FBLA-PBL:
Step Up to the Challenge!

Alabama FBLA-PBL

Competitive Events Guidelines
High School Level
2014-2015
FBLA Competitive Events

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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 2014-2015 membership year.

2014-2015 New Events

• 3D Animation – individual or team, create a video
• Microsoft Office Specialist (Excel) – local to national competition (adviser will be notified by national office if student(s) qualify
• Microsoft Office Specialist (Word) – local to national competition (adviser will be notified by national office if student(s) qualify
• Sales Presentation – individual, presentation of product
• Securities & Investments – individual, objective event
• Social Media Challenge – individual or team event, presentation
• Top four (4) competitors in events requiring only an objective (online) test will go to NLC.
2014-2015 MODIFIED EVENTS

- Emerging Business Issues – team will now give both a pro and con argument, no sequestering at SLC or NLC, seven minute presentation
- Electronic Career Portfolio – guidelines and rating sheet (see chapter management handbook for updates)
- Local Chapter Annual Business Report – reduced to 15 pages and rating sheet modified (see chapter management handbook for updates)

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 state level.
- There is no limit to the number of entries a chapter may submit in each interview, speaking, prejudged, and performance event.
- A PDF copy of the ALL reports or media must be emailed to the state office for judging by the state conference registration deadline. The PDF file should be saved as: Name of Event; Name of School; Last Name of Individual or Team Members.
  - All reports or media must contain the event name, student(s) name (for individual or team events), school name, state, and year of competition.
- 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 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 MarketPlace (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 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.

- **State Awards.**
  - State - the top 4 in objective test events and the top 3 in presentation/project/interview/speech 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 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 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 may compete 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
  - Public Speaking I and Public Speaking 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 Information Technology
- Public Speaking I

- **Sequestered Events.** The following events are sequestered: Banking and Financial Systems, Client Service, Entrepreneurship, Global Business, Help Desk, Hospitality Management, Impromptu Speaking, Management Decision Making, Marketing, Parliamentary Procedure, and Sports & Entertainment Management. **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.
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 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 year 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

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 4 AND COMPETE AT NLC.

National Competition
The top four (4) 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 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.

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

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 three (3) 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
AGRIBUSINESS -
This event recognizes FBLA members who demonstrate an understanding of and skill in basic agribusiness concepts 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 February 15 (state) of the current school year.

Procedure

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 4 AND COMPETE AT NLC.

Objective Test Competencies
- Economics
- Finance and accounting
- Health, safety, and environmental management
- Management analysis and decision making
- Marketing
- Terminology and trends

NBEA STANDARDS REINFORCED BY EVENT
- Accounting: accounting process, financial statements
- Economics & Personal Finance: managing finances and budgeting
- Entrepreneurship: management, business plans, aggregate supply and demand
- Management: business organization, financial decision making, technology, and information management
- Marketing: consumers and their behavior, external factors, marketing research

Career Clusters: Agriculture, Food, and Natural Resources (AFNR)
**AMERICAN ENTERPRISE PROJECT - MODIFIED**

**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.
  - A PDF copy of the report must be emailed to me no later than the registration materials deadline. Each document must be emailed separately with an event specific subject line. *Example: American Enterprise Project – ABC High School (Last Name/Last Name/Last Name)*
  - 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**
○ Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of students, 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 8 1/2” x 11”.
○ Reports must not exceed **15 pages** (a title page, divider pages, and appendices are optional and must be included in the page count).

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 three (3) 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
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 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.

**Procedure**

**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.

All teams 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. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. 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 three (3) 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 February 15 (state) of the current school year.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) 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 February 15 (state) of the current school year.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) 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

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 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.

2015 State and National Leadership Case Study
The 2015 case study topic is “Research an ethical topic dealing with global business and sweatshops and/or child labor.”

Participants must identify ethical dilemmas from a business perspective. Students may choose any real case related to this topic. The presentation must include one or more of the following:

- The relationship between the employee and employer
- The relationship between the business and the customer
- The relationship between the business and the economy

Participants must answer judges’ questions about their presentation.

State Competition

Guidelines
- Submit six (6) copies of a written synopsis on the selected topic, which does not exceed 500 words, to the state office by the deadline. All copies must be submitted in six (6) standard file folders. Label the folder tab with the competitors’ name(s), state, school, and event title.
- Include a reference section (not counted in the 500 word limit).
- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Teams are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
Performance
- 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.
- All team members must actively participate in the presentation.

Performance Competencies
- Demonstrate ethical business decisions
- Answer questions effectively
- Demonstrate ability to work as a team
- Demonstrate an understanding of the case and explain recommendations
- Demonstrate effective decision making and problem solving skills
- Demonstrate effective verbal communication skills
- Explain content logically and systematically

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.

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 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.

2015 Topic
The topic to be researched and presented during the 2015 SLC will be:

You are planning to open a one-stop shop home improvement store where customers will be able to purchase a variety of items including kitchen cabinets, closets, outdoor decks, curio cases, lighting, surveillance cameras, furniture, home theater equipment, flooring, and other home enhancements. Competition includes hardware stores, furniture stores, entertainment and electronic stores, and interior design companies.

Your niche is that everything available in these stores can be purchased in one location where customers can get bundle deals on multiple goods to save money. You are planning to open your facility in a 25,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse, as well as hire contractors, installers, and truck drivers to assist with the delivery and set up or building of purchases.

Report Guidelines
- Report—General
  - Student members, not advisers, must prepare reports.
  - Establish and develop a complete financial plan for a business venture by writing a report on the topic.
  - A one-page description of the plan should be the first page of the report.
  - A PDF copy of the report must be emailed to me no later than the registration materials deadline. Each document must be emailed separately with an event specific subject line. Example: Business Financial Plan – ABC High School (Last
Report Cover
- Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of student(s), and year (201x-1x).

Report Contents
- Table of contents with page numbers
- A one-page description of the plan should be the first page of the report.
- 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 8 1/2” x 11”.
- 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.)

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 three (3) 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 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.

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 4 AND COMPETE AT NLC.

National Competition
The top four (4) 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 February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) 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 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.

2015 State and National Topic

The topic to be developed in this presentation and used for competition at the 2014 SLC and NLC will be:

You have been asked to make a presentation to the local Chamber of Commerce on how they can protect themselves from Identity Theft.

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.
  ○ Use a presentation software program as an aid in delivering a business presentation.
  ○ Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
  ○ 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 three (3) 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 February 15 (state) of the current school year.

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) 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 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.
  - The role play event requires the competitor to provide customer service to a client (judges).
  - 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 three (3) 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

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 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.
  - A PDF copy of the report must be emailed to me no later than the registration materials deadline. Each document must be emailed separately with an event specific subject line. Example: Community Service Project – ABC High School (Last Name/Last Name/Last Name)
  - 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**
  - Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of student(s), and year (201x-1x).

- **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.
  - Reports must describe one (1) chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation.
• Include:
  o A description of the project
  o Chapter member involvement
  o Degree of impact on the community
  o Evidence of publicity received
  o Project evaluation
• Pages are numbered and must be 8 1/2” x 11”.
• 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.)

**Performance Guidelines**

**Preliminary Performance**

  o A maximum of five (5) finalists will advance to the final round. The report score will be used to break a tie.
  o 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.
  o Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
  o 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.
  o All team members are expected to actively participate in the performance.
  o Teams will have seven (7) minutes to describe the project and the results obtained.
  o 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.
  o Following each presentation, judges will conduct a three (3) minute question-answer period.
  o Preliminary performances are not open to conference attendees.

**Final Performance**

  o The top five (5) entries will advance to the performance round.
  o 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 three (3) 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 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**

**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 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 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

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 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.

2015 State and National Topic
The topic to be developed in this presentation and used for competition at the 2015 SLC and NLC will be:

You are a computer virus tracker. You live inside a computer and travel the network looking for viruses and malware. When some are detected, you have to travel to the infection site and launch anti-virus software discs at the malware minions. Escalate the adventure from basic network bugs to a Web Bot boss. Take note in design to include computer networking structure and devices.

Program Guidelines
- Prejudged Program
  - Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skills, and convey the message of the topic.
  - The program must run on Windows XP or a higher computer.
  - Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
  - The program should be shown to the judges.
  - Two (2) DVDs or USB thumb drives containing the executable object, data or support files needed to run the executable file, and files showing the programming code (can be text or flowchart files that can be opened using Microsoft Office 2007), must be received by the state conference deadline along with two (2) copies of the Statement of Assurance. Label the media with the school, participant name, state, and event.
  - 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.
  - Entries will be judged according to the rating sheet.
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 February 15 (state) of the current school year.

**Procedure**

**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 February 15 (state) of the current school year.

**Procedure**

**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 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

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 three (3) 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 PUBLISHING - MODIFIED**

*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 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.

Participants have all year to produce a solution to the problem and submit two (2) copies in folders labeled with event title, state, school, and name(s).

*The production project must be sent to the state office no later than the registration materials deadline for state conference.*

**2015 State and National Topic**

*Some of your friends have started their own band and have asked you to be their marketing manager. You have been given the task to develop their promotional materials. You will need to design a poster that they will display in towns where they perform, a brochure they will send to different markets promoting the band, a business card, and quarter-page advertisement they will use for newspapers, magazines, and other areas.*

**Procedure**

**Guidelines**

- Participants may use any desktop publishing software to complete the project.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- The finished product must be submitted in color.
- Calculators are not allowed on the school-site production test.
- The production problem will be used to break a tie.
- Refer to copyright guidelines found in the Format Guide.

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) 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
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 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.

All participants will compete in a preliminary performance to explain the development and implementation of the project. The top five (5) will advance to a final round.

2015 Topic
The topic to be developed in this presentation and submitted for competition at the 2015 SLC will be:

You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it Cycle Fitness. Your firm is to design a new logo for this new shop and as well as for future locations he plans to open. Cycle Fitness plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a business card, a rack card that will sit on the counter in a holder indicating all the seminars offered, and a quarter-page advertisement, and a t-shirt.

Information
- Opening Date is June 1
- Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456
- Rack Card: Create at least five seminars and cost

Components
- The logo will be full color and should be incorporated on all of the printed pieces.
- The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5” wide x 5.5” tall.
- The business cards will be full color, with bleeds, 1 side. Size is 2” wide x 3.5” tall vertical card.
- The rack card will be full color both sides. Size is 4” wide x 9” tall.
- One-quarter page (5.14” x 10.5”) grayscale newspaper advertisement to appear in newspapers for grand opening.

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, EPS or PDF format.
  - Graphics should be computer generated.
  - Media should be clearly labeled with name of the event, state, participants’ name(s), and school.
  - A Statement of Assurance entry form must be completed and submitted along with two (2) DVDs or USB flash drives and two (2) copies of the Statement of Assurance.
  - Members are expected to follow all applicable copyright laws.
  - DUE by state conference registration materials deadline.

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.
  - The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
  - 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 three (3) 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 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.

All participants will compete in a preliminary performance to explain the development and implementation of the project. The top five (5) will advance to a final round.

2015 Topic

The topic to be developed in this presentation and submitted for competition at the 2015 SLC will be:

Create a FBLA membership video to recruit FBLA members in your school and to show at career fairs and the community.

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.
  - Videos must be uploaded as a URL to YouTube or SchoolTube, marked unlisted with comments disabled.
  - The description area of the video must contain copyright information as well as the name of the event, state, names of participants, and school.
  - The complete video URL must be sent to the state chair with two (2) copies
of the Statement of Assurance via an active link on an email. DUE with state registration materials.

○ 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.
  ○ The video production will be prejudged according to the Rating Sheet.
  ○ Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SLC and NLC; however, all team members who wish to be recognized as national winners must register for the SLC and NLC.
  ○ No replacement or substitutes will be allowed.
  ○ The presentation is an explanation of the digital video production.
  ○ The video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; a list of equipment and software used; development and design process, use of different video techniques, and copyright issues with pictures, music, or other items.
  ○ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
  ○ The video has been prejudged. Participants must bring a copy of the video if they choose to show a portion of the video to the judges.
  ○ Five minutes (5) will be allowed to set up and remove equipment and/or presentation items.
  ○ The following will be provided: internet, screen, power, table, and projector. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tables on which to present.
  ○ Teams will have seven (7) minutes to describe the project.
  ○ At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
  ○ 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 three (3) 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

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 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.

All participants will compete in a preliminary performance to explain the development and implementation of the project. The top five (5) will advance to a final round.

2015 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 2015 SLC and NLC will be:

Set up a website for young artistic entrepreneur(s) to sell their art, pottery, jewelry, etc. You should include, but not limited to, pictures, bio of the entrepreneur(s), social media links, purchase and shipping information, and shopping cart. Information may be fictitious.

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the 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.
  - Two (2) copies of the 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 and Internet 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.
  - Explanation should include development and design process, use and implementation of innovative technology, use and development of media elements.
  - The website should be shown to the judges.
  - 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 three (3) 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 February 15 (state) of the current school year.

**Procedure**

**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 4 AND COMPETE AT NLC.**

**National Competition**

The top four (4) 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 - Modified**

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 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 event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences.
- All information should reflect the student’s accomplishments and experiences that have actually occurred.
- The portfolio must include: a resume 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).
- 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.
- 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 three (3) 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
EMERGING BUSINESS ISSUES – MODIFIED

This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

Eligibility

There is no limit to the number of teams composed of two (2) or 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 February 15 (state) of the current school year.

Overview

This event consists of a presentation for the topic listed taking the affirmative or negative argument.

2015 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 2015 SLC and NLC will be:

Consumer products sold by brand name companies have been facing increasing challenges throughout the recession as well as the increase in online shopping. Brand loyalty in three categories (food, beverage, and household goods) has decreased for three years (2013 American Pantry Study). The amount of consumers willing to purchase their traditional brands, regardless of whether the brand is on sale or not, has decreased from 33 percent in 2010 to 29 percent in 2012. One of the reasons this is occurring is competition from consumer products private label choices. The 2013 American Pantry Study found that 88 percent of consumers who have become purchasers of private label products will not return to their previous national brand purchases even once the economy has recovered.

- How will this trend positively affect the overall consumer products industry?
- How will this trend negatively affect the overall consumer products industry?

Participants will be expected to research the topic prior to the conference and be prepared to present either both the affirmative or negative argument, based on random selection at the SLC.

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.
  - Each team’s presentation must be the result of its own independent work. Facts and working data may be secured from any source.
  - The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
  - Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.
Teams will be permitted to bring prepared notes of any type for the presentation.

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

Teams will have seven (7) minutes to present both sides of the case. All team members must participate in the presentation.

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

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over seven (7) minutes.

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

The preliminary performance is 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
- arguments are persuasive and relevant to topic
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate effective decision making and problem solving skills
- demonstrate effective verbal communication skills
- describe project development and implementation
- explanation is logical and systematic
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.

NBEA Standards Reinforced by Event

- Communication: foundations, employment
- Economics and Personal Finance: market structures, role of government, personal decision making
- International Business: global business environment
- Management: ethics and social responsibility, financial decision making

Career Clusters: Business Management and Administration
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 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.

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 three (3) 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 February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

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 four (4) 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 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.

**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 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 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 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 three (3) 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 February 15 (state) of the current school year.

Overview

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

Procedure

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 4 AND COMPETE AT NLC.

The top four (4) 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 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

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.
- An interactive role-play scenario will be given based on customer service in the technical field.
- 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 three (3) 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 - MODIFIED

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 teams comprised 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 February 15 (state) of the current school year.

Overview

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

The top five (5) teams with the highest objective test score advance to the performance round at state conference. An interactive case study in the hospitality management industry will be given.

Procedure

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.

Final Performance Guidelines

- The top five (5) teams with the highest objective test score advance to the finals. Test scores will be used to break a tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Each team will receive the case study twenty (20) minutes before the performance.
- Two (2) 4” x 6” note cards will be provided for each team member and may be used during event preparation and performance. Members may write on both sides of the card. Note cards will be collected after the performance. No other reference materials, visual aids, electronic devices may be brought to or used during preparation or performance.
- Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case.
- Judges will role-play the second party in the presentation and refer to the case for specifics.
- Teams must introduce themselves, describe the situation, make recommendations, and summarize the case. All team members must actively participate in the performance.
• At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one (1) minute remains. At seven (7) minutes, the timekeeper will hold up a colored time card indicating time is up.
• The final performance is open to conference attendees, who are not participants in the final round of the event.

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

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

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
IMPTOMPTU SPEAKING

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

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.

General Information

Participants will be given a topic related to one or more of the following: FBLA-PBL Goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics. The goals include:

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and 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. Six(6) finalists - or an equal number from each group will advance to the second round at the state conference.
- Participants will be sequestered for this event.
- Participants will be given the topic and have ten (1) minutes to prepare their speeches prior to appearing before the judges. All participants will address the same topic in their speeches.
- Two (2) 4” x 6” note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the 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 presentation.
- Each speech should be four (4) minutes in length.
- 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.
- The preliminary performance is not open to conference attendees.

Final Performance
- All participants will be sequestered in the final round before the first performance to receive instructions and time assignments.
- 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 three (3) 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
INSURANCE & RISK MANAGEMENT

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

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.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

- Risk management process
- Property and liability insurance
- Health, disability, and life insurance
- Insurance knowledge
- Decision making
- Careers
- Ethics

NBEA Standards Reinforced by Event

- Accounting: accounting process, special applications, financial statements
- Career Development: workplace expectations
- Economics & Personal Finance: personal decision making, managing finances and budgeting, markets and prices, banking, buying goods and services
- Information Technology: application software, information retrieval, database management system
- Management: management functions, financial decision making

Career Clusters: Business, Management and Administration; Finance; Marketing, Sales and Service
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 February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

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 4 AND COMPETE AT NLC.

National Competition
The top four (4) 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 February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) 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 INFORMATION TECHNOLOGY - 9TH AND 10TH GRADE

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

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. Only the members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

- Computer hardware and software
- Operating systems
- Common program functions
- Word processing
- Spreadsheets
- Presentation software
- Networking concepts
- E-mail and electronic communication

NBEA Standards Reinforced by Event

- Information Technology: computer architecture, operating systems, environments, and utilities, application software, input technologies

Career Cluster: Information Technology
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 February 15 (state) of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

Procedure

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 4 AND COMPETE AT NLC.

National Competition
The top four (4) 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)
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 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, 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 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.

State Competition

Preliminary Interview

Participants 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 three (3) 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 - MODIFIED

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.

Report Guidelines
- **Report—General**
  - Student members, not advisers, must prepare reports.
  - A PDF copy of the report must be emailed to me no later than the registration materials deadline. Each document must be emailed separately with an event specific subject line. **Example: Local Chapter Annual Business Report – ABC High School (Last Name/Last Name/Last Name)**
  - 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.
  - This event is prejudged before SLC.

- **Report Cover**
  - Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of student(s), and year (201x-1x).

- **Report Contents**
  - Table of contents with page numbers
  - Letter to membership by chapter president
  - 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 8 1/2” x 11”.
  - 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.)

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 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.

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.
- The final performance is open to conference attendees, except performing participants of this event.

National Competition

The top three (3) 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. This event is a team event with teams consisting of two (2) 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: an objective test and a performance component. A one (1) hour online objective test will be administered based on the competencies listed.

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

Procedure

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) 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 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 three (3) teams 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
MOBILE APPLICATION DEVELOPMENT

Society is daily moving to a constant feed of communication, transfer of information, and the need to access or process information in a mobile environment. Mobile Applications are necessary to provide users with the ability to be productive while away from their full computers. Mobile Applications can be used as a lite version of something that would be done on a full computer, or they can provide a tool for something that users would only need to do on their phone.

Eligibility

There is no limit to the number of individuals or teams composed of two (2) or 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 February 15 (state) of the current school year.

Overview

This event consists of two (2) parts: a prejudged Mobile Application and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the national topic listed. Performances should describe the program completed. Specifically, the performance should address the program creation, processes used, and results of program.

All participants will compete in a preliminary performance to explain the development and implementation of the project. The top five (5) will advance to a final round.

2015 Topic

The topic to be developed in this presentation and submitted for competition at the 2015 SLC will be:

Your school has asked you to write a mobile application announcing activities at your school including dates, times, and contact information. With this app include an events list that retrieves events starting at the current day and extending into the next few months. Include a banner image scroller to this application.

Project Guidelines

- Prejudged Project
  - The individual or team will research the topic, and then create a mobile application on the topic.
  - Two DVDs containing the executable object, data, program documentation (including but not limited to, execution code – and support files needed to run the executable file must be received in the Montgomery by the state conference registration materials deadline along with two (2) copies of the Statement of Assurance.
  - The prejudged submission must include the source code and screen shots of the GUI in PDF format for review.
  - The solution must run standalone with no programming errors.
The following platforms may be used to develop the project: Google’s Android, Apple iOS, or Microsoft Windows Phone.

Project submissions must include the source code and screen shots of the GUI in PDF format.

The application may not be deployed as a web application delivered over HTTP.

The application may deploy from a smartphone, tablet, or both, but must be smartphone deployable.

The application need not be available for download from a digital distribution multimedia-content service.

Program produced for this event must be prepared by the participant(s) without help from other programmers or teachers.

Performance Guidelines

- **Preliminary Performance**
  - A maximum of five (5) finalists will advance to the final round.
  - 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 and Internet will be provided. Internet may not be via WiFi, so participants should plan appropriately when selecting laptops/tables on which to present. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
  - The application should be shown to the judges (projection equipment may be used).
  - The individual 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.
  - Visual aids and samples related to the project may be used (including a mobile device with the App loaded); however, no items may be left with the judges or audience.
  - 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 program is logical and creative
• Code is commented at appropriate points
• Interface is a logical arrangement and contains all necessary information
• App runs without error

Performance Competencies
• Explains content logically and systematically
• Understanding of the programming logic and coding is evident
• Design process effectively communicated
• Tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
• Professional presentation
• Self-confidence apparent through knowledge of content and articulation of ideas
• Answer questions effectively

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.

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

Career Cluster: Information Technology
**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 February 15 (state) of the current school year.

**Procedure**

**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 4 AND COMPETE AT NLC.**

**National Competition**

The top four (4) 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

**NBDA 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 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

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 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
- FBLA Bylaws
PARTNERSHIP WITH BUSINESS PROJECT

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

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.
  - A PDF copy of the report must be emailed to me no later than the registration materials deadline. Each document must be emailed separately with an event specific subject line. *Example: Partnership with Business Project – ABC High School (Last Name/Last Name/Last Name)*
  - 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**
  - Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of student(s), and year (201x-1x).

- **Report Contents**
• A one-page description of the plan should be the first page of the report.
• Table of contents with page numbers.
• Report should demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Including:
  ○ A description of the partnership goals and planning activities
  ○ Roles of business leaders and chapter members in developing and implementing the partnership
  ○ Results, concepts learned, and impact of the project provide
  ○ Degree of involvement (hours spent, personal contact executives and department heads contacted)
  ○ Examples of publicity and recognition received as a result of the partnership
• 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 8 1/2” x 11”.
• 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.)

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 three (3) 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 February 15 (state) of the current school year.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) 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 SERVICE ANNOUNCEMENT

Public service ads (PSA) or public service announcements are basic messages to the public that raise awareness on a specific social issue. This event recognizes FBLA members who demonstrate the ability to research a topic (issue) and create an original and informative thirty (30) second PSA video, raising awareness and/or evoking a changed attitude toward the issue.

Eligibility
There is no limit to the number of individuals or teams composed of two (2) or 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 February 15 (state) of the current school year.

Overview
Participants are expected to research and form an objective on a given topic, create a script and a 30-second video.

All participants will compete in a preliminary performance to explain the development and implementation of the project. The top five (5) will advance to a final round.

2015 Topic
The topic to be developed in this presentation and submitted for competition at the 2015 SLC will be:

Green Teens--Produce a PSA that points out simple life changes teens can make that will impact our environment in a positive way.

Project Guidelines
- Prejudged Project
  - Participants must research and form an objective on the given topic (social issue). Student members, not advisers, must prepare the presentations.
  - Create a script and 20-second video on the topic.
  - The production may use any method to capture or create moving images.
  - A Statement of Assurance entry form must be completed and submitted by the state conference registration deadline along with six (6) copies of the script to be submitted in six (6) standard file folders and the folder tab labeled with participant’s name(s), state, school, and event title (TYPED).
  - 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.
  - Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the
presentation at the SLC; however, all team members who wish to be recognized as national winners must register for the SLC. No replacement or substitutes will be allowed.

- The presentation is an explanation of the topic research, script development, and video production.
- The PSA must be shown to the judges. The presentation should include, but not be limited to: the team’s objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used; and copyright issues with pictures, music or other items.
- Participants are responsible for bringing a copy of the projected submitted to use in the onsite presentation.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
- The following will be provided: Internet, power, LCD projector. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
- Teams will have five (5) minutes to describe the project and show their video.
- At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at five (5) minutes, a timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, judges will conduct a (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
- Overall layout and design is creative and appealing
- Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- Identify the basic functions and resources for editing an audio/video production
• Required information is effectively communicated
• Copyright laws followed

**Performance Competencies**
• Explains 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 three (3) 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:** Arts, A/V Technology and Communications
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 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. No electronic devices 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. No electronic devices 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 three (3) 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 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. No electronic devices 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. No electronic devices 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 three (3) 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
**SALES PRESENTATION – NEW**

*Participation in this event will allow the individuals to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer. Participants will sell a product or concept to the judge of their choice.*

**Eligibility**
There is no limit to the number of individuals 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.

**Project Guidelines**
- The individual shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each participant’s demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the preparation; however, no items may be left with the judges or audience.
- Dress code must be followed.
- When delivering the demonstration, the participant may use notes, note cards, and props. All materials must be removed at the end of the performance.

**Preliminary Performance**
- A maximum of fifteen (15) finalists—or an equal number from each group—will be scheduled for the final round.
- The individual must perform all aspects of the presentation (e.g. speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- The individual has seven (7) minutes to interact with a panel of judges and sell the product or concept. The judges will interact throughout the presentation.
- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time’s-up.
- Preliminary performances are not open to conference attendees.

**Final Performance**
- The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round in the event.
- The following will be provided: screen, power, table, and projector.
- Participants who will be utilizing Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.

**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.
SECURITIES AND INVESTMENT - 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 February 15 (state) of the current school year.

Procedure

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 4 AND COMPETE AT NLC.

National Competition

The top four (4) will be eligible to compete at the National Leadership Conference. Refer to the Chapter Management Handbook for national guidelines.

Objective Test Competencies

- Investment fundamentals
- Personal investing
- Retirement and estate planning
- Financial services industry
- Financial assets & markets
- Financial services regulation
- Stock market
- Mutual funds

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
**SOCIAL MEDIA CAMPAIGN—NEW**

Social media is changing the way businesses communicate with customers and prospects and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any strategic marketing plan. This event consists of a presentation given at the NLC.

**ELIGIBILITY**

There is no limit to the number of individuals or teams of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

**2015 NATIONAL TOPIC**

Your adviser wants to increase FBLA membership by 10 percent over last year’s number. As the Recruitment Committee Chair, your task is to develop a comprehensive communications plan. Due to your limited budget, a critical element of your plan will involve social media. Develop a social media marketing campaign for your back-to-school recruitment event. Because students decide within the first two weeks of the school year which student organizations they will join, this event is a critical recruitment tool and is highly visible to both your chapter members and the school community. You are competing against a number of diverse student organizations, so your campaign needs to have a strong call-to-action.

Use at least three (3) social media platforms (e.g., Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) and utilize a creative mix of video, photos, and copywriting text to promote the unique benefits of FBLA to your target audience. The content can be originally produced or leverage existing materials, while still adhering to copyright law.

Incorporate a mix of owned, earned, and paid media (note: if social advertisements are part of your marketing strategy, it is not necessary to set them to be “live”). All information used may represent your local chapter or be based solely off of a fictitious student organization.

**Preliminary Performance**

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The presentation is an explanation of the topic.
- The individual or team members must perform all aspects of the presentations. Other representatives of the chapter may not provide assistance.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Preliminary performances are not open to conference attendees.

**Final Performance**

- The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round of
this event.

**Performance Time**
- Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will record the time used, noting a deduction of five (5) points for any time over the seven minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

**Technology Guidelines**
- The following will be provided: Internet, screen, power, table, and projector. Participants using Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.

**Project Competencies**
- Effectively address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members.
- Topic is addressed effectively and is appropriate for the audience.
- Campaign has high level of engagement and interactivity: Likes, shares, Retweets, RSVPs, etc.
- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Copyright laws followed.
SPORTS & ENTERTAINMENT MANAGEMENT -
The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.

Eligibility
There is no limit to the number of teams comprised of two (2) or 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 February 15 (state) of the current school year.

Overview
This event has an objective test and a performance component. A one (1) hour objective test will be administered based on the previously listed competencies.

An interactive case study based on an analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided will be given.

Procedure

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) 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 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.
- 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.
- A timekeeper will stand at six (6) minutes.
• Teams must introduce themselves, describe the situation, make their recommendations, and summarize the case. All team members must actively participate in the performance.
• The final performance is open to conference attendees, except performing participants of this event.

**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**
- Management basics
- Events management
- Management functions
- Decision making
- Management strategies
- Strategic planning tools
- Networking and delegating
- Careers in entertainment industry
- Leadership
- Managing groups and teams
- Ethics
- Management for entertainment industry
- Marketing concept and buyer behavior
- Marketing information management and research
- Marketing mix and product life cycle
- Distribution, pricing, and market conditions
- Promotion, advertising, and sponsorship
- Sales
- Entrepreneurship
- Human resource management

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

**NBEA Standards Reinforced by Event**
- Management: business organization, ethics, human resource management, financial decision making
- Marketing: the marketing plan

**Career Clusters:** Business, Management and Administration; Hospitality & Tourism
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 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

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
3D Animation—New
In this event, animation will be used to create a standalone video product. This event consists of a 3D animated video presented at the NLC. The overview of design and development efforts will be presented to a panel of judges. The video should be no more than three (3) minutes and copyright issues should be addressed in the credits of the film.

Eligibility
There is no limit to the number of individuals and/or teams of two or three participants 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.

2015 NLC Topic
Air travel is an ever-evolving collection of changes. Recently, the TSA launched TSA PreCheck, where travelers can go through a detailed background check and earn the right to have expedited screening at select airports throughout the United States.

Your team is to create an animated video that highlights the normal frustrations of airport security, explains the benefits of TSA PreCheck, and motivates the audience to become known travelers who can use the TSA PreCheck program.

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

Preliminary Performance
- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare electronic career portfolios.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC.
- No replacements or substitutes will be allowed.
- The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process. The video should be shown to the judges.
- The individual or team must perform all aspects of the presentation (e.g., set-up, speaking, and operating audiovisual equipment). Other chapter representatives may not provide assistance.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- Participants must bring a copy of the video to show to the judges.
- Preliminary performances are not open to conference attendees.

Final Performance
• The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round of this event.

Performance Time
• Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
• At the end of six (6) minutes, a timekeeper will stand and hold up a colored time card indicating one (1) minute is left. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
• Following each presentation, judges will conduct up to a three (3) minute question/answer period.

Technology Guidelines
• The following will be provided: screen, power, table, and projector with VGA and HDMI ports.
• Participants that will be utilizing Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.

Performance Competencies
• Understanding of the Animation Field: Describes purposes and uses of animation and why they are beneficial to portray messages, identifies technology options available and what is most common in industry, and identifies the key animation processes utilized in the development of the project.
• Attention to Ethical Issues and Copyright: Describe the ethical issues necessary to creating animated elements.
• Identify compliance to copyright laws and issues.
• Demonstrates understanding of preproduction, production, and post-production: Presenters should demonstrate the elements used during each of these steps. They should include, but not be limited to story board, identification of equipment to use, actual development and editing, and finalization.
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).
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 -

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 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.

2015 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 2015 SLC will be:

Develop a website for Cycle Fitness, a new company opening up in New York City. The shop’s address is 3455 42nd Street, New York, NY 10007. The store will be selling a variety of bicycles including road bikes, mountain bikes, cyclocross bikes, folding bikes, electric-assist bikes, women’s bikes, children bikes, etc. The owner also plans to have seminars on bike safety, cycling for fitness, choosing the right bike, etc. as well as have monthly cycle trips in and out of the city. Highlight the different types of bicycles, seminars, and trips. Include a Q&A section and contact section.

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 and Internet will be provided. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.

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

○ Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements.

○ The website should be shown to the judges.

○ 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 three (3) 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
- 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

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 - MODIFIED**

Word processing skills are necessary for all business leaders. This event recognizes FBLA members who demonstrate acquired work-processing skills aligned with Microsoft Office Suite Certification – Microsoft Word 2010 (MOS) Core Competencies.

**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: 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**

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

**Objective Test Competencies**

- Sharing and maintaining documents
- Page layout and reusable content
- Formatting content
- Illustrations and graphics
- Grammar, punctuation, spelling, and proofreading
- References and hyperlinks
- Mail merge options
- Printing
- Related application knowledge

**Production Competencies**
- production of all types of business forms
- letters and mail merge
- memorandums
- statistical reports
- e-mail messages
- 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
RATING SHEETS

Go to 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 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


JOB INTERVIEW APPLICATION

Go to www.alabamafbla.org and click on “Documents” for the Job Interview application. Or go to http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp and download the format guide.

2014-2015 SLC AND NLC TOPICS