
	+ 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 1/2” 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 (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

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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

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, Sales and Service

**Personal Finance**

Financial literacy is essential in meeting the financial challenges of the 21st century. This event recognizes students who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 *- state and national event - 9th and 10th grade***

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

General Information

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

Procedure

State

*Preliminary Performance*

Participants will be divided into groups in a preliminary round on the morning of the first day of the state conference. The participants will be assigned a performance time. Eighteen (18) finalists - or an equal number from each group will advance to the second round at the state conference. A timekeeper will stand 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 time under 3:31 or over 4:29 minutes. When delivering the speech, participant may use notes or note cards prepared for the event. No visual aids may be used. Performances are open to conference attendees, except performing participants of this event.

*Second Performance*

Eighteen preliminary finalists will perform in the second round on the first day of the state leadership conference. Six (6) semi-finalists – or an equal number from each group – will be selected to advance to the final round. These six semi-finalists will present their speech again on the first day of the state leadership conference. A timekeeper will stand 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 time under 3:31 or over 4:29 minutes. When delivering the speech, participant may use notes or note cards prepared for the event. No visual aids may be used. Performances are open to conference attendees, except performing participants of this event.

*Final Performance*

The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Performance Competencies

* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Display self-confidence through knowledge of content and articulation of ideas
* Explain content logically and systematically

NBEA Standards Reinforced by Event

* Communication: foundations, social

Career Clusters: Business, Management and Administration; Marketing, Sales and Service

**Public Speaking II**

This event recognizes FBLA members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantial speech.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

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

Procedure

State

*Preliminary*

Participants will be divided into groups in a preliminary round on the morning of the first day of the state conference. The participants will be assigned a performance time. Eighteen (18) preliminary finalists - or an equal number from each group - will advance to the second round at the state conference. A timekeeper will stand at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 4:31 or over 5:29 minutes. When delivering the speech, participant may use notes or note cards prepared for the event. No visual aids may be used. Performances are open to conference attendees, except performing participants of this event.

*Second Performance*

Eighteen finalists will perform in the second round on the first day of the state leadership conference. Six (6) semi-finalists – or an equal number from each group – will be selected to advance to the final round. These six semi-finalists will present their speech again on the first day of the state leadership conference. A timekeeper will stand 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 time under 4:31 or over 5:29 minutes. When delivering the speech, participant may use notes or note cards prepared for the event. No visual aids may be used. Performances are open to conference attendees, except performing participants of this event.

*Final Performance*

The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, except performing participants of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Performance Competencies

* Demonstrate ability to make a businesslike presentation
* Demonstrate effective verbal communication skills
* Display self-confidence through knowledge of content and articulation of ideas
* Explain content logically and systematically

NBEA Standards Reinforced by Event

* Communication: foundations, social

Career Clusters: Business, Management and Administration; Marketing, Sales and Service

**SPORTS MANAGEMENT**

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 n sports
* Ethics licensing
* History
* Sport governance
* Career

NBEA Standards Reinforced by Event

* Management: business organization, ethics, human resource management, financial decision making, marketing

Career Clusters: Business, Management and Administration

**Spreadsheet Applications**

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

Eligibility

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Calculators are not allowed on the production portion of the test.

Procedure

**Region Online Testing**

A one (1) hour online objective test and production test will be administered at the school site based on the competencies listed. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The production portion of this event will be administered at the home school site prior to the SLC.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Formulas
* Functions
* Graphics, charts, reports
* Purpose for spreadsheets
* Pivot tables and advanced tools
* Macros and templates
* Filters and extraction of data
* Format and print options

Production 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

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

**Technology Concepts**

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Procedure

**Region Online Testing**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

**National Competition**

The top three (3) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Telecommunications
* Networking concepts
* 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 - *national event***

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

During the school year, schools may participate in either 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 February 15 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

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.
* 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.
* Check the National FBLA-PBL Web site for dates ([www.fbla-pbl.org](http://www.fbla-pbl.org)).

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, Sales and Service

**Web Site Design - *state and national event - MODIFIED***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. 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.

Overview

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged Web site developed according to the topic below must be completed and available for review by the registration deadline for the state leadership conference. The top five (5) entries will advance to the performance round at the state conference.

A Statement of Assurance entry form must be completed and submitted by the local adviser along with the SLC registration documents. Finalists will be notified by April 1.

2013 Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating Web sites. The topic to be addressed by the Web site developed for competition at the 2013 SLC will be:

**WEB SITE DESIGN**

***Your FBLA has decided to create a community calendar where you will feature all community events in one centralized place. The Web site should provide information about the events, times, locations, and other relevant information. Contact information, maps, or directions also would be helpful elements in the Web site. Please provide your own FBLA chapter’s events. Incorporate one type of social media, which will allow for others to find out about the calendar through Facebook, Twitter, etc.***

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

State Competition

Project Guidelines

* Prejudged Project
	+ Projects must address the given topic (information may be real or fictitious). Student members, not advisers, must prepare projects.
	+ Projects must address the given topic (information may be real or fictitious).
	+ A Statement of Assurance entry form must be completed and submitted by the local adviser along with the SLC registration documents.
	+ The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date. Judging of the Web site will take place before the SLC.
	+ 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. Use of templates must be identified at the bottom page. See Format Guide.
	+ Web sites should be designed to allow for viewing by as many different platforms as possible.

Performance Guidelines

* Preliminary Performance
	+ A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
	+ Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
	+ Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
	+ The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
	+ All team members 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. 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.
	+ Preliminary performances are not open to conference attendees.
* Final Performance
	+ The top five (5) entries will advance to the performance round.
	+ The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants in the final round of this event.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

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 communicate 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, Sales and Service

**Who’s Who in FBLA - *state and national recognition – 12th Grade***

This award honors FBLA members who have made outstanding contributions to the association at the local, state, and national levels.

Eligibility

There is no limit to the number of entries a chapter may submit in this event. Membership in an active chapter must be on record in the national center as having paid dues by February 15 of the current school year. Only members enrolled in grade 12 of the current school year are eligible. **Nominees must attend the state conference.**

Submit the following:

1. Resume reflecting participation in FBLA activities
2. One (1) letter of recommendation from local chapter adviser
3. One (1) letter of recommendation from local school administrator
4. One (1) letter of recommendation from community leader or employer
5. Documentation of completion of the “Future” level of the Business Achievement Awards

**Submit documents with state conference registration materials. Criteria for selection of nominees must include:**

1. Years of participation in FBLA activities
2. Extent of participation in conferences sponsored by the state chapter and national association
3. Offices, chairpersons, and committee memberships held
4. Contributions to local, state, and national projects
5. Participation in other activities
6. Recommendations supportive of the member’s involvement in FBLA
7. **Complete the “Future” level of the Business Achievement Awards**.

State Awards

One entry will be recognized from each district and one overall entry will be recognized as Alabama's Who's Who.

National Awards

Alabama’s Who’s Who will be eligible to attend and be recognized as recipient of the national Who’s Who in FBLA award at the NLC.

**Word Processing I - *9th and 10th grade***

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Participants who are or have been enrolled in office procedures, and/or skill-related courses that included keyboarding instruction, and/or keyboarding production work beyond that taught in the basic one-year keyboarding course or the equivalent must not be entered in this event.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. One (1) hour will be given for the production test at the home school site. Calculators are not allowed on the production portion of the test.

Procedure

**Region Online Testing**

A one (1) hour online objective test and production test will be administered at the school site based on the competencies listed. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The production portion of the event will be administered at the home school site prior to the SLC.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Related application knowledge
* Document formatting rules and standards
* Basic keyboarding terms and concepts
* Grammar, punctuation, spelling, and proofreading
* Printing

Production Competencies

* production of letters and memorandums
* reports
* tables
* resumes
* material from rough draft and unarranged copy

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, Sales and Service

**Word Processing II**

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

There is no limit to the number of entries a chapter may submit in this event. The member(s) must be from an active local chapter and on record in the national center as having paid dues by January 9 (region) and/or February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. One (1) hour will be given for the production test at the home school site. Calculators are not allowed on the production portion of the test. The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.

Procedure

**Region Online Testing**

A one (1) hour online objective test and production test will be administered at the school site based on the competencies listed. The top fourteen (14) from each region will be eligible to compete at the State Leadership Conference.

**State Competition**

A one (1) hour online objective test will be administered at the school site based on the competencies listed. Participants must furnish their own non-graphing calculators.

**PARTICIPANTS MUST ATTEND TESTING MEETING AT STATE CONFERENCE IN ORDER TO BE ELIGIBLE TO PLACE IN TOP 3 AND COMPETE AT NLC.**

The production portion of the event will be administered at the home school site prior to the SLC.

**National Competition**

The top two (2) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

* Advanced applications
* Related application knowledge
* Document formatting rules and standards
* Basic keyboarding terms and concepts
* Grammar, punctuation, spelling, and proofreading
* Printing

Production Competencies

* production of all types of business forms
* letters
* memorandums
* tables
* reports
* statistical reports
* materials from rough draft and unarranged copy

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, Sales and Service

**RATING SHEETS**

Go to [www.alabamafbla.org](http://www.alabamafbla.org) and click on “Documents” for event rating sheets. Follow the rating sheets for all events. Or go to <http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp> and download the rating sheets.

**FORMAT GUIDE**

Go to [www.alabamafbla.org](http://www.alabamafbla.org) and click on “Documents” for the FBLA-PBL Format Guide. Participants in production events must be familiar with contents of Format Guide. A Format Guide will be available to the participant during the production event. Or go to <http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp> and download the format guide.

**STATEMENT OF ASSURANCE**

Go to [www.alabamafbla.org](http://www.alabamafbla.org) and click on “Documents” for Statement of Assurance. Or go to <http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp> and download the statement of assurance.

**FBLA 2012-13 *CHAPTER MANAGEMENT HANDBOOK* TOPICS**

**FBLA BUSINESS FINANCIAL PLAN**

You are planning to open a full service pet spa called Pampered Pooches in an upscale urban area. You will provide grooming, doggie daycare, obedience training, upscale bakery treats, and party planning services as well as overnight kennel facilities. There are two large national chain pet supply stores in the area that provide grooming services and obedience classes. There also are several independent veterinarian facilities in the area that provide kennel facilities. No location in the immediate area provides all of the upscale services within one location. You are planning to open your facility in a 10,000 square foot stand-alone facility. You will need to purchase the entire inventory and will need to meet the individual needs of customers requesting grooming, doggie daycare, kennel, and other services.

**FBLA BUSINESS PRESENTATION**

You are presenting to a group of young professionals preparing to interview for internship positions and/or full-time employment. Create a presentation explaining proper etiquette for a business luncheon.

**FBLA COMPUTER GAME AND SIMULATION PROGRAMMING**

You are to create a FBLA-PBL trivia game. There must be at least 25 questions from a minimum of five topics (five questions per topic) as part of the game. Your audience is FBLA members.

Topics could include competitive event guidelines, national officers for 2012-2013, national partners, guidelines for running for national office, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, etc.

One suggested format is a random topic with a time limit on how long the person has to answer the question. The faster you answer the question, the more points you earn for the question.

Questions/answers are to be stored in a tab delimited file with the question first, followed by the number of the correct answer, followed by the answer options.

**FBLA DESKTOP APPLICATION PROGRAMMING**

MMT Temporary Services has contracted with you to create an employee evaluation system. You will develop an interface that allows both MMT supervisors and field placement supervisors to evaluate employees for potential permanent employment.

Evaluation areas include the following and should be rated on a scale of 1 to 5 with 1 being unsatisfactory and 5 being outstanding:

* quality of work (i.e., accuracy, neatness, timeliness, attention to detail, volume/quantity requirements, adherence to duties, and procedures in job description)
* work habits (i.e., attendance, punctuality, organization, and time on task)
* job knowledge (i.e., skill/ability to perform job, and interest in learning)
* behavior/relations with others (i.e., teamwork, communication, response to criticism, and adapt to change)

An average evaluation score should be calculated based on entries in the areas indicated above. The program also should provide a method for the evaluator to enter open-ended comments about employee performance in each area. Evaluators should be able to indicate overall progress (does not figure into evaluation score), make employment recommendations, and select a date for subsequent evaluation.

For this program you will create four comma separated data files as listed below. You must save your data files as text (\*.txt) files. You will need to choose appropriate data types to store and manipulate your data while running the program.

DATA FILES

In order to differentiate between employees being evaluated, you will create a data file called EMPLOYEES. The EMPLOYEES data file will keep track of all people who are in active field placements and will contain one record for each person. The data file should contain fields as follows:

* employee number (unique identifier)
* first name
* last name
* e-mail address
* phone number
* cell number
* street address
* city
* state
* zip code

MMT provides temporary employment services to many companies. You will need to create a data file called EMPLOYER which will keep track of companies for which MMT provides temporary service employees. There will be one record for each employer. The data file should contain fields as follows:

* employer number (unique identifier)
* company name
* company street address
* company city
* company state
* company zip code
* company phone number
* company e-mail address
* company contact person

It is important to keep track of where employees are in their field placements. You will need to create a data file that associates each employee with an employer. The FIELD PLACEMENTS data file should contain fields as follows:

* employee number
* employer number

It is important to keep a record of employee evaluations for employment decisions. You will create a data file to store EVALUATION RESULTS. Each employee evaluation will be stored in a separate record. The EVALUATION RESULTS data file should contain fields as follows:

* evaluation number (unique identifier)
* employee number
* employer number
* evaluation date
* next evaluation date
* work quality score
* work quality comments (limit to 256 characters)
* work habits score
* work habits comments (limit to 256 characters)
* job knowledge score
* job knowledge comments (limit to 256 characters)
* behavior score
* behavior comments (limit to 256 characters)
* average score
* overall progress score
* overall comments (limit to 256 characters)
* employment recommendation (boolean)

REPORTS

Your program should run the following reports which should be viewable on screen and in printed format:

* individual employee evaluation including comments
* all employees sorted by evaluation score (for MMT records), employer (each employer should print on a separate page), and employee (each employee should print on a separate page) – these reports should not contain comments – having the program filter by employer and employee would be helpful

**FBLA DIGITAL DESIGN & PROMOTION**

You will develop a corporate identity for Xtreme Adventure Travel Company, a new venture offering tours of the Southwestern United States. The company is based in Anaheim, California and provides tours to small groups via jeep, helicopter, hot air balloon, bicycle, kayak/canoe, and other modes of transport to experience the area’s natural beauty up close.

You, as a designer, have been charged with the task of developing a corporate logo with a tag line that can be used in a variety of multiple designs and media. You should design your primary logo and tag line as well as supporting logos that can be incorporated into the following items:

* Business Documents
	+ Letterhead/envelope (acceptable formats: pdf, eps, doc, docx)
	+ Electronic gift certificate (acceptable formats: pdf, doc, docx)
	+ Presentation template (acceptable formats: ppt, pptx, jpg)
* Promotional Items
	+ Billboard (10.55” x 4.55” – scalable size. This must be a vector-based artwork; acceptable formats: eps, pdf)
	+ One-quarter page grayscale newspaper advertisement to appear in the Orange County Register (5.14” X 10.5”) (acceptable formats: pdf, jpg, tif, eps)
	+ Promotional t-shirt for both screen printing and sublimation. This must be a vector-based artwork; (acceptable formats: eps, pdf)
	+ Web Banner—size 728 x 90 pixels; (acceptable forms: gif, png, or jpg)

Your submission for the prejudged portion of the competition should include the original logo with tag line, 3 files for the business documents, and 4 files for the promotional items.

 **FBLA DIGITAL VIDEO PRODUCTION**

Create a video promoting FBLA-PBL Week.

**FBLA E-BUSINESS**
Your FBLA chapter has been approached by the school’s administration to create a streamlined system for graduation seating for families and graduates. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view the details about graduation. Families will need to reserve tickets and to arrange for ticket pick-up, participants will need to view open seats, and most importantly graduates will need to select their own seats. It also must offer a shopping cart system, order review, confirmation, and pickup options for the family tickets. You are not expected to have a live payment link.

**FBLA EMERGING BUSINESS ISSUES TOPIC**

American corporations have been moving their headquarters to foreign countries to avoid paying the federal income tax in the United States which is 20 to 25 percent higher than foreign countries. Should the federal income tax for corporations be lowered to keep corporations in the United States? Argue either affirmative that the United States government should cut taxes for corporations or negative that the taxes should be left as is.

**FBLA WEB SITE DESIGN**

Your FBLA has decided to create a community calendar where you will feature all community events in one centralized place. The Web site should provide information about the events, times, locations, and other relevant information. Contact information, maps, or directions also would be helpful elements in the Web site. Please provide your own FBLA chapter's events. Incorporate one type of social media, which will allow for others to find out about the calendar through Facebook, Twitter, etc.