

**WASHINGTON STATE  
FUTURE BUSINESS LEADERS OF AMERICA**



**BUSINESS LEADERSHIP  
COMPETITIVE EVENT  
GUIDELINES**

**FALL 2011**

**WASHINGTON STATE  
FUTURE BUSINESS LEADERS OF AMERICA**

**BUSINESS LEADERSHIP  
COMPETITIVE EVENT  
GUIDELINES**

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Fall 2011

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Our mission is to bring business and education together  
in a positive working relationship through  
innovative leadership and career development programs.

## **CODE OF ETHICS**

*I will be honest and sincere.*

*I will approach each task with confidence in my ability to perform my work at a high standard.*

*I will willingly accept responsibilities and duties.*

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

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

*I will exercise initiative and responsibility and will cooperate with my employer and fellow workers.*

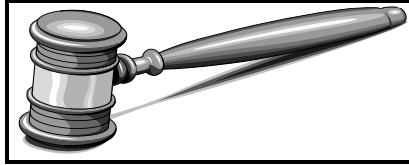
*I will dress and act in a manner that will bring respect to me and to my school.*

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

## **GOALS**

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

## CREED



*I BELIEVE* education is the right of every person.

*I BELIEVE* the future depends on mutual understanding and cooperation among business, industry, labor, religious, family and educational institutions, as well as people around the world.

I agree to do my utmost to bring about understanding and cooperation among all of these groups.

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

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

*I BELIEVE* every person has the right to earn a living at a useful occupation.

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

*I BELIEVE* I have the responsibility to work efficiently and to think clearly.

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

# PURPOSE OF THE STATE BUSINESS LEADERSHIP CONFERENCE

The purpose of conducting the State Business Leadership Conference is to provide a culminating or capstone experience for the many leadership activities held throughout the year. The Washington State Awards Program is just one of many activities that provides leadership training in order to develop competent, self-assured business leaders.

Included in the State Business Leadership Conference are the following:

1. Personal and professional development, including but not limited to:
  - a. conferencing skills
  - b. human relations and social skills
  - c. career exploration
  - d. leadership development
  - e. political awareness
  - f. networking with business and industry professionals
2. Competitive development through:
  - a. individual skill and business concepts events
  - b. team events
  - c. chapter events
  - d. campaigning for state office

## PROGRAM DESIGN AND PURPOSE

### MISSION STATEMENT

The mission of the Washington State Awards Program is to prepare students for successful careers in business through support for curriculum development and innovative assessment tools. To help meet that charge, this competitive events series 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 business education curriculum.

### PROGRAM DESIGN AND PURPOSE

FBLA is committed to facilitating the transition of its members from their educational development into their career path. The competitive events program plays a central role in delivering 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.

The Washington State FBLA Business Leadership Competitive Event Guidelines have been correlated with the Business Education Curriculum Standards published by the National Business Education Association (NBEA). Each event's specific guidelines indicates specific standards, competencies, and career clusters measured through that competition. Please refer to each individual event for NBEA curriculum standards and career clusters in the state and national Competitive Events Guidelines.

## GENERAL INFORMATION

State guidelines have been aligned with national guidelines, unless the event has no national progression. You are urged to review these guidelines and rating sheets carefully so as not to miss specific details. These guidelines replace all prior versions and will be in effect beginning with the current year's FBLA Regional and State Business Leadership Conferences. Any subsequent changes in these guidelines will be distributed to active chapters by the state office and will be clearly labeled as to their effective dates. This document may also be accessed on the State FBLA Web site, [www.wafbla.org](http://www.wafbla.org).

These competitive events are provided as a membership benefit. Only those students who meet the official membership eligibility requirements and are on record as dues-paid members with the national office by **February 15, or the regional dues deadline (whichever comes first)**, are eligible to compete in these events. Membership in FBLA is unified on local, state, and national levels and is not available separately. All membership dues POs initiated in the fall must be paid by February 15.

All state conference fees not paid in full by June 30 will be assessed a late fee per registration on July 1.

The Washington State Awards Program at the State Business Leadership Conference exemplifies the range of activities and focus of Future Business Leaders of America. These events are based on projects developed from the goals of FBLA-PBL and the curricula of business education programs. The WASHINGTON STATE ASSOCIATION OF FUTURE BUSINESS LEADERS OF AMERICA State Awards Program was developed to assist Washington State chapters in preparing students for competition at the State Business Leadership Conference.

*It should be emphasized that competitive events are only one of the many phases of the total FBLA Program and that FBLA competitive events are only one of the strategies used in preparing for advancement in business education and related careers.*

Participants should review and use rating sheets for events in preparation for events, as they will be the basis of judging.

The regulations, procedures, eligibility, judging, etc., are periodically adjusted to fit modern business practices. Each active chapter will be advised of these changes. Washington State FBLA always welcomes written comments from local chapters with regard to improving the competitive events.

## 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 competitive event series:

- 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 used, 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 that 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 any more than a teacher is a poor teacher because a student does not win.
- Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. While an important element of the overall FBLA program, competitive events are just that – a part. Many activities and programs work together to build a successful chapter.
- Teachers should recognize the value of competitive events, maintain a professional attitude towards the events, and keep them in proper perspective.

## PREPARING FOR COMPETITION

The Washington State FBLA Awards Program is a very exciting part of the FBLA year. Not everyone can go to the State Business Leadership Conference and take home an award. However, members can increase their chances by working with their advisers to ensure careful advanced preparation, adherence to all relevant guidelines and rules, and by following these tips:

- Check the status of membership dues. Students wishing to compete must be paid members on or before February 15 of the current membership year. (See General Information, paragraph 2.)
- Ensure that the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser.
- Check the current edition of the Washington State Business Leadership Competitive Event Guidelines.
- Make, or have competitors make, copies of the appropriate guidelines and rating sheets.

## REGULATIONS FOR WASHINGTON STATE COMPETITIVE EVENTS

1. The Competitive Event Entry Form(s) must be registered with the state office by March 5, the State Business Leadership Conference (SBLC) deadline.

2. Participants must follow additional rules and regulations, as set forth by the Executive Leadership Committee and the State Board of Directors, in this handbook and others which will be posted on the state Web site, <http://www.wafbla.org>.
3. Supporting documents and/or reports for the following events must be **received** in the state office by March 5:
  - American Enterprise Project (2 copies)
  - Business Person of the Year (form and resume)
  - Business Financial Plan (2 copies)
  - Business Plan (2 copies)
  - Community Service Project (2 copies)
  - Computer Game and Simulation Programming (2 USB Drives or DVDs)
  - Desktop Application Programming (2 USB Drives or DVDs)
  - Digital Video Production (2 USB Drives or DVDs)
  - Digital Design & Promotion (2 USB Drives or DVDs)
  - E-Business (URL entered online & Statement of Assurance)
  - Electronic Career Portfolio (Statement of Assurance)
  - Future Business Leader (3 sets of materials)
  - Gold Seal Chapter Award of Merit (1 copy of annual report)
  - Graphic Design (electronic submission)
  - Job Interview (3 sets of materials)
  - Largest Percentage of Local Chapter Membership (form)
  - Local Chapter Annual Business Report (2 copies)
  - Local Recruitment of Chapters (form)
  - Outstanding Local Chapter (form & Local Chapter Annual Business Report)
  - Outstanding Local Chapter Adviser (form & supportive documents)
  - Partnership with Business Project (2 copies)
  - Web Site Design (URL entered online & Statement of Assurance)
  - Who's Who in FBLA (form, recommendations, & proof of completion of Future Level in BAA)
4. Entries for the Business Achievement Awards Program, Membership Madness, and other recognition awards are to be submitted directly to the National Office. Guidelines may be found in the National Chapter Management Handbook. Virtual Business Challenge is a national competitive event, recognition will be given at the State Business Leadership Conference.
5. Participants failing to submit entries or report on time will not be permitted to compete.

## JUDGING

The judges will follow guidelines as set forth in this handbook. Rating sheets, where appropriate, are included.

The judges, event administrator(s), and/or Board designee(s), are in complete control of the events and THEIR DECISIONS SHALL BE FINAL ON ALL QUESTIONS.

The judges are not required to award all places listed if, in their judgment, any or all contestants do not achieve an acceptable level of performance.

## AWARDS

Students must be in attendance at the State Business Leadership Conference to compete.

Delegates competing at the National Leadership Conference, as per State Eligibility Requirements, shall receive an amount determined by the State Board of Directors to help meet expenses of attending National Leadership Conference as a representative of Washington State FBLA. Awards will be credited to the total travel cost for each traveler or issued at the National Leadership Conference. Awards are not available to those making alternate arrangements.

## SCHOOL SITE TESTING ADMINISTRATION

### Objective Tests

- The adviser will be sent a password for each student registered to compete.
- During the designated period of time, students will complete online tests at the home testing sites. These tests will be described as "home site" tests.\*
- If students qualify for a performance in their testing area, the adviser will be notified prior to State Business Leadership Conference.

### School-Site Production Tests

A portion of the skill events is administered prior to the State Business Leadership Conference. The administration of the state School Site Production Tests will be accomplished by:

- The state office will send the exam(s) to the adviser or designated proctor at the student's location as identified by the chapter adviser during the online registration process.
- The deadline for returning the School Site Production Test materials will be included with the testing material.
- Mail completed materials to:

Washington State FBLA  
SBLC HOME SITE TESTS  
5622 Pacific Avenue SE  
Suite 3  
Lacey, WA 98503

\* "Home site" tests are online objective tests. "School site" tests are production tests; i.e., Computer Applications, Accounting II, Database Design and Applications, Desktop Publishing, Spreadsheet Applications, Word Processing I & II.

# BUSINESSPERSON OF THE YEAR

This event recognizes outstanding business leaders from the business sector who have contributed to the success of Future Business Leaders of America on the local, regional, state, and/or national levels.

## ELIGIBILITY

Any active member, professional member, or chapter adviser may make nominations to the Regional Adviser for this award. Each region may nominate one businessperson from that region. In addition, the Professional Division Board may also nominate one business person from any one region. The nominee must be a member of the business sector, not students or educators. If no nominees are received from a region, the Professional Division Board may make a nomination from that region.

## OVERVIEW

The entry form must be completed by the local chapter and the Regional Adviser and received with the nominee's biographical sketch, to include the bullets under the Guidelines section, and mailed to the Regional Adviser by the region's stated deadline and **received** by the state office by March 5.

Nominees for state and national Businessperson of the Year must be selected in accordance with the regulations of the state chapter and national association. Nominees must be members of the business community.

## GUIDELINES

1. The nominee must be a member of the business community. Persons who are full-time employees of educational institutions or departments of education shall not be nominated for the award unless the potential nominee is also a member of the business community; such nominees will be disqualified.
2. The nominee must not have won this award at a previous FBLA State Business Leadership Conference.
3. Criteria for selection of nominees should include, but do not have to be limited to:
  - Years of participation in FBLA-PBL activities
  - Promotion of FBLA-PBL through presentations and seminars
  - Contribution to chapter, region, or state chapter projects and activities
  - Financial assistance to and sponsorship of activities for local and/or state chapter(s)
  - Sponsorships of activities
  - Membership in the Professional Division

The biographical sketch of each nominee should address the above five areas.

## STATE AWARDS

The Businessperson of the Year will receive a special award at the State Business Leadership Conference, and his/her name will be submitted for recognition at the National Leadership Conference.

## REFERENCE

Businessperson of the Year Rating Sheet, see Appendix A

**BUSINESSPERSON OF THE YEAR ENTRY FORM**

1. Complete the information requested below.
2. Attach a biographical sketch including:
  - a. Personal data
  - b. Years of participation in FBLA activities
  - c. Promotion of FBLA through presentations and seminars
  - d. Contribution to chapter, region, or state chapter projects and activities
  - e. Financial assistance to and sponsorship of activities for local and/or state chapter(s)
  - f. Sponsorship of activities
  - g. Please indicate if nominee is a Professional Division Member
3. This form and biographical sketch must be **received by** the FBLA State Office by March 5.

NOMINEE \_\_\_\_\_

TITLE \_\_\_\_\_

BUSINESS/ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

Will he/she attend the State Business Leadership Conference?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, is he/she interested in being a judge, presenter, or sponsoring an event? (circle preference)

Yes \_\_\_\_\_ No \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Nominator

# CHARITABLE GIVING AWARD (NOT A NATIONAL EVENT)

Local FBLA Chapters are encouraged to raise money for a charitable cause. Each year the state officers choose a state charity; however, each chapter may determine which charity they choose to support. Awards will be given in two categories—**Most Creative** and **Most Money Raised**.

## ELIGIBILITY

All active local chapters are eligible. Competitors in this event must be on record in the state and national offices as paying dues by February 15. Receipt of purchase orders for dues will not be considered payment for this award.

## GUIDELINES

1. A one-page narrative is required as an entry for this event. Your one-page narrative must include the following:
  - Description of the project
  - Charity recipient
  - Amount of money raised
2. Include a verification of your donation with your narrative. Your verification may be a copy of your check or your submission form or a receipt from the charity.
3. Your narrative must be **received** by the state office by March 5.

## JUDGING

Submissions will be evaluated by a panel of judges. All decisions of the judges are final.

## STATE AWARDS

Awards are presented at the State Business Leadership Conference to one chapter in each category.

# 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.

## ELIGIBILITY

All active local chapters are eligible.

1. Each local chapter must submit a copy of the Local Chapter Annual Business Report and the nomination form to the state office to be **received by** March 5.
2. Each local chapter must be on record in the FBLA state and national offices as paying dues for at least five members by **October 20** of the current school year. Receipt of purchase orders will not be considered payment for this award.
3. Each chapter must meet a minimum of five suggested criteria listed under guidelines.

## GUIDELINES

The suggested criteria for the Gold Seal Chapter Award of Merit should serve as a guide for the state office in the evaluation process. Criteria may include:

- Paid state and national dues by October 20 for at least five (5) members
- Conducted projects or programs identified with the goals of FBLA
- Recruited at least two (2) 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 and national project(s) for the current year
- Planned and conducted visitations to business and industry
- Conducted financial development projects
- Invited businesspersons and other professionals to become involved in chapter activities
- Promoted FBLA
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage

Upon receipt of the entry form, the state office records will be audited for adherence to regulations.

## STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by the number of nominations verified by the state office.

## NATIONAL AWARDS

Washington State FBLA may enter up to 15 percent of its total active chapters for national honors. If more than 15 percent of total chapters are recognized at the state level, national entries will be determined by scores on the Local Chapter Annual Business Reports.

**GOLD SEAL CHAPTER AWARD OF MERIT ENTRY FORM**

1. Complete the information requested below.
2. Attach a copy of your Local Chapter Annual Business Report.
3. List the pages of your Local Chapter Annual Business Report that support at least five of the following suggested criteria:
  - \_\_\_\_\_ a. Paid state and national dues by October 20 for at least five (5) members
  - \_\_\_\_\_ b. Conducted projects or programs identified with the goals of FBLA
  - \_\_\_\_\_ c. Recruited at least two (2) professional members
  - \_\_\_\_\_ d. Sent representatives to FBLA conferences sponsored by the state chapter and national association
  - \_\_\_\_\_ e. Participated in Business Achievement Awards Program
  - \_\_\_\_\_ f. Participated in state and national project(s) for the current year
  - \_\_\_\_\_ g. Encouraged other schools to organize FBLA or PBL chapters
  - \_\_\_\_\_ h. Planned and conducted visitations to business and industry
  - \_\_\_\_\_ i. Conducted financial development projects
  - \_\_\_\_\_ j. Invited businesspersons and other professionals to become involved in chapter activities
  - \_\_\_\_\_ k. Promoted FBLA
  - \_\_\_\_\_ l. Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage
4. This form must be **received** no later than March 5 in the state office with your Local Chapter Annual Business Report.

School \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Local Chapter Adviser

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Local Chapter President

# LARGEST LOCAL CHAPTER MEMBERSHIP

Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to those local chapters who have attained the largest membership in FBLA.

## **ELIGIBILITY**

All active local chapters are eligible. Competitors in this event must be on record in the state and national offices as paying dues by February 15. Receipt of purchase orders will not be considered payment for this award.

## **GUIDELINES**

Official membership records are audited in the state office; therefore, no entry form is required for this event.

Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA members on record in the FBLA state and national offices at the close of business on **February 15** of the current school year.

## **STATE AWARDS**

Awards are presented at the State Business Leadership Conference to the top three (3) local chapters in each region and to the state winner.

# LARGEST PERCENTAGE OF LOCAL CHAPTER MEMBERSHIP

Effective state and national programs depend upon membership support and growth. Continued membership growth makes possible the expansion of services and materials. Recognition is given to those local chapters who have attained the highest percentage of student membership participation in FBLA.

## ELIGIBILITY

All active local chapters are eligible. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15. Receipt of purchase orders will not be considered payment for this award.

## OVERVIEW

Winners in this event are determined by the state office after the audit of membership records.

The figures used in determining the winners will be the number of paid members on record in FBLA state and national offices at the close of business on February 15 divided by the total school enrollment as of **February 15** of the current school year.

## GUIDELINES

Each local chapter must submit an event entry form to be **received** by the state office by March 5. Chapters not submitting the entry form will not be considered.

## STATE AWARDS

Awards are presented at the State Business Leadership Conference to the top local chapter in each region and the top state winner.

.....

### LARGEST PERCENTAGE OF LOCAL CHAPTER MEMBERSHIP ENTRY FORM

1. Complete the information requested below.
2. This form must be **received** in the state office no later than March 5.

I certify that on February 15 of the current school year, the total enrollment of our school (circle one: middle, junior high, high) was \_\_\_\_\_.

School \_\_\_\_\_ Chapter No. \_\_\_\_\_

Signed \_\_\_\_\_ \* Date \_\_\_\_\_  
Principal

Signed \_\_\_\_\_ \* Date \_\_\_\_\_  
Local Chapter Adviser

\* Must be signed to validate form

# LOCAL RECRUITMENT OF CHAPTERS

This event is designed to honor those local chapters that charter or reactivate FBLA chapters. Additional chapters provide more students with the opportunity to become better prepared for careers in business and make possible the expansion of state and national services and activities.

## ELIGIBILITY

All active local chapters are eligible. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15. Receipt of purchase orders will not be considered payment for this award.

## OVERVIEW

Recognition in this event is determined by the state office after the audit of the current year's membership records. The figures used in determining recognition will be the number of newly chartered or reactivated chapters on record in the FBLA state and national offices at the close of business on **February 15** of the current school year. **Only chapters who have submitted the entry form will be considered.** **A new or reactivated chapter must have a minimum of five (5) members to be recognized as a chapter.**

## GUIDELINES

1. The entry form must be completed and **received** by the state office by March 5. Chapters not submitting this entry form will not be considered.
2. The chartering or reactivating of FBLA chapters will be used in the computation of this event.
3. Chapters that install officers and initiate members of currently active chapters do not qualify for this award.

## STATE AWARDS

An award is given at the State Business Leadership Conference to the local chapter that has sponsored the most new or reactivated chapters. Recognition is given to all qualifying local chapters.

**LOCAL RECRUITMENT OF CHAPTERS ENTRY FORM**

This event is designed to honor those local chapters that charter or reactivate other chapters of FBLA.

1. Complete the information requested below.
2. This form must be **received** in the state office no later than March 5.

Your Chapter No. \_\_\_\_\_ School \_\_\_\_\_

List chapters chartered and/or reactivated, school, date of charter or reactivation, and number of members. Chapter numbers can be obtained by calling the State Office.

School	Date Chapter Chartered or Reactivated	Number of Members*
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Number of chapters chartered this year by your chapter \_\_\_\_\_

Number of chapters reactivated this year by your chapter \_\_\_\_\_

Signed \_\_\_\_\_  
Local Chapter Adviser

Signed \_\_\_\_\_  
President

\*Must have a minimum of five (5) members to be recognized as a chapter.

## LARGEST PROFESSIONAL MEMBERSHIP

This event is designed to honor the local chapter that recruits the greatest number of professional members. The recruitment and use of professional members in local FBLA activities offers worthwhile experience in public relations and leadership through the effective use of individuals and businesses from the community.

### **ELIGIBILITY**

All active local chapters are eligible. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15. Receipt of purchase orders will not be considered payment for this award.

### **GUIDELINES**

Official membership records are audited in the state office. Therefore, no entry is required for this event.

The winner of this event is determined by the state office after the audit of membership records. The figures used in determining the winner will be the number of **PAID** FBLA professional members on record in the FBLA state and national office at the close of business on February 15 of the current school year. Receipt of purchase orders will NOT be considered payment for this award.

### **STATE AWARDS**

The award is presented at the State Business Leadership Conference to the chapter that has recruited the most professional members.

## LARGEST PERCENTAGE OF PROFESSIONAL MEMBERSHIP

This event is designed to honor the local chapter that recruits the greatest number of professional members based on number of paid chapter members. The recruitment and use of professional members in local FBLA activities offers worthwhile experience in public relations and leadership through the effective use of individuals and businesses from the community.

### ELIGIBILITY

All active local chapters are eligible. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15. Receipt of purchase orders will not be considered payment for this award.

### GUIDELINES

Official membership records are audited in the state office. Therefore, no entry is required for this event.

The winner of this event is determined by the state office after the audit of membership records. The figures used in determining the winner will be the number of **PAID** FBLA professional members on record in the FBLA state and national office at the close of business on February 15 of the current school year divided by the number of paid chapter members. Receipt of purchase orders will NOT be considered payment for this award.

### STATE AWARD

The award is presented at the State Business Leadership Conference to the chapter which has recruited the greatest number of professional members based on the number of paid chapter members.

# OUTSTANDING LOCAL CHAPTER ADVISER

This award honors an FBLA local chapter adviser who has made outstanding contributions to the association at the local, regional, state, and/or national levels.

## ELIGIBILITY

Any local chapter adviser who is a member of the Washington State Business Education Association (WSBEA) may be nominated to the Regional Adviser for this award. The nominee's local chapter must be on record in the state and national offices as paying dues by February 15. Receipt of purchase orders will not be considered payment for this award.

1. The nominee must be a member of Washington State Business Education Association (WSBEA).
2. The entry form may be completed by any active member, adviser, or professional member and be received by the Regional Adviser by the Region's stated deadline and submitted to the state office by U.S. or electronic mail to be **received** in the state office by March 5. If necessary, contact the Washington State FBLA office concerning mailing address for your Regional Adviser.

## GUIDELINES

Criteria for selection of nominees will include:

1. Years of participation in FBLA activities
2. Extent of participation in conferences sponsored by the state, regional, and national association
3. Offices, organization memberships, and committee memberships held
4. Contributions to local, regional, state, and national projects
5. Participation in community activities
6. Recommendations supportive of the adviser's involvement in FBLA (maximum 3)

## JUDGING

Each nominee's entry form will be judged by Washington State Business Education Association. All judges' decisions are final.

## STATE AWARDS

One local chapter adviser will be nominated by each Region. One adviser will be selected by WSBEA and will be recognized as the Outstanding Local Chapter Adviser at the State Business Leadership Conference. The State Outstanding Local Chapter Adviser will be honored at the National Leadership Conference.

This award is sponsored by the Washington State Business Education Association. The winner will receive a \$50 stipend.

## REFERENCE

Outstanding Local Chapter Adviser Rating Sheet, see Appendix A

## OUTSTANDING LOCAL CHAPTER ADVISER FORM

This event is designed to honor a local chapter adviser who has made outstanding contributions to the association at the local, state, and/or national levels.

1. Complete the information requested below.
2. Attach recommendations (maximum 3).
3. This form must be **received** in the state office no later than March 5.

Name \_\_\_\_\_

School \_\_\_\_\_

Home Address \_\_\_\_\_

E-mail Address \_\_\_\_\_

Cell Number \_\_\_\_\_

Please attach a separate sheet of paper addressing the following items:

1. Number of years of participation in FBLA-PBL activities.
2. Briefly describe the extent of participation in conferences sponsored by the state, regional, and national associations.
3. List the offices, chairmanships, and committee memberships held within the association at the state and national levels.
4. Describe contributions to local, regional, state, and national projects.
5. Describe participation in community activities.

REFERENCE: Outstanding Local Chapter Adviser Rating Sheet, see Appendix A

# OUTSTANDING LOCAL CHAPTER AWARD

## ELIGIBILITY

All local chapters are eligible.

Each local chapter must be on record in the FBLA state and national office as paying dues by February 15 of the current school year. Receipt of purchase orders will not be considered payment for this award.

1. All advisers of the local chapter must be dues paying member(s) of the Washington State Business Education Association.

## GUIDELINES

1. Each local chapter must submit a copy of the Local Chapter Annual Business Report (in addition to the annual report entry) and entry form to be **received** by the state office by March 5.
2. Each chapter must submit a written chapter goal statement.
3. Each chapter must meet a minimum of five suggested criteria listed below.
4. The suggested criteria for the Outstanding Local Chapter Award should serve as a guide for the judges in the evaluation process. Criteria may include:
  - A. Conducted projects or programs identified with the goals of FBLA
  - B. Recruitment of professional members
  - C. Sent representatives to FBLA regional, state, and national conferences
  - D. Participated in the Business Achievement Awards Program
  - E. Encouraged other schools to organize FBLA or PBL chapters
  - F. Participated in state and national project/program(s) for the current year
  - G. Planned and conducted visitations to business and industry
  - H. Conducted financial development projects
  - I. Invited business people and other professionals to become involved in chapter activities
  - J. Promoted FBLA
  - K. Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage.
  - L. Recruited at least one new chapter with at least five (5) members.

## STATE AWARDS

The number of awards presented at the State Business Leadership Conference will be one. This award is sponsored by Washington State Business Education Association. The winning chapter will receive a \$50 stipend.

## REFERENCE

Outstanding Local Chapter Award Rating Sheet, see Appendix A

## OUTSTANDING LOCAL CHAPTER ENTRY FORM

1. Complete the information requested below.
2. Complete a written chapter goal statement.
3. Attach a copy of your LOCAL CHAPTER ANNUAL BUSINESS REPORT.
4. List the pages of your LOCAL CHAPTER ANNUAL BUSINESS REPORT that support at least five of the following suggested criteria:
  - A. \_\_\_\_\_ Conducted projects or programs identified with the goals of FBLA
  - B. \_\_\_\_\_ Recruitment of professional members
  - C. \_\_\_\_\_ Sent representatives to FBLA regional, state, or national conferences
  - D. \_\_\_\_\_ Participated in the Business Achievement Awards Program
  - E. \_\_\_\_\_ Encouraged other schools to organize FBLA or PBL chapters
  - F. \_\_\_\_\_ Participated in state and national project/program(s) for the current year
  - G. \_\_\_\_\_ Planned and conducted visitations to business and industry
  - H. \_\_\_\_\_ Conducted financial development projects
  - I. \_\_\_\_\_ Invited business people and other professionals to become involved in chapter activities
  - J. \_\_\_\_\_ Promoted FBLA
  - K. \_\_\_\_\_ Conducted a public relations in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage
  - L. \_\_\_\_\_ Recruited at least one new chapter with at least five (5) members
5. This form must be **received** in the state office no later than March 5.

School Name \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Local Chapter Adviser

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Local Chapter President

REFERENCE: Outstanding Local Chapter Award Rating Sheet, see Appendix A

# ACCOUNTING I

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

## OBJECTIVE TEST COMPETENCIES (may include, but not limited to)

- 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 CLUSTER(S):** *Business Management & Administration; Finance*

## ELIGIBILITY

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event. 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.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

A one-hour online objective test will be administered based on the previously listed competencies. A nongraphing calculator may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

## JUDGING

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## NATIONAL ENTRIES

Washington State may enter three (3) state winners in national competition.

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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 TEST COMPETENCIES**

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

## **NBEA STANDARDS REINFORCED BY EVENT**

Accounting: accounting cycle, financial statements, special applications, payroll and banking procedures, accounting process

Computation: problem-solving applications, mathematical

Career Development: career strategy

Economics and Personal Finance: personal decision making, managing finances and budgeting

**CAREER CLUSTERS:** *Business Management and Administration; Finance*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If the student who placed in the region's top five cannot attend the State Business Leadership Conference, one substitute may be named.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts to be eligible.

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators may be used. The score received on this portion of the event will constitute 50 percent of the final event score.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed. Nongraphing calculators may be used.

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

## **GUIDELINES**

### School Site Production Testing

1. The production portion of this event is administered prior to State Business Leadership Conference.
2. No reference materials are allowed.
3. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
4. In case of a tie, the production test will be used to break the tie.
5. One (1) hour will be allowed for the production test at the school testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up.
6. Students may bring prepared templates.
7. Calculators are not allowed on the production portion of the test.
8. The test must be deleted from the hard drive upon completion of the test.
9. The state office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The chapter adviser or local test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.

## **JUDGING**

Judging will be based on accuracy of printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

Objective tests will be machine graded. In the case of a tie in the final score, final rankings will be determined using the following tie breakers in the following order: highest score on the production test; highest score on the written test; the highest score on the last ten (10) questions of the written test and in groups of ten (10) thereafter.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) state winners in national competition.

# AMERICAN ENTERPRISE PROJECT

## 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.

### PERFORMANCE COMPETENCIES

- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate good 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*

### ELIGIBILITY

All active local chapters (up to three [3] members) may submit **two** copies of one project to be **received** by the state office by March 5, the SBLC registration deadline.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Chapters must be selected in accordance with the regulations of the local chapter and the state association.
3. Members representing their chapter in the presentation portion of this event may compete in an additional event.
4. Chapters failing to report on time for their oral presentation may be disqualified.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
6. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.

### 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. 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.

Up to fifteen (15) chapters with the highest scores on the project report will participate in the performance at the State Business Leadership Conference to explain the project development and implementation. Specifically the performance should address the impact of the project to the community, member involvement, and results of the project.

### GUIDELINES

1. Each chapter competing in this event must submit **two** (2) copies of one project **received** by the state office by March 5.
2. If the entry is a team, rather than an individual, no more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. If the entry is an individual, that participant may not have won this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. The project must not have been submitted for a previous SBLC or NLC.

3. Written reports must adhere to the following technical requirements:

#### **Report Guidelines**

##### Report—General

- Student members, not advisers, must prepare reports.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and the start of the current State Business Leadership Conference.
- All team members must participate in the presentation.
- Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

#### Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover.
- Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

#### Report Contents

- Table of contents with page numbers
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages (a title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important documents. No items may be attached to any page in the report.

#### **Performance Guidelines**

- Up to fifteen (15) chapters with the highest scores on the project report will proceed to the oral presentation. Up to three (3) members may give the oral presentation.
- Team members, not advisers, must perform all aspects of the presentation including speaking, set-up, and operating audio-visual equipment. Other representatives of the chapter may not provide additional assistance.
- All team members are expected to actively participate in the performance.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participant(s) must provide all equipment for the presentation. A screen will be provided.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used will be recorded. Judges will note 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.
- Performances are open to conference attendees, except performing participants of this event.
- The final ranking is determined by the scores from the written report and the oral presentation. In the case of a tie, the written report score will be used to determine the final rankings.

#### **JUDGING**

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. The report score will be used to break a tie. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) projects in national competition.

#### **REFERENCE**

American Enterprise Rating Sheets (2), see Appendix A

# BANKING AND FINANCIAL SYSTEMS

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

## OBJECTIVE TEST COMPETENCIES (may include, but not limited to)

- concepts and practices of banking and financial systems
- 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 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*

## ELIGIBILITY

The top five teams, comprised of two to three (2-3) members, from the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one team in this event. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference or competed in this event at a prior NLC.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices will be allowed.

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

## **GUIDELINES**

1. The top fifteen (15) teams with the highest score on the objective test will participate in the performance at the . In the case of a tie, the objective test score will be used to break the tie.
2. Team members will report to the preparation room.
3. Twenty (20) minutes before the performance each participant will receive the case study. Participants arriving late will have time deducted from the twenty (20) minute preparation time.
4. Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
6. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
7. The team should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
8. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used.
9. The performance is open to conference attendees, who are not performing participants of this event.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) teams in national competition.

## **REFERENCE**

Banking and Financial Systems Rating Sheets (2), see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

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

## **NBEA STANDARDS REINFORCED BY EVENT**

Accounting: special applications

Computation: mathematical foundations, number relationships and operations, problem-solving applications, statistics and probability

**CAREER CLUSTER(S):** *Finance*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition.

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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 CLUSTER(S):** *Business Management & Administration; Marketing, Sales & Service*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition.

# BUSINESS ETHICS

Ethical decisions are 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.

## PERFORMANCE COMPETENCIES

- Answer questions effectively
- 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
- Explanation is logical and systematic

## 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(S):** *Business Management & Administration*

## ELIGIBILITY

The top five teams, composed of two to three (2-3) members, from the winter regional conferences may enter this event.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference or competed in this event at a prior National Leadership Conference..
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## OVERVIEW

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

## GUIDELINES

### Preliminary Performance

- A maximum of fifteen (15) finalists or an equal number from each group will advance to the final round.
- Team members will report to the preparation room. Twenty (20) minutes before their performance each team will receive an envelope containing three (3) copies of the ethical dilemma. Team members will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.
- 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.
- Team members should introduce themselves and describe the ethical situation. All team members must participate in the presentation.
- Teams have seven (7) minutes to present the ethical dilemma.
- A timekeeper will stand at six (6) minutes and again at seven (7) 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 preliminary performance is **NOT** open to conference attendees.

### Final Performance

- 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 of this event.

## JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

## STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number is five (5).

## NATIONAL ENTRIES

Washington State may enter two (2) winning teams for national competition.

## REFERENCE

Business Ethics Rating Sheet, see Appendix A

# BUSINESS FINANCIAL PLAN

Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture. The financial plan requesting a loan from a financial institution must be economically and financially sound with a realistic time frame. In addition to learning and applying financial business decision-making skills, team participants develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions.

## 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 good verbal communication skills
- Describe project development and implementation
- Explanation is logical and systematic

## 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 CLUSTER(S):** *Business Management & Administration; Finance*

## ELIGIBILITY

All local chapters may enter one individual or a team of two (2) or three (3) members. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor have competed in this event at a prior National Leadership Conference.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. The project must not have been submitted for a previous State Business Leadership Conference or National Leadership Conference.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## 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. A prejudged report should be developed based on the topic given.

Up to fifteen (15) chapters with the highest scores on the project report will participate in the performance to explain the project development and implementation.

## **2012 State Business Leadership Conference Topic**

The topic to be researched and presented during the 2012 State Business Leadership Conference will be:

**You want to open your own independent sports memorabilia retail store called Sports Zone where you can sell spirit clothing and merchandise for local teams as well as for college teams and professional sports. You also live within 75 miles of three NCAA colleges with active athletic programs and a city with NFL, NBA, and MLB franchises. While the bulk of your merchandise will be centered on the teams in your area, you also want to have merchandise for many other college and professional teams. The local schools also would like you to stock spirit items for their local sports teams. You also want to be the supplier of uniforms for local recreation leagues. You would like to open your retail store in your local shopping mall which is looking to fill a vacancy for a 6,500 square foot store. You will need to purchase all the inventory of your licensed clothing and merchandise and will need to have an area to fulfill orders for the local school and recreation teams.**

This topic will also be used for competitions at the national level.

## **REPORT GUIDELINES**

### Report—General

1. Student members, not advisers, must prepare reports.
2. Two (2) copies of the written plan must be sent to the state office and **received** by March 5.
3. Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
4. Penalty points will be given if the written plan doesn't adhere to the guidelines.

### Report Cover

1. Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
2. Report covers are not counted against the page limit and may contain other information unless they are cut out.
3. Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
4. Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
5. Front cover contains the following information: name of student(s), name of the school, state, name of the event, and year (200x-1x).
6. All reports must be bound (e.g., tape binding, spiral binding).

### Report Contents

1. A one-page description of the plan should be the first page of the report.
2. Table of contents with page numbers.
3. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
4. Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
5. Pages must not be laminated or bound in sheet protectors.
6. Reports must not exceed 15 pages excluding front and back cover and the description. (A title page, divider pages, and appendices are optional and must be included in the page count.)
7. Copies should be sent rather than important original documents. No items may be attached to any page in the report.

## **PERFORMANCE GUIDELINES**

1. Up to fifteen (15) individuals or teams with the highest scores on the project report will proceed to the oral presentation.
2. The report score will be used to break a tie.
3. Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide all equipment for the presentation.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
5. The individual or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
6. All individual or team members are expected to actively participate in the performance.
7. Individuals or teams will have seven (7) minutes to describe the project and the results obtained.
8. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
9. Following each presentation, judges will conduct a three (3) minute question-answer period.
10. 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 SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC.
11. Performances are open to conference attendees who are not performing participants of this event.

## **JUDGING**

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. The report score will be used to break a tie. All decisions of the judges are final.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

## **REFERENCE**

Business Financial Plan Rating Sheets (2), see Appendix A

# BUSINESS LAW

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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 CLUSTER(S):** *Business Management & Administration; Law, Public Safety*

## **ELIGIBILITY**

The top five (5) winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition.

# BUSINESS MATH

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- basic math concepts
- decimals
- fractions
- percentages
- discounts
- consumer credit
- data analysis and probability

## **NBEA STANDARDS REINFORCED BY EVENT**

Computation: mathematical foundations, number relationships and operations, problem-solving applications

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

## **ELIGIBILITY**

The top five (5) winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

A one-hour objective test will be administered based on the previously listed COMPETENCIES. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition. Only winners enrolled in grades 9 through 10 are eligible for national competition.

# BUSINESS PLAN

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes FBLA members who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

## REPORT COMPETENCIES

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation
- explain process of preparing the business plan, obstacles, and lessons learned
- provide information on market, analysis, organization, and development of business

## PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## NBEA STANDARDS REINFORCED BY EVENT

Accounting: accounting process, financial statements, special applications

Career Development: workplace expectations

Communication: foundations, organizational, technological

Economics and Personal Finance: markets and prices, managing finance and budgeting, protecting against risk

Entrepreneurship: management, business plans

Management: business organization, financial decision making

Marketing: consumers and their behavior, marketing plan

**CAREER CLUSTER(S):** *Business Management & Administration; Finance; Marketing, Sales, & Service*

## ELIGIBILITY

All active local chapters may submit two (2) copies of one entry by the State Business Leadership Conference registration deadline.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## 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. A prejudged report should be developed based on a proposed business venture or current business operation.

## REPORT GUIDELINES

1. Each chapter competing in this event must submit **two** (2) copies of one project **received** by the state office by March 5.
2. If the entry is a team, rather than an individual, no more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. If the entry is an individual, that participant may not have won this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. The project must not have been submitted for a previous SBLC or NLC.
3. Entries must adhere to all of these regulations or will be disqualified.

### Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written plan must be submitted and **received** by the state office for judging by March 5.
- Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- Penalty points will be given if the written project doesn't adhere to the guidelines.

### Report Cover

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

### Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than important documents. No items may be attached to any page in the report.

### **SPECIFIC REPORT CONTENT**

Business plans must not have been in operation for a period exceeding 12 months before the SBLC. Reports should not be submitted that evaluate ongoing business ventures. An effective business plan should include the following information:

- Executive Summary. Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- Company Description. Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- Industry Analysis. Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- Target Market. Provides a brief overview of the nature and accessibility of the target market.
- Competitive Analysis. Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- Marketing Plan and Sales Strategy. Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- Operations. Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- Management and Organization. Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- Long-term Development. Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.
- Financials. Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.
- Appendix. In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, and the like.

### **PERFORMANCE GUIDELINES**

1. Up to fifteen (15) individuals or teams with the highest scores on the project report will proceed to the oral presentation.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC.

3. Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges or audience.
4. The individual or 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.
5. The chapter must provide all equipment for the presentation. A screen will be provided.
6. Individuals or team members are expected to actively participate in the performance.
7. Five minutes (5) will be allowed to set up and remove equipment and presentation items.
8. The individual or team has seven (7) minutes to describe the project and the results obtained.
9. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
11. Performances are open to conference attendees who are not performing participants of this event.

#### **JUDGING**

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. The report score will be used to break a tie. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) projects in national competition.

#### **REFERENCE**

Business Plan Rating Sheets (2), see Appendix A

# BUSINESS PRESENTATION

Using technology to support a presentation can significantly enhance a business leader's effectiveness. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.

## PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## NBEA STANDARDS REINFORCED BY EVENT

Communication: technological, organizational

Information Technology: application software, input technologies, information retrieval

**CAREER CLUSTER(S):** *Business Management and Administration; Information Technology*

## ELIGIBILITY

The top five (5) winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Entries may be created by an individual or by a team of two (2) or three (3) members from active local chapters. If the entry is a team, rather than an individual, no more than one (1) team member may have won this event at a previous State or entered at a National Leadership Conference. This project must not have been submitted for a previous SBLC or NLC.
3. Participants must be selected in accordance with the regulations of the local chapter and the state association.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event consists of a presentation given at the SBLC.

## 2012 SBLC TOPIC

The topic to be developed in this presentation and submitted for competition at the 2012 State Business Leadership Conference will be:

**Create a presentation on the dangers of texting and driving to present to the senior class. This presentation will be given before the prom and graduation activities.**

The presentation will be developed prior to the SBLC and will be used when giving the business presentation. The same topic will be used at the National Leadership Conference.

## COPYRIGHT AND FAIR USE INFORMATION

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the format guide.

## GUIDELINES

### Preliminary Performance

1. A maximum of fifteen (15) finalists will advance to the final round.
2. Student members, not advisers, must prepare presentations.
3. The participant must use a presentation software program as an aid in delivering the business presentation.
4. The chapter must provide all equipment for the presentation. A screen will be provided.
5. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
6. Individuals or 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.
7. The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.

8. 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.
9. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any presentation over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
12. Preliminary performances are not open to conference attendees.

**Final Performance**

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 of this event.

**JUDGING**

Presentations will be judged by a panel of judges. All judges' decisions are final.

**STATE AWARDS**

Judges and/or number of entries determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5). All entries become the property of Washington State FBLA.

**NATIONAL ENTRIES**

Washington State may enter two (2) winners for national competition.

**REFERENCE**

Business Presentation Rating Sheet, see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

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

## **NBEA STANDARDS REINFORCED BY EVENT**

Career Development: workplace expectations, career strategy

Communication: foundations, employment, organizational

Computation: problem-solving applications

Economics and Personal Finance: personal decision making

Information Technology: database management systems, information technology and major business functions, privacy and ethics

**CAREER CLUSTER(S):** *Business Management & Administration; Information Technology*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition.

# CLIENT SERVICE

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

## PERFORMANCE COMPETENCIES

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

## NBEA STANDARDS REINFORCED BY EVENT

Career Development: workplace expectations  
Communication: foundations, employment

**CAREER CLUSTER(S):** *Business Management & Administration*

## ELIGIBILITY

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

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

## GUIDELINES

### Preliminary Performance

1. Up to fifteen (15) finalists or an equal number from each group scoring highest on the preliminary performance will proceed to the final performance.
2. Participants will report to the preparation room fifteen (15) minutes before their performance time.
3. Ten (10) minutes before the performance, each participant will receive the scenario.
4. Two (2) 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.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
6. 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.
7. A timekeeper will stand at four (4) minutes and again at five (5) minutes.
8. The preliminary performance is not open to conference attendees.

### Final Performance

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 of this event.

**JUDGING**

Presentations will be judged by a panel of judges. All judges' decisions are final.

**STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) state winners in national competition.

**REFERENCE**

Client Service Rating Sheet, see Appendix A

# COMMUNITY SERVICE PROJECT

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

## COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Management: technology and information management

Marketing: marketing plan

**CAREER CLUSTER(S):** *Business Management & Administration; Information Technology*

## ELIGIBILITY

All active local chapters may submit **two** (2) copies of one project to be **received** by the state office by March 5, the SBLC registration deadline. All active local chapters are eligible.

1. Competitors (up to three [3] members) in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete all parts to be eligible to win an award. Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities, but to focus on one project in detail for this report.

## GUIDELINES

1. Each chapter competing in this event must submit **two** (2) copies of the report to be **received** in the state office by March 5.
2. The Report and Performance Guidelines are as follows:
  - Report—General
    - Student members, not advisers, must prepare reports.
    - Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and the start of the current State Business Leadership Conference.
    - Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
    - Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.
  - Report Cover
    - Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
    - Report covers are not counted against the page limit and may contain other information unless they are cut out.
    - Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
    - Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
    - Front cover contains the following information: name of the school, state, name of the event, and year (201x–201x)
    - All reports must be bound (e.g., tape binding, spiral binding).

### Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

### **PERFORMANCE GUIDELINES**

- Based on the highest prejudged project scores a maximum of fifteen (15) chapters will be selected to make an oral presentation at SBLC.
- The performance should address the community served, member involvement, and results of the project.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The chapter must provide all equipment for the presentation. A screen will be provided
- All team members must participate in the presentation.
- 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.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note 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.
- Performances are open to conference attendees, except performing participants of this event.
- The final ranking is determined by the scores from the written report and the oral presentation. In the case of a tie, the written report score will be used to determine the final rankings.

### **JUDGING**

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. The report score will be used to break a tie. All decisions of the judges are final.

### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

### **NATIONAL ENTRIES**

Washington State may enter two (2) winning projects in National Competition.

### **REFERENCE**

Community Service Project Rating Sheets (2), see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- basic computer terminology and concepts
- presentation, publishing, and multimedia applications
- security
- basic application knowledge and word processing
- e-mail, integrated and collaboration applications
- netiquette and legal issues
- spreadsheet and database applications
- formatting, grammar, punctuation, spelling, and proofreading

## **PRODUCTION COMPETENCIES**

- database—creating a database; applying various functions such as searching, querying, etc.
- spreadsheets—applying various 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(S): *Information Technology***

## **ELIGIBILITY**

The top five (5) winners at the winter regional conferences may enter this event. If the student who placed in the region's top five cannot attend the State Business Leadership Conference, one substitute may be named.

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete all parts to be eligible.

A one (1) hour online 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.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must supply their own No. 2 pencils, erasers, and non-graphing calculators.

Two (2) hours will be given for the production test at a school site. Calculators are not allowed on the production portion of the test. No graphing calculators, cell phones, or other memory storage devices are allowed. The score received on this portion of the event will constitute 85 percent of the final score. Production tests must be returned to the state office by the designated due date or they will not be graded.

Participants should be prepared to complete problems in the following areas:

Word Processing - Participants will be responsible for the production of letters, memorandums, tables, reports, or any other type of word processing problems.

Database - Participants will be responsible for creating a database and applying various functions such as searching, cloning, etc.

Spreadsheets - Participants will be responsible for completing the spreadsheet grid and applying various functions such as move, combine, format, etc. In addition, students will be responsible for creating and applying formulas.

Business Graphic Solutions - Participants will be responsible for completing various graphics, including bar, line, pie, exploded pie, or stacked bar.

Presentation – Participants will be responsible for preparing text slides with graphics.

Participants will be responsible for formatting each problem and must recognize the necessity for accurate proofreading. The format guide will be used for formatting word processing documents.

Results will be based on accuracy of printed copy.

In addition, the objective test participants will be tested on their understanding and mastery of basic computer terminology and concepts, document formatting rules and standards, grammar, punctuation, spelling, proofreading, and related application knowledge. Failure to follow the format guide is a serious error and a 5-point penalty.

## **GUIDELINES**

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. The following reference materials are allowed at the test site: dictionaries and Format Guide.
3. Documents produced for this event must be prepared by the FBLA competitors, without help from the adviser or any other person.
4. In case of a tie, the production test will be used to break the tie.
5. Two (2) hours will be allowed for the production test at the school testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up.
6. Calculators are not allowed on the production portion of the test.
7. The test must be deleted from the hard drive upon completion of the test.
8. The state office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The chapter adviser or local test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.

## **JUDGING**

Judging will be based on accuracy of printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

Objective tests will be machine graded. In the case of a tie in the final score, final rankings will be determined using the following tie breakers in the following order: highest score on the production test; highest score on the written test; the highest score on the last ten questions of the written test and in groups of 10 thereafter.

## **STATE AWARDS**

The judges will determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) state winners in national competition.

# COMPUTER GAME & SIMULATION PROGRAMMING

Interactive computer games and simulations have achieved broad acceptance and implementation in a wide variety of business and educational disciplines. Buried within many of these programs is a message that advances the player's experience from simple entertainment to edutainment. This event tests the programmer's skill in designing a functional interactive simulation/game that will both entertain and educate/inform the player.

## PROJECT COMPETENCIES

- program addresses the topic and is appropriate for the audience
- required information is effectively communicated
- user interface is intuitive and responsive to program operations
- navigation is logical and designed to lead the player to the intended objective
- program demonstrates a finished and well tuned product free of artifacts and glitches
- gameplay incorporates both entertainment and edutainment play within topic specifications
- game world graphics, text treatment, and special effects show creativity and cohesiveness of design
- artistry, character, overall layout, color choice and design is creative and appealing to the target audience
- program contains some element of skill, chance, competition, or random actions that will inspire replay more than once
- player interactions with other characters, object, 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 is effectively communicated
- tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
- presentation is professionally presented
- self-confidence apparent through knowledge of content and articulation of ideas
- questions are effectively answered

## 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(S): *Information Technology*

## ELIGIBILITY

All local chapters may enter one (1) entry created by an individual or team of two (2) or three (3) members. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor competed in this event at a prior conference.

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## 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. 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.

## 2012 SBLC TOPIC

The topic to be developed in this presentation and submitted for competition at the 2012 State Business Leadership Conference will be:

**Develop an entertaining simulation/game that will incorporate training or skill development for financial literacy. Genre and format of game is open to imagination and innovation of the design team. Quiz show, RPG, shopping, and more are all acceptable. Gear the game to high school students.**

The presentation will be developed prior to the SBLC and will be used when giving the business presentation. The same topic will be used at the National Leadership Conference.

## GUIDELINES

### Prejudged Program

1. The participant may choose any programming language or game/animation engine to create a stand alone executable program that will display creativity, programming skill, and convey the message of the topic.
2. Two (2) copies of the program along with a "Statement of Assurance" form must be sent to the state office to be received by March 5 for judging.
3. The program must contain minimally the following:
  - a. Minimum of five missions/tasks/levels to be completed before winning or completing the game.
  - b. Must be graphical in nature, not text based.
  - c. An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
  - d. A quit command programmed to the escape key. This is needed if the player wants to end the game before completing.
4. Two (2) DVDs or USB flash 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 office for judging by March 5 along with a Statement of Assurance. Label the media with the school, participant name, state, and event.
5. All data and programs should be contained in a master folder name STATE\_SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.
6. Program must run on Windows XP or higher computer.
7. Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
8. Program produced for this event must be prepared by the participants without help.

### Performance

1. Up to fifteen (15) finalists scoring highest on the prejudged program will proceed to the oral presentation.
2. The participant must provide all equipment for the presentation, including a copy of the program. A screen will be provided.
3. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The individual or team has seven (7) minutes to present the program.
5. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
6. Following each presentation, judges will conduct a three (3) minute question-answer period.
7. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
8. Performances are open to conference attendees except performing participants of this event.

### JUDGING

Programs will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written program scores and the oral presentation scores. The program score will be used to break a tie. All decisions of the judges are final.

### STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

### NATIONAL ENTRIES

Washington State may enter two (2) state winners in national competition.

**REFERENCE**

Computer Game & Simulation Rating Sheets (2), see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- operating systems
- networks
- personal computer components
- 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(S):** *Information Technology*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition.

# CREED (NOT A NATIONAL EVENT)

This event is designed to give younger members a greater understanding of the FBLA Creed and/or the opportunity for expression by speaking before groups. Each participant will recite the FBLA Creed from memory.

## COMPETENCIES

- clarity of voice
- critical thinking and problem solving
- poised manner
- professional appearance
- good communication skills

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, social

**CAREER CLUSTER(S):** Business, Management & Administration; Marketing, Sales, & Service

## ELIGIBILITY

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

Participants will recite the FBLA Creed from memory to a panel of judges. The participant's understanding of the Creed will be examined through judges' questions following recitation.

## GUIDELINES

### Performance

1. No microphone will be allowed.
2. Following the recitation, the judges will ask questions concerning the participant's understanding of the Creed.
3. The top fifteen (15) winners or an equal number from each group from the preliminary round will proceed to a final round at the State Business Leadership Conference.
4. Preliminary performances are not open to conference attendees.
5. Final performances are open to conference attendees except performing participants of this event.

## JUDGING

Each participant will be judged by a panel of judges. Emphasis will be placed on the learning, recitation, and understanding the message in the creed.

All judges' decisions are final.

## STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5). This is a state event only. Winners do not proceed on to the National Leadership Conference.

## REFERENCE

Creed Rating Sheet, see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

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

## **NBEA STANDARDS REINFORCED BY EVENT**

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

**CAREER CLUSTER(S):** *Information Technology*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten (10) questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners for national competition.

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- data definitions/terminology
- query development
- table relationships (include referential integrity)
- form development
- reports (sorts, group, graphics, 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 CLUSTER(S):** *Business Management and Administration; Information Technology*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If the student who placed in the region's top five cannot attend the State Business Leadership Conference, one substitute may be named.

1. Participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts to be eligible.

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators may be used. The score received on this portion of the event will constitute 15 percent of the final event score.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

One (1) hour will be given for the production test at a school site. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 85 percent of the final score. Production tests must be returned to the state office by the designated due date or they will not be graded.

## **GUIDELINES**

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. No reference materials are allowed.
3. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
4. In case of a tie, the production test will be used to break the tie.
5. One (1) hour will be allowed for the production test at the school testing site prior to SBLC. Additional time will be allowed for general directions, equipment set-up, and warm-up.

6. Calculators are not allowed on the production portion of the test.
7. The test must be deleted from the hard drive upon completion of the test.
8. The state office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The chapter adviser or local test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.

#### **JUDGING**

Judging will be based on accuracy of printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

Objective tests will be machine graded. In the case of a tie in the final score, final rankings will be determined using the following tie breakers in the following order: highest score on the production test; highest score on the written test; the highest score on the last ten questions of the written test and in groups of 10 thereafter.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) state winners for national competition.

# DESKTOP APPLICATION PROGRAMMING

Certain types of accounting processes require that each record in the file be processed. Desktop Application Programming focuses on these procedural style processing systems. This event tests the programmer's skill in designing a useful, efficient, and effective program in the area described below.

## PROJECT COMPETENCIES

- development of topic is logical and creative
- code is commented at appropriate points
- interface is a logical arrangement and contains all necessary information
- program runs without error
- readme file is complete

## 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(S):** *Business Management and Administration; Information Technology*

## ELIGIBILITY

Each local chapter may enter one (1) participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
3. Participants must be selected in accordance with the regulations of the local chapter and state association.
4. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
5. Participants failing to report on time for the event will not be permitted to compete.
6. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: a prejudged program and a performance component. Participant(s) are required to complete both parts to be eligible. 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.

## 2012 STATE BUSINESS LEADERSHIP CONFERENCE TOPIC

The 2012 program is:

**Your school has a lending library with resources to assist students with preparing for student organization competitive events and career related projects. You have been contacted to create an application that keeps track of the items in the lending library. Types of items in the library include, but are not limited to, books, magazines, DVDs, and CDs.**

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

### Data Files:

**You must be able to differentiate between different types of items. To help with this, you will create a data file called TYPES that contains one record for each type of item in the lending library. This data file should contain two fields as follows:**

- **Unique code for the type of item (abbreviation)**
- **Description of type**

It is necessary to keep track of all the items you have in the lending library; therefore, you will need to create a data file called LIBRARY that contains one record for each item in the lending library. This data file should contain five fields as follows:

- Unique number for each item in the lending library (can be an auto number)
- Type of item (must match a code from the TYPES data file)
- Title of the item
- Author/singer/publisher (author(s) or singer(s) where available; otherwise publisher in the case of magazines, movies, etc.)
- Published date (month/year)

In order to determine who is borrowing items from the lending library, you will create another data file called PATRONS. The PATRONS data file will keep track of all people who can potentially borrow items from the lending library and will contain one record for each person. This data file should contain nine fields as follows:

- Unique number for each patron (can be an auto number or a user name type entry)
- First name, last name, email address, phone number, street address, city, state, and zip code

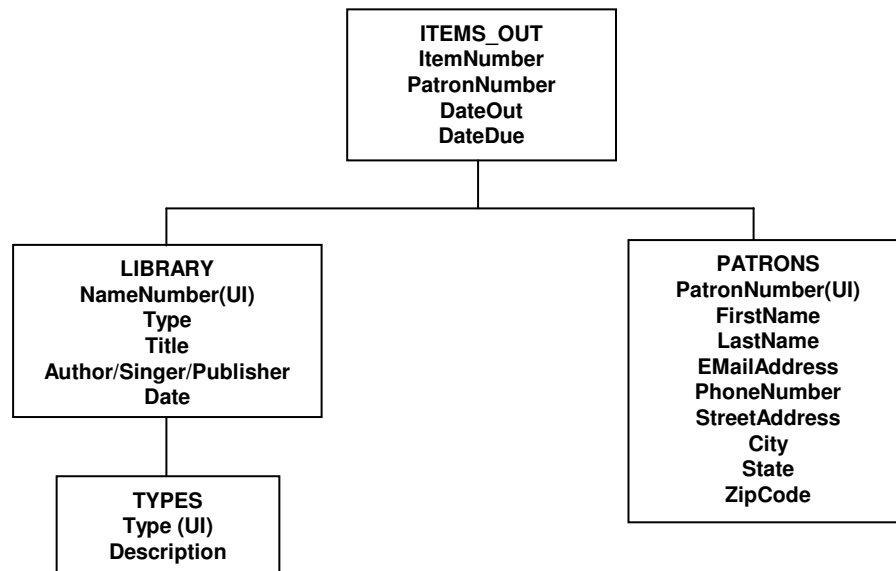
Finally, you must keep track of the items that have been borrowed from the lending library. You will create a data file that tracks these items called ITEMS\_OUT with a record for each item borrowed containing four fields as follows:

- Item number (populated from the LIBRARY data file)
- Patron number (populated from the PATRONS data file)
- Date checked out
- Date due (two weeks after check out date)

### Reports:

Your program should run the following reports which should be viewable on screen and in print formatted with the specifications listed for each report:

- All lending library items sorted by title and type
- All items checked out sorted by date due (each date should print on a separate sheet), type, and patron (each patron should print on a separate sheet)



This topic will also be used for competitions at the national level.

### **PROGRAM GUIDELINES**

#### **Prejudged Program**

- Two (2) DVDs or USB flash drives containing the executable object, data, program documentation (including but not limited to, execution instructions, system requirements, and text files for all program code—see [http://en.wikipedia.org/wiki/Software\\_documentation](http://en.wikipedia.org/wiki/Software_documentation)) and support files needed to run the executable file must be received in the state office for judging by March 5 along with a Statement of Assurance. The solution must run standalone with no programming errors. The judge will copy the contents of the CD/DVD/USB to C:\NLCDesktop\. The program must be designed so that the program will run when copied to a hard drive with this path. Label the media with the school, participant name, state, and event.

- The participant may choose any programming language.
- Program must run on Windows XP or higher.
- Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
- Program produced for this event must be prepared by the participant without help.
- The program will constitute 70 percent of the final score.

#### **Performance**

- Based on the highest prejudged project scores a maximum of fifteen (15) individuals will be selected to make an oral presentation at the SBLC. The Program score will be used to break a tie.
- The participant must provide all equipment for the presentation including a copy of the program. Screen, table, and power will be provided.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- The individual will have seven (7) minutes to describe the program.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note 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; however, no items may be left with the judges or audience.
- Performances are open to conference attendees who are not participants of this event.

#### **JUDGING**

Programs will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written program scores and the oral presentation scores. The program score will be used to break a tie. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) state winners for national competition.

#### **REFERENCE**

Desktop Application Programming Rating Sheets (2), see Appendix A

# DESKTOP PUBLISHING

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- basic desktop terminology and concepts
- related desktop application knowledge
- digital imaging and graphics
- desktop layout rules and standards
- safety, ethics, and legal issues
- print process
- message presentation, accuracy, and proofreading

## **PRODUCTION COMPETENCIES**

- documents address topic 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 CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing, Sales, & Service*

## **ELIGIBILITY**

Each region may enter its top five (5) teams composed of two (2) individuals who placed at the winter regional conference of the current school year. A team of two (2) members must create each entry. If the student who placed in the region's top five cannot attend State Business Leadership Conference, one substitute may be named.

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. No more than one (1) team member may have won first place in this event at a previous SBLC or competed in this event at a prior NLC.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a school-site production test. Participants are required to complete both parts.

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively. The objective test constitutes fifteen (15) percent of the final event score. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

Two (2) hours will be allowed for the production test at a school site. The score on this portion of the event will constitute 85 percent of the final score.

## **GUIDELINES**

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. No reference materials are allowed.
3. Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

4. In case of a tie, the production test will be used to break a tie.
5. Two (2) hours will be allowed for the production test at the school testing site prior to SBLC. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
6. Calculators are not allowed on the production portion of the test.
7. The test must be deleted from the hard drive upon completion of the test.
8. Documents received from local chapters become the property of Washington State FBLA and may be used for publication or reproduction for sale by the state office.
9. Two computers may be used for this competitive event. The test will be completed collaboratively with both team members contributing to the product. The participants may also choose to use a scanner and the Internet to download freeware pictures. No other equipment may be used. Participants will turn in one copy of the finished product.
10. The finished product must be submitted in color on plain paper.
11. The state office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The local chapter adviser or test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.
12. Refer to copyright guidelines found in the Format Guide.

#### **JUDGING**

The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

Objective tests will be machine graded. In the case of a tie in the final score, final rankings will be determined using the following tie breakers in the following order: highest score on the production test; highest score on the written test; the highest score on the last ten questions of the written test and in groups of 10 thereafter.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by the judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may submit two (2) teams composed of two (2) individuals for national competition in this event.

# 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.

## PROJECT COMPETENCIES

- create a digital design promotional logo and tag line for the 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

## NBEA STANDARDS REINFORCED BY EVENT

Career Development

Communication: technological

Marketing: promotion and sales

Information Technology: graphic design

**CAREER CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing*

## ELIGIBILITY

Each region may enter its top five (5) teams composed of two (2) individuals who placed at the winter regional conference of the current school year. If this competition is not offered at the region level, each local chapter may enter one team. A team of two (2) members must create each entry. If a student who placed in the region's top five cannot attend State Business Leadership Conference, one substitute may be named. No more than one (1) team member may have won first place in this event at a previous SBLC or competed in this event at a prior NLC.

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: a prejudged promotional piece and a presentation component. Participants are required to complete both parts to be eligible for an award.

## 2012 SBLC TOPIC

The topic to be developed in this presentation and submitted for competition at the 2012 State Business Leadership Conference will be:

**You will develop a full promotional package for the Lancaster Youth Center (or you may substitute a local youth center in your community), a local youth association. This is a safe place that provides an alcohol, tobacco, and drug-free environment for youth to gather, to be themselves, and to find their voice in the community. The association provides after-school activities for youth in grades 6-12.**

**You should have a primary logo design and six supporting designs that show how the logo would be incorporated in the following: (1) a long horizontal format, (2) a long vertical format, (3) a full page advertisement, (4) a small version of the logo to go on clothing merchandise, (5) a black and white logo, and (6) a three-color logo that could be used for three-color printing.**

This topic will also be used for competitions at the 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 Format Guide.

### **GUIDELINES**

#### **Prejudged Project**

1. Projects must address the given topic. Student members, not advisers, must prepare projects.
2. Participants should place emphasis on graphic interpretation of the topic and design.
3. You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
4. Logo must be saved in JPEG, GIF, or PDF format.
5. Graphics should be computer generated.
6. A "Statement of Assurance" entry form must be completed and submitted for receipt by March 5, the SBLC registration deadline.
7. Members are expected to follow all applicable copyright laws.
8. Two (2) DVDs or USB flash drives must be received in the state office for judging by March 5 along with a Statement of Assurance. Label the media with the name of the event, state, participants' name(s), and school.

#### **Oral Presentation**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC. No replacement or substitutions will be allowed.
3. The presentation will be the opportunity for the students to "sell" their design and include an explanation of the choices made in the design.
4. Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.
5. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team must provide all equipment for the presentation.
7. Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
8. The individual or team has seven (7) minutes to present to a panel of judges and sell the logo and tag line concept.
9. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
11. Performances are open to conference attendees who are not performing participants in this event.

### **JUDGING**

Promotional pieces will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the promotional pieces and the oral presentation scores. The promotional piece score will be used to break a tie. All decisions of the judges are final.

### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by the judges and/or number of entries. The maximum number will be five (5).

### **NATIONAL ENTRIES**

Washington State may submit two (2) individuals or teams composed of two (2) individuals for national competition in this event.

### **REFERENCE**

Digital Design & Promotion Rating Sheets (2), see Appendix A

# 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.

## PROJECT COMPETENCIES

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

## PERFORMANCE COMPETENCIES

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

## NBEA STANDARDS REINFORCED BY EVENT

Communication: technological, organizational

Information Technology: information technology and major business functions, application software, input technologies, information retrieval

**CAREER CLUSTER(S):** *Information Technology*

## ELIGIBILITY

The top five (5) entries created by an individual or by a team of two (2) or three (3) members at the winter regional conference may enter this event. If a chapter has no winner in the top five (5), it may enter one individual or team. If this competition is not offered at the region level, each local chapter may enter one team. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference or competed in this event at a prior NLC.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.

## OVERVIEW

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

## 2012 State Business Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2012 State Business Leadership Conference will be:

**Create an education video on the dangers of texting and driving to present at an assembly program to students at your school.**

This topic will also be used for competition at the 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 Format Guide.

## PROJECT GUIDELINES

### Prejudged Project

1. Presentations must properly develop the given topic. Student members, not advisers, must prepare presentations.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.

3. Submit two (2) DVDs or USB flash drives for judging to the state office by the receipt deadline of March 5 along with a Statement of Assurance form. Media should be clearly labeled with the name of the event, state, participants' name(s), and school. "Read me" file information must be submitted on the "Statement of Assurance" along with copyright notations.
4. The production may use any method to capture or create moving images.
5. Members are expected to follow all applicable copyright laws.

#### **Performance**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference. The project score will be used to break a tie.
2. The video production will be prejudged according to the rating sheet.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC.
4. The presentation is an explanation of the digital video production.
5. The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
6. Participants are responsible for bringing a copy of the production submitted to use in the onsite presentation.
7. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
8. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. The chapter must provide all equipment for the presentation. A screen will be provided.
9. Teams will have seven (7) minutes to describe the project.
10. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
11. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
12. Performances are open to conference attendees who are not performing participants of this event.
13. Scores from the prejudged production as well as the oral presentation will determine the final rank.

#### **JUDGING**

Projects will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written project scores and the oral presentation scores. The project score will be used to break a tie. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may submit two (2) entries for national competition.

#### **REFERENCE**

Digital Video Production Rating Sheets (2), see Appendix A

# 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.

## PROJECT COMPETENCIES

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed
- Web site functions without error

## PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision-making and problem-solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## 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 CLUSTER(S):** *Business Management & Administration; Finance; Information Technology; Marketing*

## ELIGIBILITY

All local chapters may enter one (1) individual or one (1) team of two (2) or three (3) members. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference or have competed in this event at a prior NLC.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## 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 state topic listed.

## 2012 State Business Leadership Conference 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 2012 State Business Leadership Conference will be:

**Your FBLA chapter has been approached by the school's administration to boost participation at school events by creating an on-line ticketing system for all school events: sports, music, drama, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view event venues (auditoriums, stadiums, gymnasiums, etc.), view upcoming events, view open seats for each event, select seats, and purchase seats for all events. It also must offer a shopping cart, pricing, and payment information (including payment options), mailing options (including local pickup), and security/service information. You are not expected to have a live payment link.**

This topic will be used for competitions at the 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 Format Guide.

## **PROJECT GUIDELINES**

### Prejudged Project

1. Student members, not advisers, must prepare projects.
2. If using a shopping cart, it doesn't need to be active.
3. A Statement of Assurance entry form must be completed and submitted by the registration deadline of March 5.
4. Each chapter must enter its URL during the online registration process by March 5.
5. 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 (March 5). Judging of the E-business site will take place before the State Business Leadership Conference.
6. 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.
7. The use of templates must be identified.
8. E-business sites should be designed to allow for viewing by as many different platforms as possible.

### **Performance**

1. Based on the highest prejudged project scores, fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference. The Web site score will be used to break a tie.
2. The presentation is an explanation of the E-business Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as national winners must register for the SBLC.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges.
5. Competitors must provide their own computers and projection device for the oral presentation. A screen will be provided along with an Internet connection.
6. Students are allowed to bring a flash drive.
7. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. The chapter must provide all equipment for the presentation.
8. The individual or team has five (5) minutes to present.
9. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over five (5) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
11. Performances are open to conference attendees who are not performing participants of this event.
12. Scores from the prejudged E-business site as well as the oral presentation will determine the final rank.

### **JUDGING**

Projects will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written project scores and the oral presentation scores. The project score will be used to break a tie. All decisions of the judges are final.

### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

### **NATIONAL ENTRIES**

Washington State may submit two (2) entries for national competition.

### **REFERENCE**

E-business Rating Sheets (2), see Appendix A

# ECONOMICS

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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 CLUSTER(S):** *Business Management & Administration; Finance*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

Tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) event winners for national competition.

# ELECTRONIC CAREER PORTFOLIO—*MODIFIED*

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

## 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

## NBEA STANDARDS REINFORCED BY EVENT

Career Development: workplace expectations

Communication: foundations, employment

Information Technology: information retrieval, privacy and ethics, application software

**CAREER CLUSTER(S):** *Business Management & Administration; Information Technology*

## ELIGIBILITY

Each chapter may enter one participant in this event.

1. Participants must be members of the active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

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

## GUIDELINES

1. Student members, not advisers, must prepare electronic career portfolios.
2. A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
3. The presentation is an explanation of the chosen career search and supporting materials
4. The students may present their portfolio using a DVD, USB flash drive, or by accessing it via the Internet.
5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
6. The participant must provide the computer and a LCD projector for the presentation. Internet access will be provided. Five (5) minutes will be allowed to set up and remove the equipment.
7. All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.
8. The portfolio must include: a resume or a data sheet and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
9. Sample materials 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 (5) examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

10. The individual has seven (7) minutes to present.
11. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
12. Following each presentation, judges will conduct a three (3) minute question/answer period.
13. Preliminary performances are not open to conference attendees.
14. Final 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 who are not performing participants of this event.

#### **JUDGING**

Performances will be judged according to the rating sheet. Decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) portfolios for national competition.

#### **REFERENCE**

Electronic Career Portfolio Rating Sheet, see Appendix A

# EMERGING BUSINESS ISSUES

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.

## 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 good decision-making and problem-solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, employment

Economic and Personal Finance: market structures, role of government, personal decision making

International Business: global business environment

Management: ethics and social responsibility, financial decision making

**CAREER CLUSTER(S):** Business, Management, & Administration

## ELIGIBILITY

The top five teams comprised of two (2) to three (3) members from the winter regional conferences may enter this event.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor competed in this event at a prior National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

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

## 2012 STATE BUSINESS LEADERSHIP TOPIC

The topic to be researched and presented during the 2012 State Business Leadership Conference will be:

***Marketers are always looking for better ways to gather information about target markets and increase product sales. With the rise of social networking sites, such as Facebook and LinkedIn, marketers are able to use “a new form of behavioral targeting—a kind of conversational eavesdropping analysis.” The issue has been raised that these techniques invade privacy. Be prepared to argue the affirmative, that yes, marketers should be able to collect information via Facebook and LinkedIn; or be prepared to argue the negative, that no, using information collected from personal posts on Facebook and LinkedIn is an invasion of privacy.***

Participants will be expected to research the topic prior to the conference and be prepared to present either an affirmative or negative argument, based on random selection at the SBLC. This topic will also be used for competition at the national level.

## PERFORMANCE GUIDELINES

### Preliminary Performance

1. Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source.
2. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
3. Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

4. Each team will be given a card indicating their affirmative or negative argument. This card must be presented to the judges at the beginning of the presentation.
5. Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.
6. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
7. Teams will have five (5) minutes to present the case. All team members must participate in the presentation.
8. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
9. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be announced. Judges will note a deduction of five (5) points for any presentation over five (5) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
11. Preliminary performances are not open to conference attendees.
12. A maximum of fifteen (15) teams—or an equal number from each group—will be selected for the final round.
13. The order of performance for the final round will be drawn at random by an impartial person in the event office.

#### **Final Performance**

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 of this event.

#### **JUDGING**

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

#### **REFERENCE**

Emerging Business Issues Rating Sheet, see Appendix A

# ENTREPRENEURSHIP—*MODIFIED*

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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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 CLUSTER(S):** *Business Management & Administration; Marketing*

## **ELIGIBILITY**

The top five (5) teams composed of two (2) or three (3) members from the winter regional conferences may enter this event. If a chapter has no winners in the top five (5), it may enter one team in this event.

1. Team members must be on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one (1) team member may have won first place at a State Business Leadership Conference nor have competed at a prior National Leadership Conference.
4. Participants failing to report on time will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **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. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices may be used.

## **CASE STUDY**

A maximum number of fifteen (15) teams will be selected to present the decision-making problem.

The interactive 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.

## **GUIDELINES**

1. The fifteen (15) teams with the highest scores on the objective test will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office. Final ranking will be determined by the performance scores. If a tie exists, the team's average objective test scores will be used to break the tie.
2. Members of the fifteen (15) participating finalist teams will report to the preparation room. Twenty (20) minutes before their performance time each team will receive an envelope containing the case study. Teams will report to the performance room at the end of twenty (20) minutes.
3. Two (2) 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. Only these note cards may be used.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. 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.
6. Teams should introduce themselves, describe the situation, make their recommendations, and summarize (or describe) their case. All team members are expected to actively participate in the presentation.
7. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
8. Performances are open to conference attendees who are not performing participants of this event.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the event of a tie, the objective test score will be included to determine the final rank.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

## **REFERENCE**

Entrepreneurship Rating Sheet, see Appendix A

# FBLA PRINCIPLES AND PROCEDURES

Members in FBLA should be knowledgeable about the association and the information found in the official publications. This event provides recognition for FBLA members who are interested in learning about the background and current information of FBLA.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

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

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) event winners for national competition. Only students in grades 9 and 10 are eligible for national competition in this event.

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- general concepts to include accounting, banking, business procedures, communications, ethics, global business, law, management marketing, math, 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 CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials **received** in the state office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of three (3) parts: submission of a letter of application with a resume, an objective test, and an interview. Participants are required to complete all parts to be eligible to win an award.

### Letter of Application and Resume'

The letter of application and resume' must be composed prior to the State Business Leadership Conference and submitted in three (3) folders prior to the SBLC. Personal style and creativity are acceptable in the cover letter and resume; however, they must follow a standard, acceptable business format.

### Objective Test

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

### Interviews

The fifteen (15) top-scoring participants will be scheduled for fifteen (15) minute interviews.

## **GUIDELINES**

1. Three (3) copies of the following items must be submitted to the State FBLA Office. These materials must be **received** by March 5.
  - a. 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.
  - b. A brief resume (original or copy) not to exceed two (2) pages.
  - c. Photographs are not allowed.
2. All copies of the above materials must be submitted in three (3) 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.
3. 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.
4. The fifteen (15) top-scoring participants will be scheduled for fifteen (15) minute interviews.
5. 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. This includes gifts and notes at the time of the interview.
6. Final rank will be determined by the objective test score, materials score, and the interview score.

## **JUDGING**

The objective tests will be machine graded.

The material screening and the interview portions of these events will be evaluated by a panel of judges. All judges' decisions are final.

## **STATE AWARDS**

The judges will determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) state winners for national competition.

## **REFERENCE**

Future Business Leader Rating Sheets (2), see Appendix A

## **JOB INTERVIEW AND FUTURE BUSINESS LEADER DEDUCTION SYSTEM**

Specific common errors are listed as a means of encouraging the best possible letter and resume writing skills, as well as to ensure the highest level candidates for National competition and employment.

Please see Rating Sheet, Mechanics Section—All entries begin with twenty (20) points. Point deductions are taken from these basic twenty (20) points.

### **5-point Errors (5 points per error)**

- Failure to follow guidelines
- Omission of essential part of letter or resume'
- No return address
- Grammatical error
- Use of acronyms without reference
- Inside address/salutation not consistent or not correct
- Inserted or omitted words/punctuation that change the meaning of the sentence
- Stated objective on resume doesn't apply to position/unclear
- No signature on letter
- Additional materials submitted

### **2-point Errors (2 points per error)**

- Inserted or omitted words/punctuation that do not change the meaning of the sentence
- Word division error
- Minor error in placement of document or part of document
- Omission of enclosure notation
- Inconsistency in sentence spacing
- Punctuation error
- Capitalization error
- Stapled materials

### **Score of 0 on Letter of Application and Resume portion of Event**

- Misspelled words
- Wrong address

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- basic international concepts
- ownership and management
- marketing
- finance
- communication (including culture and language)
- treaties and trade agreements
- legal issues
- human resource management
- ethics
- taxes and government regulations
- currency exchange
- international travel
- career development

## **PERFORMANCE COMPETENCIES**

- 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 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 CLUSTER(S):** *Business Management & Administration; Finance; Government & Public Administration; Marketing, Sales, & Service*

## **ELIGIBILITY**

The top five (5) teams composed of two (2) to three (3) members from the winter regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant.

1. Participants must be on record in the state and national offices as having paid dues by February 15.
2. Participants failing to report on time for the event will not be permitted to compete.
3. Participants must be selected in accordance with the regulations of the local chapter and state association.
4. No more than one (1) team member may have won first place at a previous State Business Leadership Conference nor competed in this event at a prior National Leadership Conference.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **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. Nongraphing calculators may be used. The top fifteen (15) teams with the highest score will be scheduled for the performance. The objective test score will be used to break a tie.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices may be used.

The interactive case study will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the presentation.

#### **PERFORMANCE GUIDELINES**

1. The top fifteen (15) teams with the highest score on the objective test will advance to the performance. In the case of a tie, the objective test score will be added to determine final rank.
2. Members of the fifteen (15) participating finalist teams will report to the preparation room. Twenty (20) minutes before their performance time each team will receive the case study.
3. Two (2) 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. Only these note cards may be used.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. 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.
6. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
7. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
8. The performance is open to conference attendees who are not performing participants of this event.

#### **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten (10) questions and in groups of ten (10) thereafter if a tie still exists.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

#### **REFERENCE**

Global Business Rating Sheet, see Appendix A

# GRAPHIC DESIGN (NOT A NATIONAL EVENT)

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

## PRODUCTION COMPETENCIES

- 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 CLUSTER(S):** Business, Management & Administration; Information Technology; Marketing, Sales, & Service

## ELIGIBILITY

The top five (5) teams who placed at the winter regional conferences may enter this event. A team must be composed of one (1) or two (2) person(s).

1. All team member(s) must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference or have placed first in this event at a previous State Business Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event is composed of two (2) parts: a promotional piece and an oral presentation.

### Pre-judged Promotional Piece

Teams will be asked to create a promotional piece in appropriate format using the guidelines outlined under GUIDELINES.

### Oral Presentation

Based on the judges' ratings of the promotional piece, a maximum of fifteen (15) teams will be selected to make oral presentations at the State Business Leadership Conference.

## 2012 STATE BUSINESS LEADERSHIP CONFERENCE TOPIC

Would you like your design to be selected as the 2012 State Pin? How would you like your pin to be traded at our National Conference in Orlando, Florida?

***Your job is to create a pin design to reflect Washington State FBLA. The winning pin design will be used as our state's trading pin at the National Leadership Conference in San Antonio, Texas.***

## GUIDELINES

### Promotional Piece

1. The top five winners at the regional level will proceed to the state level. Designs will be created at the home school site and submitted electronically via e-mail to [graphicdesign@wafbla.org](mailto:graphicdesign@wafbla.org) for receipt in the state office by March 5. Designs not received in the state office by the designated due date will not be graded. A "Return Receipt" should be requested by the sender to assure state office acceptance.
2. Artwork must be submitted in JPEG or GIF formatting and must be submitted in color.
3. Judges will choose the top fifteen (15) designs from all entries. Those finalists will be scheduled for oral presentations.
4. The top five (5) winning designs will become the property of Washington State FBLA for possible use in state publications.
5. The topic is included in these guidelines. Participants will have until the stated winter regional conference deadline to produce their design. All arrangements and art work must be done by the participants.

6. The Regional Adviser should be consulted regarding mailing instructions for the winter regional conference.
7. Participants should place emphasis on graphic interpretation of the topic and design.
8. Color selection will not be limited. Each color must be separated by either a gold, silver, or black line or outline. (Outline must be the same for all colors and doesn't count as a color.). White and black are considered colors.
9. Lettering is considered as part of the outline and doesn't count as one of your colors.
10. The pin size will not exceed 1 inch after it is made. Please take into consideration the reduction in size and understand that very small detail in your design may not be seen.
11. Pin design submissions must be sent with dimensions of 5" by 5".
12. Pins must have FBLA letters or logo on the pin.
13. The pin must represent Washington State in words or symbolism so that there is no mistake in recognizing our state.
14. Pins cannot pertain to any copyright material.
15. Pin designs must be created on a computer. Adobe InDesign, Adobe Illustrator, Photoshop, or similar programs are preferred.

#### **Presentation**

1. The fifteen (15) teams with the highest scores on the design will be scheduled for the performance. The order of performance will be drawn at random by an impartial person in the event office.
2. Team members are expected to actively participate in the oral presentation.
3. Teams have seven (7) minutes to interact with a panel of judges and present their design. This is a role play. The judges will play the role of the Advertising and Promotions Department of the company.
4. Teams should introduce themselves, describe their design, make their recommendations, and summarize their presentation.
5. Two (2) note cards may be used during the presentation and performance of the event. Information may be written on both sides of the cards. Note cards will not be collected following the presentation.
6. Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges.
7. A timekeeper will stand at the end of six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used by the participant(s) will be recorded, noting a deduction of five (5) points for time under 6:31 minutes or over 7:29 minutes.
8. Presentations are open to conference attendees who are not performing participants of this event.

#### **JUDGING**

A panel of judges selects the winners. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number is five (5). This is a state event only. Winners do not proceed to national competition.

#### **REFERENCE**

Graphic Design Rating Sheets (2), see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) event winners for national competition.

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- Introduction to help desk concepts
- Help desk operations
- People component: help desk roles and responsibilities (customer service, difficult customers, stress, listening and communication skills)
- Process component: help desk process and procedures (training, user needs, analysis, and assessment)
- Information component: help desk performance measures (troubleshooting, solving and preventing problems, types of software—call management, resolution, reporting tools, common problems)
- Help desk setting
- Customer support as a profession

## **PERFORMANCE COMPETENCIES**

- demonstrate ability to make a businesslike presentation
- demonstrate good 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*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winner in the top five (5), it may enter one (1) participant.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a **role-play situation** performance component. A one (1) hour objective test will be administered based on competencies listed. Nongraphing calculators may be used. Participants are required to complete both parts of the event to be eligible.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

The top fifteen (15) participants will be scheduled for the role-play situation performance. The **role-play situation** will be given based on customer service in the technical field.

## **GUIDELINES**

### **Presentation**

1. Up to fifteen (15) individuals with the highest scores on the objective test will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the event office. Final ranking will be determined by the performance scores. The objective test score will be used to break a tie.
2. The fifteen (15) participating finalists will report to the preparation room. Ten (10) minutes before their performance time each participant will receive the scenario.

3. Two (2) 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.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
6. A timekeeper will stand at four (4) minutes and again at five (5) minutes.
7. The performance is open to conference attendees who are not participating participants of this event.

**JUDGING**

Performances will be evaluated by a panel of judges. All decisions by the judges are final.

**STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

**REFERENCE**

Help Desk Rating Sheet, see Appendix A

# HOSPITALITY MANAGEMENT

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- hospitality operation and management functions
- hotel sales process
- hospitality marketing concepts
- human resource management in the hospitality industry
- environmental, ethical, and global issues
- customer service in the hospitality industry
- legal issues, financial management, and budgeting
- current hospitality industry trends
- types of hospitality markets and customers

## **NBEA Standards Reinforced by Event**

- accounting: financial analysis
- business law: environmental law and energy regulation
- communication: workplace communication
- information technology: database management systems
- management: ethics and social responsibility, human resource management, industry analysis
- marketing: the marketing plan

**CAREER CLUSTERS:** *Hospitality & Tourism, Business Management & Administration*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

A one (1) hour objective test will be administered based on the competencies listed. No graphing calculators, cell phones, or other memory storage devices may be used. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) event winners for national competition.

# IMPROMPTU SPEAKING

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

## PERFORMANCE COMPETENCIES

- demonstrate ability to make a businesslike presentation
- 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

Communication: foundations, social

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

## ELIGIBILITY

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place in this event at a State Business Leadership Conference nor entered this event at a National Leadership Conference.
4. Participants failing to report on time will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

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

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and 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

## GUIDELINES

### Preliminary Performance

1. Participants will be assigned times for the preliminaries. Participants must report to the event area five (5) minutes prior to their scheduled preparation time.
2. Participants will be given ten (10) minutes to prepare their speeches prior to appearing before the judges. All participants will address the same topic in their speeches.
3. Two (2) 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 card. Note cards will be collected following the presentation.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
5. Each speech should be four (4) minutes in length.

6. A timekeeper will stand at three (3) minutes and again 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 3:31 or over 4:29 minutes.
7. The preliminary performances are not open to conference attendees.
8. A maximum of fifteen (15) finalists—or an equal number of participants from each group—will advance to the final round.

**Final Performance**

1. Participants will be assigned performance times prior to the first speech. Finals lists will be posted as soon as possible after the completion of the preliminary round. It is the participant's responsibility to verify finals eligibility.
2. Finalists must report to the preparation room five (5) minutes prior to their scheduled time.
3. The final performance is open to conference attendees who are not performing participants of this event.
4. All other procedures as outlined in the preliminary round will be followed for the final round.

**JUDGING**

Speeches will be evaluated by a panel of judges. All decisions of the judges are final.

**STATE AWARDS**

The judges will determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) winners in this event for national competition.

**REFERENCE**

Impromptu Speaking Rating Sheet, see Appendix A

# INTRODUCTION TO BUSINESS

Students discover the roles of business in the free enterprise system and the global economy. Students will learn basic financial concepts of banking, insurance, credit, investments, and learn to make sound decisions as consumers. In addition, FBLA members will learn the real-world impact of technology, effective communication, and interpersonal skills.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- money management, banking, and investments
- 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 CLUSTER(S):** *Business Management & Administration; Finance; Marketing*

## **ELIGIBILITY**

The top five winners from the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor have entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) winners for national competition. Only students in grades 9 and 10 are eligible for national competition in this event.

# INTRODUCTION TO BUSINESS COMMUNICATION

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

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

## **NBEA STANDARDS REINFORCED BY EVENT:**

Communication: foundations, employment, organizations

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor have entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) winners for national competition. Only students in grades 9 and 10 are eligible for national competition in this event.

# INTRODUCTION TO PARLIAMENTARY PROCEDURE

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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

**CAREER CLUSTER(S):** *Business Management` & Administration*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor have entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) winners for national competition. Only students in grades 9 and 10 are eligible for national competition in this event.

# INTRODUCTION TO TECHNOLOGY CONCEPTS

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

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

## **NBEA STANDARDS REINFORCED BY EVENT**

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

**CAREER CLUSTER(S):** Information Technology

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event. **Only FBLA members in grades 7-10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## **JUDGING**

Tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in this event for national competition. Only competitors in grades 9 and 10 are eligible for national competition in this event.

# JOB INTERVIEW

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

## PERFORMANCE COMPETENCIES

- ability to answer questions effectively
- demonstrate and use good communication skills
- communicate career knowledge and plans
- exhibit a professional and poised appearance

## NBEA STANDARDS REINFORCED BY EVENT

Career Development: self awareness, career research, workplace expectations, career strategies  
Communications: employment

**CAREER CLUSTER(S):** Business, Management, & Administration; Finance; Marketing, Sales and Service

## ELIGIBILITY

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
5. Participants failing to submit materials for receipt in the state office by March 5 will be disqualified.
6. Participants failing to report on time for the event will not be permitted to compete.

## OVERVIEW

This event consists of two (2) parts: a letter of application, résumé, and a job application form; and an interview. Participants are required to complete all parts to be eligible. A letter of application, résumé, and job application must be submitted in three (3) folders and received by the State Office by the stated SBLC registration deadline of March 5.

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.

All participants will be scheduled for a ten (10) minute preliminary interview.

## GUIDELINES

### Letter, Résumé, Job Application

The letter of application, résumé, and job application must be composed/completed prior to the State Business Leadership Conference and submitted as noted below. Personal style and creativity are acceptable in the letter and résumé; however, they must follow a standard, acceptable business format.

Participants will apply for a position at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.

1. Three (3) copies of the following items must be submitted to the State Office in three (3) standard file folders **received** in the State Office by March 5. The tabs of the folders must be neatly labeled with event title, participant's name, state, and school. Include participant's name on all pages submitted:
  - a. 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
  - b. A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
  - c. A job application

2. **A job application must be completed.** Download the form at [www.wafbla.org](http://www.wafbla.org) or [www.fbla-pbl.org](http://www.fbla-pbl.org) (click on FBLA, Competitive Events). Complete the application online and print. One copy of the application must be included in each of the three (3) folders with the letter and résumé.
3. Student members, not advisers, must prepare all materials.
4. Participants failing to submit materials to be **received** in the State Office by March 5 will be disqualified.
5. A deduction of five (5) points will be made from the score of participants who submit materials by March 5 but do not adhere to the event guidelines.

#### **Preliminary Interview**

Each participant will be scheduled for a ten (10) minute preliminary interview. Based on the preliminary interview, letter of application and resume', and application form, fifteen (15) finalists—or an equal number from each group—will be selected for final interviews. The interview will be conducted by business professionals. The judges will be provided with a copy of each applicant's materials. No additional items may be brought to the interview nor left with the judges.

#### **Final Interview**

Participants will be assigned a time for their final fifteen (15) minute interview. All other procedures as outlined for the preliminary interview will be followed for the final interview.

#### **JUDGING**

Participants will be judged by a panel of judges serving as personnel professionals. All judges' decisions are final. The final interview rating sheet will determine the winners.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) event winners for national competition.

#### **REFERENCE**

Job Interview Rating Sheets (2), see Appendix A

## **JOB INTERVIEW AND FUTURE BUSINESS LEADER DEDUCTION SYSTEM**

Specific common errors are listed as a means of encouraging the best possible letter and resume writing skills, as well as to ensure the highest level candidates for National competition and employment.

Please see Rating Sheet, Mechanics Section—All entries begin with twenty (20) points. Point deductions are taken from these basic twenty (20) points.

### **5-point Errors (5 points per error)**

- Failure to follow guidelines
- Omission of essential part of letter or resume'
- No return address
- Grammatical error
- Use of acronyms without reference
- Inside address/salutation not consistent or not correct
- Inserted or omitted words/punctuation that change the meaning of the sentence
- Stated objective on resume doesn't apply to position/unclear
- No signature on letter
- Additional materials submitted

### **2-point Errors (2 points per error)**

- Inserted or omitted words/punctuation that do not change the meaning of the sentence
- Word division error
- Minor error in placement of document or part of document
- Omission of enclosure notation
- Inconsistency in sentence spacing
- Punctuation error
- Capitalization error
- Stapled materials

### **Score of 0 on Letter of Application and Resume portion of Event**

- Misspelled words
- Wrong address

# LOCAL CHAPTER ANNUAL BUSINESS REPORT

## HAMDEN L. FORKNER AWARD

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

### 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 CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing*

### ELIGIBILITY

All active local chapters are eligible.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Chapters failing to submit materials for receipt in the state office by March 5 will be disqualified.

### OVERVIEW

The report should include the chapter's annual business; following the RATING SHEET sequence in writing the report. Projects used for other FBLA reports may be included.

### GUIDELINES

#### Report—General

1. Student members, not advisers, must prepare reports.
2. Each chapter competing in this event must submit two (2) copies of the written report for receipt in the state office by March 5. If the report is being submitted for Gold Seal Chapter Award of Merit, a third copy must be submitted.
3. Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and start of the current State Business Leadership Conference.
4. **Report formats must follow the same sequence shown on the rating sheet.** If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format. Creativity through design and use of meaningful graphics is encouraged.
5. Penalty points will be given if the written project doesn't adhere to the guidelines.
6. Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the association.
7. This event is prejudged before the State Business Leadership Conference.

#### Report Cover

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

**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 on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and are included in the page count.)
- No items may be attached to any page in the report.

**JUDGING**

Reports will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations. A panel of judges selects the winners. All judges' decisions are final.

**STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) winning reports for national competition. See National Guidelines concerning specific rules.

**REFERENCE**

Local Chapter Annual Business Report Rating Sheet, see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- 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 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

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 CLUSTER(S): *Business Management & Administration; Marketing***

## **ELIGIBILITY**

The top five (5) teams composed of two (2) to three (3) members from the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one team.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and an **interactive role-play** performance component.

A one (1) hour objective test will be administered based on the competencies. Team members will take one objective test collaboratively. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

An interactive case study will be given concerning a problem encountered by managers in one of the following areas: human resource management, financial management, marketing management, or information systems management. Members of the team will assume the role(s) of management and present a solution to the case problem.

#### **PERFORMANCE GUIDELINES**

1. The top fifteen (15) teams with the highest score on the objective test will advance to the oral presentation. In the case of a tie, the objective test score will be used to break a tie.
2. The order of performance for the oral presentation will be drawn at random by an impartial person in the event office.
3. Team members will report to the preparation room. Twenty (20) minutes before their performance time each team will receive the case study. Team members will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.
4. Two (2) note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
6. 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 will refer to the case for specifics. All team members must participate. This is a role-play event.
7. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
8. Performances are open to conference attendees who are not performing participants of this event.

#### **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten (10) questions and in groups of ten thereafter if a tie still exists.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

#### **REFERENCE**

Management Decision Making Rating Sheet, see Appendix A

# MANAGEMENT INFORMATION SYSTEMS

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- systems analysis and design
- database management and modeling concepts
- object-oriented analysis and design
- user interfaces
- system controls
- defining system and business requirements

## **PERFORMANCE COMPETENCIES**

- answer questions effectively
- demonstrate 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**

Communication: technological, organizational

Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications

Management: technology and information management

**CAREER CLUSTERS:** *Business Management and Administration, Information Technology*

## **ELIGIBILITY**

The top five (5) teams composed of two (2) to three (3) members from the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one team.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## **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. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

An interactive case study will be given concerning a decision-making problem outlining a small business and its informational environment and needs. Participants will then analyze the situation and recommend an information system solution to address the issues raised.

## **PERFORMANCE GUIDELINES**

1. The top fifteen (15) teams with the highest score on the objective test will advance to the oral presentation. In the case of a tie, the objective test score will be used to break a tie.
2. The order of performance for the oral performance will be drawn at random by an impartial person in the event office.

3. Team members will report to the preparation room. Twenty (20) minutes before their performance time each team will receive the case study. Team members will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.
4. A flip chart and markers will be provided.
5. Two (2) 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.
6. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
7. 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. All team members must participate. This is a role-play event.
8. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
9. Performances are open to conference attendees who are not performing participants of this event.

#### **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten (10) questions and in groups of ten thereafter if a tie still exists.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

#### **REFERENCE**

Management Information Systems Rating Sheet, see Appendix A

# MARKETING—*MODIFIED*

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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- basic marketing fundamentals (price, product, place, and promotion)
- economics
- selling and merchandising
- channels of distribution
- marketing, information research and planning
- promotion, advertising media
- legal, ethical, 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 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**

Entrepreneurship: marketing, legal

Marketing: foundations of marketing, consumers and their behavior, external factors, the marketing mix, marketing research, the marketing plan

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

## **ELIGIBILITY**

The top five (5) teams composed of two (2) to three (3) members from the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one TEAM.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: a one-hour written objective test and a performance component. Team members will take one objective test collaboratively. Nongraphing calculators may be used. The objective test score will be used to break a tie.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

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

## **PERFORMANCE GUIDELINES**

1. The top fifteen (15) teams with the highest score on the objective test will advance to the performance. The order of performance will be drawn at random by an impartial person in the event office.
2. Teams will report to the preparation room. Twenty (20) minutes before the performance, the team will receive the case study. Teams will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.

3. Two (2) 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.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. 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.
6. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
7. The performance is open to conference attendees who are not performing participants of this event.

#### **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the event of a tie, the objective test score will be included to determine the final rank.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) state winners for national competition.

#### **REFERENCE**

Marketing Rating Sheet, see Appendix A

# NETWORK DESIGN—*MODIFIED*

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- network installation—planning, configuration, and topology
- problem solving and troubleshooting
- network administrator functions
- configuring network resources and services
- configuration of Internet resources
- security
- backup and disaster recovery

## **PERFORMANCE COMPETENCIES**

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

## **NBEA STANDARDS REINFORCED BY EVENT**

Communication: technological, organizational

Information Technology: computer architecture, operating systems, environments, utilities, systems analysis and design, communications and networking infrastructures, network applications

Management: technology and information management

**CAREER CLUSTER(S):** Information Technology

## **ELIGIBILITY**

The top five (5) teams composed of two (2) to three (3) members from the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one team.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor entered this event at a prior National Leadership Conference.
4. Participants failing to report on time will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a performance component. A one-hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

An interactive case study will be given outlining a small organization and its computing environment and needs. Participants will then be required to analyze the situation and recommend a network solution to address the issues raised in the case study.

## **PERFORMANCE GUIDELINES**

1. The fifteen (15) teams with the highest scores on the objective test will be scheduled for the performance. The order of performance will be drawn at random by an impartial person in the event office. Winners are based on performance. In the event of a tie, the objective test score will be used to break a tie.

2. Team members will report to the preparation room. Twenty (20) minutes before their performance, each team will receive the case study. Team members will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.
3. Two (2) 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.
4. A flip chart and markers will be provided.
5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
6. 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.
7. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
8. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
9. Performances are open to conference attendees who are not performing participants of this event.

#### **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the event of a tie, the objective test score will be included to determine the final rank.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

#### **REFERENCE**

Network Design Rating Sheet, see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- general network terminology
- network operating system concepts
- equipment for network access (firewall, DSU/CSU, T1, WiFi, etc.)
- OSI model and functionality
- network topologies and connectivity
- network security

## **NBEA STANDARDS REINFORCED BY EVENT**

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

**CAREER CLUSTER(S):** Information Technology

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or any other memory storage devices will be allowed.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) state winners in national competition

# 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.

### **OBJECTIVE TEST COMPETENCIES**

- parliamentary procedure principles
- FBLA National Bylaws

### **PERFORMANCE COMPETENCIES**

- demonstrate critical thinking and problem solving
- exhibit good communication skills
- effectively present the case
- all team members contribute to presentation

**CAREER CLUSTER:** *Business Management and Administration*

### **ELIGIBILITY**

Parliamentary Procedure is a team event. Only candidates for state parliamentarian may take this test as an individual. The top five winning teams from the winter regional conference are eligible to compete at the State Business Leadership Conference. If a chapter has no team in the top five, it may enter one team in this event.

Each team must be comprised of four (4) or five (5) persons—a president, vice president, secretary, treasurer, and an additional member.

1. All team members must be on record in the FBLA state and national offices as paying dues by February 15.
2. No more than two (2) members may have won this event at a previous State Business Leadership Conference or entered this event at a previous National Leadership Conference.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
5. Participants must be selected in accordance with the regulations of the local chapter and the state association.

Selection of the state parliamentarian is made from those team members or eligible state candidates who meet the following criteria:

- Are active members
- Have one or more years remaining in FBLA
- Have completed the State Officer Application Form and submitted it to the state office by March 1
- Scored in the top three on the state parliamentary procedures written test of those who applied for this position

*An individual is eligible to take the test solely for consideration as state parliamentarian and may have taken the test for this event at a previous National Leadership Conference. With the exception of candidates for state parliamentarian, all competitors in this event must be members of a team of four (4) or five (5) individuals.*

### **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. Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section of the exam will be drawn from NAP's official test bank.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils, erasers, and pens. No cell phones, graphing calculators, or other memory storage devices may be used.

The case problem will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert's Rules of Order, Newly Revised* (Copyright 2000).

The team score is determined by averaging the individual scores of its members. The fifteen (15) teams with the highest averaged scores will be selected for the performance test. In the case of a tie the objective test score will break the tie.

### **GUIDELINES**

**Performance**

1. Members of the fifteen (15) participating finalist teams will report to the preparation room twenty-five (25) minutes before the performance. Each team will receive the case study for each team member. Teams will report to the performance room at the end of twenty (20) minutes.
2. Teams may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself.
3. 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.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
5. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, and a copy of the minutes from the preceding meeting. Participants are not to write on the copy of the problem.
6. 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.
7. 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.
8. Performances are open to conference attendees who are not performing participants of this event.

**JUDGING**

The written objective tests will be machine graded. In the case of a tie, the objective test score will break a tie. If a tie still exists, it will be broken using the previous ten questions and in groups of ten thereafter. The performance portion of the event will be evaluated by a panel of judges. Judges' decisions will be based on *Robert's Rules of Order*, most current edition. All judges' decisions are final.

**STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.

**REFERENCE**

Parliamentary Procedure Rating Sheet, see Appendix A

## PARLIAMENTARY PROCEDURE SAMPLE PERFORMANCE PROBLEM AND MOTIONS

Advisers and teams participating in the Parliamentary Procedure performance should review this sample. The performance problem and the minimum motions that must be demonstrated for State Business Leadership Conference will **not necessarily be the same as those listed on this sample.**

### PERFORMANCE PROBLEM

What program can your chapter set up to involve professional community members in FBLA?

### MINIMUM MOTIONS THAT MUST BE DEMONSTRATED

In addition to the general requirements stated in the Competitive Event Guidelines, the following motions are required in this practice performance problem:

- Raise a Question of Privilege

The following motions must be applied to the main motion your team uses to solve the performance problem described above:

- Amend (by striking out and inserting)
- Commit or Refer
- Point of Order
- Reconsider

**IMPORTANT:** Before making certain motions and debating, team members must *obtain the floor* (normally by rising, addressing the Chair, and then being recognized) as described in Robert's Rules of Order Newly Revised.

*The above sample was created by Shane D. Dunbar, M. Ed., Professional Registered Parliamentarian, for use in Washington State's FBLA Parliamentary Procedure event.*

# 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.

## 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 good verbal communication skills
- Describe project development and implementation
- Explanation is logical and systematic

## 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 CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing*

## ELIGIBILITY

All active local chapters are eligible. Members representing their chapters in the presentation portion of this event may compete in one additional individual/team event.

1. Competitors must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials to the state office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event consists of 2 parts: a prejudged report and a performance component. Participants are required to complete all parts to be eligible.

This project describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about a business. This event should not be a chapter fund-raising project. The report must be similar to that of a business report with substantiated statements in a clear and concise format. Creativity through design and use of meaningful graphics is encouraged.

The presentation should explain project development and implementation. Specifically, the performance should address the business partnership, member involvement, and results of the project.

## REPORT GUIDELINES

### Report—General

1. Student members, not advisers, must prepare the report.
2. Each chapter competing in this event must submit two (2) copies of the report to be received in the State Office by March 5.
3. Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and the start of the current State Business Leadership Conference.
4. Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the association.
5. Penalty points will be given if the written project doesn't adhere to the guidelines.

6. The fifteen (15) chapters with the highest scores on the project report will proceed to the oral presentation. The report score will be used to break a tie.

#### **Report Cover**

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

#### **Report Contents**

1. Table of Contents with page numbers.
2. **Report formats must follow the same sequence shown on the rating sheet.** If information is not available for a particular criterion, an appropriate statement should be included in the report.
3. Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and are included in the page count.)
4. Pages are numbered and must be on 8 ½" by 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
5. Copies should be sent rather than important original documents. No items may be attached to any page in the report.

#### **PERFORMANCE GUIDELINES**

1. Based on the highest prejudged project scores, up to fifteen (15) teams of one to three (1 to 3) members will be selected to give an oral presentation.
2. Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide all equipment for the presentation.
3. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
4. Teams will have seven (7) minutes to describe the project and the results obtained.
5. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
6. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
7. Team members, not advisers, must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
8. All team members are expected to actively participate in the performance.
9. The performance is open to conference attendees who are not performing participants of this event.
10. The final ranking is determined by the scores from the written report and the oral presentation. In the case of a tie, the written report score will be used to determine the final rankings.

#### **JUDGING**

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. The report score will be used to break a tie. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winning projects in National Competition.

#### **REFERENCE**

Partnership with Business Project Rating Sheets (2), see Appendix A

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- Credit and debit
- financial principles related to personal decision making
- earning a living (income, taxes)
- managing budgets and finance
- saving and investing
- buying goods and services
- banking and insurance

## **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*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils, erasers, and pens. No cell phones, graphing calculators, or other memory storage devices may be used.

## **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten (10) questions and in groups of ten (10) thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) winning projects in National Competition.

# PUBLIC SPEAKING I

## **DORIS GERBER-NELSON AWARD**

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

### **PERFORMANCE COMPETENCIES**

- demonstrate ability to make a businesslike presentation
- 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**

Communication: foundations, social

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

### **ELIGIBILITY**

The top five (5) winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a National Leadership Conference.
4. Participants failing to report on time to the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **OVERVIEW**

This event consists of a four (4) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. The goals include:

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and 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.

### **GUIDELINES**

#### **Preliminary Performance**

1. Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
2. When delivering the speech, the participant may use notes prepared before the event.
3. No visual aids may be used.
4. Participants will be assigned times for preliminaries.
5. At the time of the performance, the event administrator will introduce each participant by name only.
6. Each speech should be four (4) minutes in length.
7. A timekeeper will stand at the end of 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.
8. Preliminary performances are not open to conference attendees.

9. A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

**Final Performance**

Finalists will be assigned performance times prior to the first speech. Finalists must report to the presentation room five (5) minutes prior to their scheduled time.

All other procedures as outlined in the preliminary performance will be followed for the final performance; and the final performance is open to conference attendees who are not performing participants of this event.

**JUDGING**

Speeches will be evaluated by a panel of judges. All decisions of the judges are final.

**STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) winners in this event for national competition. Only members in grades 9 and 10 are eligible for national competition in this event.

**REFERENCE**

Public Speaking I Rating Sheet, see Appendix A

# 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.

## PERFORMANCE COMPETENCIES

- demonstrate ability to make a businesslike presentation
- 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

Communication: foundations, social

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

## ELIGIBILITY

The top five (5) winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a National Leadership Conference.
4. Participants failing to report on time to the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## 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.

## GUIDELINES

### Preliminary Performance

1. Participants will be assigned times for preliminaries.
2. Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source.
3. Speeches must be prepared by student members, not advisers.
4. When delivering the speech, the participant may use notes prepared before the event. No visual aids may be used.
5. Each speech should be five (5) minutes in length.
6. 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 any time under 4:31 or over 5:29.
7. Preliminary performances are not open to conference attendees.
8. A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

**Final Performance**

Participants will be assigned performance times prior to their first speech. The final guidelines are the same as the preliminary guidelines describe above; and the final performance is open to conference attendees who are not performing participants of this event.

**JUDGING**

Participants will be judged by a panel of judges. All judges' decisions are final.

**STATE AWARDS**

The judges will determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5).

**NATIONAL ENTRIES**

Washington State may enter two (2) state winners for national competition.

**REFERENCE**

Public Speaking II Rating Sheet, see Appendix A

# SPORTS MANAGEMENT

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

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- sports marketing/strategic marketing
- facility and event management
- human resource management (labor relations)
- financing and economic input
- management and leadership in sports
- sports law
- overview of sports industry
- communications in sports
- ethics
- licensing
- management information technology
- sport governance
- career

## **NBEA STANDARDS REINFORCED BY EVENT**

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

**CAREER CLUSTER(S):** *Business Management and Administration; Marketing*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

A one-hour objective test will be administered based on the listed competencies. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) winners for national competition.

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- formulas
- functions
- graphics, charts, reports
- purpose for spreadsheets
- pivot tables and advanced tools
- macros and templates
- filters and extraction of data
- format and print options

## **PRODUCTION TEST COMPETENCIES**

- basic mathematical concepts
- data organization concepts
- use data by creating formulas
- use functions
- generate graphs for analysis purposes
- use pivot tables
- create macros
- filter and extract data

## **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*

## **ELIGIBILITY**

The top five (5) winners at the winter regional conferences may enter this event. If a student who placed in the region's top five cannot attend the SBLC, one substitute may be entered.

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete all parts to be eligible.

A one (1) hour objective test will be administered based on the objective test competencies and will be machine graded. The score received on this portion of the event will constitute 15 percent of the final event score. Ties will be broken based on the last ten questions and in groups of ten thereafter. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

One (1) hour will be given for the production test at the school testing site. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be returned to the state office by the designated due date to be eligible for competition.

## **GUIDELINES**

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. No reference materials are allowed.
3. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.

4. In case of a tie, the production test will be used to break a tie.
5. One (1) hour will be allowed for the production test at the school testing site prior to SBLC. Additional time will be allowed for general directions, equipment set up, and warm up.
6. Calculators are not allowed on the production portion of the test.
7. The test must be deleted from the hard drive upon final completion of the test.
8. The state office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The local chapter adviser or test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.

#### **JUDGING**

Judging will be based on accuracy of printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

Objective tests will be machine graded. In the case of a tie in the final score, final rankings will be determined using the following tie breakers in the following order: highest score on the production test; highest score on the written test; the highest score on the last ten questions of the written test and in groups of 10 thereafter.

#### **STATE AWARDS**

The judges will determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) state winners for national competition.

# TECHNOLOGY CONCEPTS

Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business success.

## OBJECTIVE TEST COMPETENCIES

- basic technology concepts
- Internet safety
- computer applications and integration
- networking concepts
- telecommunications
- computer equipment
- operating systems and browsers

## NBEA STANDARDS REINFORCED BY EVENT

Information Technology: operating systems, environment and utilities, input technology, application software

**CAREER CLUSTER(S):** *Information Technology*

## ELIGIBILITY

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

A one-hour objective test will be administered based on the listed competencies. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## JUDGING

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## NATIONAL ENTRIES

Washington State may enter three (3) winners for national competition.

# VIRTUAL BUSINESS CHALLENGE

The FBLA Virtual Business Challenge (VBC) management 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.

## **NBEA STANDARDS REINFORCED BY EVENT**

Accounting: accounting process, special applications

Business Law: basics of the law

Career Development: workplace expectations

Communication: foundations, organizational

Computation: problem-solving applications

Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit

Entrepreneurship: entrepreneurs and entrepreneurial opportunities, management

Information Technology: application software, input technologies, information retrieval, privacy and ethics

Management: management functions

Marketing: the marketing plan

**CAREER CLUSTERS:** *Business Management and Administration; Information Technology; Marketing*

## **2011-2012 Challenge Dates**

Challenge 1: October 24, 2011, to November 18, 2011

Challenge 2: February 6, 2012, to March 2, 2012

## **ELIGIBILITY**

During the school year, schools may participate in both the fall and spring VBC Management. 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 state office as having paid dues by February 15 of the current school year.

1. Participants must be members of the active local chapter and on record in the state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have entered this event at a previous National Leadership Conference. In the event of a team entry, no more than one (1) member may have competed in this event at a previous NLC.
4. A team member cannot be on more than one (1) team at a time.
5. No additional team members may be added once a team has registered.
6. Participants failing to report on time for the event will not be permitted to compete.
7. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **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) individuals
- Download the software
- Run the simulation
- Upload files
- Compete and be ranked against other participating FBLA teams

## **GUIDELINES**

1. At the SBLC, the qualifying teams will be recognized.
2. 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.
3. Please direct all questions to the National Office or Knowledge Matters.

**JUDGING**

Participants will be judged at the National level.

**STATE AWARDS**

This is a National event. State winners will be recognized at the State Business Leadership Conference.

**NATIONAL ENTRIES**

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.

# 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.

## 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 good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Information Technology: network applications, privacy and ethics

Marketing: foundations of marketing, the marketing plan

**CAREER CLUSTER(S):** *Information Technology, Marketing*

## ELIGIBILITY

Each chapter may enter one (1) Web site created by an individual or team of two (2) or to three (3) members. All active local chapters are eligible. Competitors must be registered for the State Business Leadership Conference.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one member of the team may have placed first in this event at a previous State Business Leadership Conference nor competed in this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the state office by March 5 will be disqualified.
6. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## OVERVIEW

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts to be eligible. A prejudged Web site developed according to the topic below must be completed and available for review by the SBLC registration deadline, March 5.

## 2012 SBLC 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 2012 State Business Leadership Conference will be:

**Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Web site that provides information about local student organizations such as FBLA-PBL and other service-related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Web site will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more accessible to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.**

This topic will also be used for competitions at the 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 Format Guide.

## **GUIDELINES**

### **Prejudged Project**

1. Each local chapter must enter its URL during the on-line registration process by March 5. Judging of the Web site will take place before the SBLC.
2. **This is not a chapter Web site.** Projects must address the given topic (information may be real or fictitious).
3. Sites may not be changed after the official entry date (March 5) as judging begins immediately. Incomplete sites or sites "under construction" will not be judged. The Web site must be available for viewing on the Internet at the time of judging.
4. A Statement of Assurance entry form must be completed and submitted by the registration deadline of March 5.
5. 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 of the page. See Format Guide.
6. Web sites should be designed to allow for viewing by as many different platforms as possible.
7. Web sites not adhering to these regulations will be disqualified.
8. Student members, not advisers, must prepare projects.

### **Oral Presentation**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. The presentation is an explanation of the Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC. No replacements or substitutes will be allowed.
4. Competitors must provide their own computers and projection device. A screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed.
5. The individual or team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team has five (5) minutes to set up and remove equipment and five (5) minutes to present.
7. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over five (5) minutes.
8. Following each presentation, judges will conduct a three-minute (3) question-and-answer period.
9. The performance is open to all conference attendees who are not performing participants in this event.

## **JUDGING**

Projects will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written project scores and the oral presentation scores. The project score will be used to break a tie. All decisions of the judges are final.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by the judges. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter two (2) winning Web sites in National Competition.

## **REFERENCE**

Web Site Design Rating Sheets (2), see Appendix A

# WHO'S WHO IN FBLA

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

## **ELIGIBILITY**

Each chapter may enter one member who is on record in the FBLA state and national offices as paying dues by February 15.

1. The nominee must be selected in accordance with the guidelines listed below.
2. Nominees must not have been a state nominee at a previous National Leadership Conference.
3. The entry form must be completed by the student and sent to the state office to be received by March 5.

## **OVERVIEW**

Nominees must be selected in accordance with the regulations of the state chapter and the national association.

## **GUIDELINES**

Criteria for selection of nominees by the state chapter must include:

- Years of participation in FBLA activities
- Extent of participation in conferences sponsored by the regional, state, and national association
- Offices, chairships, and committee memberships held
- Contributions to local, regional, state, and national projects
- Participation in other activities
- Recommendations supportive of the member's involvement in FBLA
- Complete the "Future" level of the Business Achievement Awards (Provide a copy of your submitted entry form)

## **JUDGING**

Each nominee's entry form will be judged by a panel of judges. All judges' decisions are final.

## **STATE AWARDS**

Five (5) individuals will be recognized as award winners at the State Business Leadership Conference.

## **NATIONAL RECOGNITION**

The state winner will be recognized at the National Leadership Conference.

## **REFERENCE**

Who's Who Rating Sheet, see Appendix A

## WHO'S WHO IN WASHINGTON STATE FBLA ENTRY FORM

This event is designed to honor an FBLA member who has made outstanding contributions to the association at the local, state, and/or national levels.

Name \_\_\_\_\_ Year in School \_\_\_\_\_

School \_\_\_\_\_ Region \_\_\_\_\_

School Address \_\_\_\_\_

Home Address \_\_\_\_\_

E-mail Address \_\_\_\_\_

Complete the information requested below on a separate piece of paper. Staple this form to the front of the paper.

Please respond to the following:

1. Activity Record: Include both school and community activities. State your responsibilities in each of the activities, such as: leadership positions, community participation, special projects and additional information that would be helpful to the selection committee.
2. Honors and awards received in high school.
3. State your educational and career objectives and why you have chosen them.
4. What contributions have you made to FBLA?
5. What contributions has FBLA made to you?
6. Number of years in FBLA \_\_\_\_\_
7. Number of consecutive years in FBLA \_\_\_\_\_
8. Include letters of recommendation.
9. Provide copy of entry form for "Future" level of Business Achievement Awards (minimum).
10. Other information that might be helpful to the selection committee.

This form must be **received** in the state office by March 5.

# WORD PROCESSING I

Word processing skills are necessary in today's world. This event recognizes FBLA members who demonstrate that they have acquired entry-level skills for word processing positions in business.

## OBJECTIVE TEST COMPETENCIES

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

## PRODUCTION COMPETENCIES

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

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

**CAREER CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing*

## ELIGIBILITY

Each region may enter their top five (5) winners from the winter regional conferences. **Participants in this event must be in grades 7-10.**

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
5. Participants who are or have been enrolled in office procedures, and/or skill-related courses that included keyboarding instruction, and/or keyboarding production work beyond that taught in the basic one-year keyboarding course or the equivalent must not be entered in this event.
6. Participants failing to report on time for the event will not be permitted to compete.

## OVERVIEW

This event consists of two (2) parts: an objective test and a production test. Participants must complete both parts to be eligible.

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 fifteen (15) percent of the final event score. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices will be allowed.

One (1) hour will be given for the production test at the school site. The score received on this portion of the event will constitute 85 percent of the final event score. Production tests must be returned to the state office by the designated due date or they will not be graded.

## GUIDELINES

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. The test must be deleted from the hard drive upon final completion of the test.
3. The following reference materials are allowed at the test site: dictionaries and the Format Guide.
4. In case of a tie, the production test will be used to break the tie.

5. Calculators are not allowed on the production portion of the test.
6. Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.
7. One (1) hour will be allowed for the production test at the school testing site prior to SBLC. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order unless stated otherwise on the test.
8. The State Office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The local chapter adviser or test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.

#### **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists. This test will constitute 15 percent of the final event score.

Judging of the production test will be based on the Format Guide and mailable copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production test will be used to break the tie. The score received on this portion of the event will constitute 85 percent of the final event score.

#### **STATE AWARDS**

The judges will determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may submit two (2) state winners for national competition in this event.

# WORD PROCESSING II

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

## OBJECTIVE TEST COMPETENCIES

- advance applications
- related application knowledge
- document formatting rules and standards
- basic keyboarding terms and concepts
- grammar, punctuation, spelling, and proofreading
- printing

## PRODUCTION COMPETENCIES

- production of all types of business forms
- letters, mail merge
- memorandums
- tables
- reports
- statistical reports
- materials from rough draft and unarranged copy
- e-messages

## NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

**CAREER CLUSTER(S):** *Business Management, & Administration; Information Technology; Marketing*

## ELIGIBILITY

Each region may enter their top five (5) winners from the winter regional conferences.

1. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: an objective test and a production test. Participants must complete both parts to be eligible.

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. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices will be allowed.

One (1) hour will be given for the production test at the school site. The score received on this portion of the event will constitute 85 percent of the final event score. Production tests must be returned to the state office by the designated due date or they will not be graded.

## GUIDELINES

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. One (1) hour will be allowed for the production test at the school testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order unless stated otherwise on the test.
3. The test must be deleted from the hard drive upon final completion of the test.

4. In case of a tie, the production test will be used to break the tie.
5. Calculators are not allowed on the production portion of the test.
6. The following reference materials are allowed at the test site: dictionaries and the Format Guide.
7. Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.
8. The State Office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The local chapter adviser or test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.

#### **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists. This test will constitute 15 percent of the final event score.

Judging of the production test will be based on the Format Guide and mailable copy. Documents will be evaluated by a panel of judges for this event. All judges' decisions are final. The production test will be used to break a tie. The production portion of this event will constitute eighty-five (85) percent of the final event score.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) winners for national competition.

# APPENDIX A

## *RATING SHEETS*



# AMERICAN ENTERPRISE PROJECT

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1–5	6–10	11–15	
Research into school and/or community needs	0	1–2	3–4	5	
Planning and development of project	0	1–7	8–14	15–20	
Implementation of project	0	1–5	6–10	11–15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1–7	8–14	15–20	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of the written report and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>	<b>/100 max.</b>				

Student Names:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

<b>VERIFICATION</b> (scores checked) <input type="checkbox"/> Administrator
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# AMERICAN ENTERPRISE PROJECT

## Performance Rating Sheet

Final Round

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

Student Names:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BANKING & FINANCIAL SYSTEMS

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Team members participate actively during the presentation	0	1-2	3-4	5	
Team demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BUSINESS ETHICS

## Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Situation is understood and effectively defined	0	1-5	6-10	11-15	
Ethical dimensions of the problem are clearly defined	0	1-5	6-10	11-15	
Team's position is clearly stated	0	1-3	4-7	8-10	
Questions answered completely and effectively	0	1-3	4-7	8-10	
Effective ethical solution is offered	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members actively participated in the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Final Score</b>					<b>/100 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator

# BUSINESS FINANCIAL PLAN

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1–10	11–20	21–30	
Company Description <ul style="list-style-type: none"> <li>• Legal form of business</li> <li>• Company governance</li> <li>• Company location(s)</li> <li>• Long- and short-term goals</li> </ul>	0	1–7	8–14	15–20	
Operations and Management <ul style="list-style-type: none"> <li>• Business facilities described</li> <li>• Management personnel identified</li> <li>• Workforce described (current and projected)</li> </ul>	0	1–8	9–18	19–25	
Target Market <ul style="list-style-type: none"> <li>• Target market defined (size, growth potential, needs)</li> <li>• Risks and potential adverse results identified, analyzed, and planned for</li> </ul>	0	1–10	11–20	21–30	
Financial Institution <ul style="list-style-type: none"> <li>• Name and type of financial institution to which loan application is being made</li> </ul>	0	1–7	8–14	15–20	
Loan Request <ul style="list-style-type: none"> <li>• Purpose of loan and amount requested</li> <li>• Itemized planned expenditures</li> <li>• Projections for future stability of company</li> </ul>	0	1–10	11–20	21–30	
Supporting Documents <ul style="list-style-type: none"> <li>• Works cited page</li> </ul>	0	1–5	6–10	11–15	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of written presentation and design	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):					
<input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					<b>/200 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BUSINESS FINANCIAL PLAN

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of the company and workforce (current & projected)	0	1-5	6-10	11-15	
Description of the financial plan and strategies to obtain loan	0	1-5	6-10	11-15	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned for your target market	0	1-5	6-10	11-15	
Purpose of loan and amount requested and projections for future stability of company	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Report Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total points and report score)					<b>/300 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BUSINESSPERSON OF THE YEAR

## Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Years of Participation in FBLA-PBL Activities</b>					
	0	1	2-3	4-5	
<b>Promotion of FBLA-PBL through Presentations, Seminars, and Community Activities</b>					
Promotion through community activities	0	1-4	5-7	8-10	
Promotion through posters, leaflets, and written advertising	0	1	2-3	4-5	
Promotion through public appearances and presentations	0	1-4	5-7	8-10	
<b>Financial Assistance to Local and/or State Chapter(s)</b>					
Monetary or in-kind contributions, foundation or operational assistance	0	1-4	5-7	8-10	
<b>Contributions to Chapter Projects and Activities</b>					
Conference judging, workshops, advising, providing space	0	1-4	5-7	8-10	
Attendance at chapter meetings, advising, enhancing classroom experience	0	1-4	5-7	8-10	
Job shadowing, mentoring, employment, or professional experiences	0	1-4	5-7	8-10	
Offering fundraising opportunities	0	1-4	5-7	8-10	
<b>Sponsorship of Activities</b>					
Award sponsorships, purchase of ads, exhibit space.	0	1-4	5-7	8-10	
<b>Holds a Professional Membership in FBLA</b>					
	0			10	
<b>Total Points</b>					<b>/100 max.</b>

Nominee:			
Company:			
Nominated by:		Region	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BUSINESS PLAN

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Executive Summary <ul style="list-style-type: none"> <li>• Convinces reader that business concept is sound and has a reasonable chance of success</li> <li>• Is concise and effectively written</li> </ul>	0	1–7	8–14	15–20	
Company Description <ul style="list-style-type: none"> <li>• Legal form of business</li> <li>• Effective date of business</li> <li>• Company mission statement/vision</li> <li>• Company governance</li> <li>• Company location(s)</li> <li>• Immediate development goals</li> <li>• Overview of company's financial status</li> </ul>	0	1–5	6–10	11–15	
Industry Analysis <ul style="list-style-type: none"> <li>• Description of industry (size, growth rates, nature of competition, history)</li> <li>• Trends and strategic opportunities within industry</li> </ul>	0	1–5	6–10	11–15	
Target Market <ul style="list-style-type: none"> <li>• Target market defined (size, growth potential, needs)</li> <li>• Effective analysis of market's potential, current patterns, and sensitivities</li> </ul>	0	1–5	6–10	11–15	
Competition <ul style="list-style-type: none"> <li>• Key competitors identified</li> <li>• Effective analysis of competitors' strengths and weaknesses</li> <li>• Potential future competitors</li> <li>• Barriers to entry for new competitors identified</li> </ul>	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy <ul style="list-style-type: none"> <li>• Key message to be communicated identified</li> <li>• Options for message delivery identified and analyzed including Web process</li> <li>• Sales procedures and methods defined</li> </ul>	0	1–5	6–10	11–15	
Operations <ul style="list-style-type: none"> <li>• Business facilities described</li> <li>• Production plan defined and analyzed</li> <li>• Workforce plan defined and analyzed</li> <li>• Impact of technology</li> </ul>	0	1–5	6–10	11–15	
Management and Organization <ul style="list-style-type: none"> <li>• Key employees/principals identified and described</li> <li>• Board of directors, advisory committee, consultants, and other human resources identified and described</li> <li>• Plan for identifying, recruiting, and securing key participants described</li> <li>• Compensation and incentives plan</li> </ul>	0	1–5	6–10	11–15	

(continued on next page)

Long-term Development • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15	
Financials • Type of accounting system to be used is identified • Financial projections, including monthly cash flow projections, are identified and reasonable • Financial assumptions clearly identified	0	1–7	8–14	15– 20	
Supporting Documents • May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15	

### Report Format

Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of written presentation, design, and graphics	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	

### Subtotal

/200 max.

**Penalty Points:** Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

cover incorrect    missing table of contents    binding incorrect    over thirty (30) pages,    attached items    no page numbers    2 copies of report not received    report format does not follow rating sheet

### Total Points

/200 max.

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BUSINESS PLAN

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project development and strategies used to implement project	0	1-7	8-14	15-20	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned for	0	1-5	6-10	11-15	
All aspects of the plan effectively presented	0	1-5	6-10	11-15	
Student evaluation of project effectiveness	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, pose, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Report Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total points and report score)					<b>/300 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# BUSINESS PRESENTATION

## Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Effectively uses a variety of features of program such as text, graphics, and transitions.	0	1-3	4-7	8-10	
Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth	0	1-3	4-7	8-10	
Amount of information is appropriate and timing of presentation is coordinated with delivery	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplished purpose	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# CLIENT SERVICE Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Scenario is understood and well-defined	0	1-5	6-10	11-15	
Participant's position is clearly stated	0	1-5	6-10	11-15	
Effective solution is offered	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated	0	1-5	6-10	11-15	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-5	6-10	11-15	
Participant actively interacts with judges	0	1-5	6-10	11-15	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# COMMUNITY SERVICE PROJECT

## Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project development and strategies used to implement project	0	1-8	9-18	19-25	
Appropriate level of chapter involvement in the project	0	1-3	4-7	8-10	
Degree of impact on the community and its citizens	0	1-7	8-15	16-20	
Evidence of publicity received	0	1-2	3-4	5	
Effective student evaluation of project	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Report Score</b>	<b>/100 max.</b>				
<b>Final Score</b> (add total points and report score)	<b>/200 max.</b>				

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# COMMUNITY SERVICE PROJECT

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Statement of project goals • Service to the community and its citizens	0	1-5	6-10	11-15	
Planning and development of project	0	1-5	6-10	11-15	
Implementation of project	0	1-5	6-10	11-15	
Impact and benefits to the community	0	1-8	9-18	19-25	
Evidence of publicity	0	1-2	3-4	5	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of the written presentation and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):					
<input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					<b>/100 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# COMPUTER GAME & SIMULATION PROGRAMMING

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Program Usability and Support</b>					
Storage media, uploaded folder, and shortcuts formatted properly	0	1-3	4-7	8-10	
Instructions clear and executable launches from shortcut without modification	0	1-3	4-7	8-10	
<b>Game Play Evaluation</b>					
Quality of Rules—rules presented well and player knows what to do	0	1-3	4-7	8-10	
User Interface—game controls are easy to use without much explanation	0	1-3	4-7	8-10	
Navigation—the player can get to the end of game and knows how to get there	0	1-3	4-7	8-10	
Performance—no errors, bugs, or glitches	0	1-3	4-7	8-10	
Play—game is challenging, the game can be completed	0	1-3	4-7	8-10	
Artistry—color, backgrounds, characters, sounds are attractive and visible	0	1-3	4-7	8-10	
Player Interactions—player participates in the story and the actions are consistent with the concept	0	1-3	4-7	8-10	
Plot Complexity—game tells the story, player is guided to find a resolution to the problem at the beginning of the game	0	1-3	4-7	8-10	
Rewards—player is rewarded properly for taking game risks	0	1-3	4-7	8-10	
<b>Game Concept &amp; Design Evaluation</b>					
Fully addresses concept and topic	0	1-5	6-10	11-15	
Game play and graphics appropriate for concept and age group	0	1-3	4-7	8-10	
Incorporates entertainment and education elements	0	1-3	4-7	8-10	
Title slide is attractive with working direction, quit, and start buttons	0	1-3	4-7	8-10	
Contains all levels required	0	1-3	4-7	8-10	
Errors did not crash game or prevent continuing game play	0	1-3	4-7	8-10	
Code is well written and logically designed	0	1-5	6-10	11-15	
Code or game engine events are well commented to explain logic used and reason for a block of code	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>/200 max.</b>				
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points):					
<input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
<b>Total Points</b>	<b>/200 max.</b>				

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# COMPUTER GAME & SIMULATION PROGRAMMING

## Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of the problem	0	1-2	3-4	5	
Description of the planning process used to design the program	0	1-3	4-7	8-10	
Description of program documentation	0	1-3	4-7	8-10	
Description of input/output and program parameters	0	1-5	6-10	11-15	
Description of how the program flows	0	1-7	8-14	15-20	
Description of program structures	0	1-5	6-10	11-15	
Description of the usefulness of the program	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. <b>Time:</b>					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					
<b>Prejudged Score</b>	<b>/200 max.</b>				
<b>Final Score</b> (add total points and prejudged score)	<b>/300 max.</b>				

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator





# DESKTOP APPLICATION PROGRAMMING

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of the problem	0	1-2	3-4	5	
Description of the planning process used to design the program	0	1-3	4-7	8-10	
Description of program documentation	0	1-3	4-7	8-10	
Description of input/output and program parameters	0	1-5	6-10	11-15	
Description of how the program flows	0	1-7	8-14	15-20	
Description of program structures	0	1-5	6-10	11-15	
Description of the usefulness of the program	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Prejudged Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total score and prejudged score)					<b>/300 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# DESKTOP APPLICATION PROGRAMMING

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Program Readability and Style</b>					
Appropriate identifiers used for variables, constants, arrays, objects, etc.	0	1-3	4-7	8-10	
Commentary provided line-by-line and/or section is readable, useful, and complete	0	1-7	8-14	15-20	
General program documentation is readable, useful, and complete (i.e., execution instructions, system requirements, etc.)	0	1-7	8-14	15-20	
<b>Program Structure and Content</b>					
Program is concise, does not contain unnecessary complexity or repetitive blocks of code (uses functions and sub routines as necessary)	0	1-7	8-14	15-20	
Appropriate data types used for data storage to avoid drain on system resources	0	1-7	8-14	15-20	
Program follows a logical sequence to accomplish required tasks (unusual approaches are well documented)	0	1-3	4-7	8-10	
<b>Results</b>					
Program produces desired results (free of logic errors)	0	1-10	8-14	15-20	
Program handles user and/or data input errors well (coded to avoid run-time errors)	0	1-7	8-14	15-20	
Resulting output/feedback (onscreen and/or printed reports, alert/error messages, etc.) were useful	0	1-10	8-14	15-20	
<b>Usability</b>					
Program provides instructions or a help menu for user assistance	0	1-3	4-7	8-10	
User is able to navigate the program intuitively using a logical sequence (appropriate tab order for user input, asks for input in a logical sequence, etc.)	0	1-3	4-7	8-10	
Program interface, feedback, reports, etc., are free of spelling, punctuation, and grammatical errors	0	1-2	3-4	5	
Program aesthetics maintain user interest	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
<b>Total Points</b>					<b>/200 max.</b>
Student Name(s):					
School:					
Judge's Signature:				Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# DIGITAL DESIGN & PROMOTION

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed toward a specific audience.	0	1-7	8-14	15-20	
<b>Presentation</b>					
Layout has direction and balance.	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image.	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports topic.	0	1-3	4-7	8-10	
Format is consistent and appropriate.	0	1-3	4-7	8-10	
Graphic design is clear and concise.	0	1-3	4-7	8-10	
Design gains attention and has eye appeal.	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
<b>Final Score</b>					<b>/100 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# DIGITAL DESIGN & PROMOTION

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of promotional piece	0	1–3	4–7	8–10	
Description of development and design ideas	0	1–7	8–14	15–20	
Create interest and desire for design	0	1–7	8–14	15–20	
Consistency in graphic design to theme	0	1–7	8–14	15–20	
Benefits matched to customer needs	0	1–3	4–7	8–10	
<b>Design and Layout</b>					
Concept—originality and creativity	0	1–3	4–7	8–10	
Design—purposeful and informational	0	1–3	4–7	8–10	
Layout—direction and balance	0	1–3	4–7	8–10	
Typography—readability, style, clarity	0	1–3	4–7	8–10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
<b>Subtotal</b>					<b>/140 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/140 max.</b>
<b>Prejudged Score</b>					<b>/100 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/240 max.</b>

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# DIGITAL VIDEO PRODUCTION

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Development of the topic in the presentation	0	1-3	4-7	8-10	
Use and the implementation of innovative technology	0	1-7	8-14	15-20	
Development and design process	0	1-7	8-14	15-20	
Use and development of the video	0	1-7	8-14	15-20	
Proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Prejudged Score</b>	<b>/200 max.</b>				
<b>Final Score</b> (add total points and prejudged score)	<b>/300 max.</b>				

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# DIGITAL VIDEO PRODUCTION

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Statement of Assurance submitted with proper copyright documentation	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
<b>Presentation</b>					
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality or presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over four (4) minutes. Time: _____					
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly             _____					
<b>Final Score</b>					<b>/200 max.</b>

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# E-BUSINESS

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describe development of the topic	0	1-7	8-14	15-20	
Explain the use and implementation of technology	0	1-7	8-14	15-20	
Explain the development and design process	0	1-7	8-14	15-20	
Reference proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Prejudged Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/300 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# E-BUSINESS Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports topic	0	1-3	4-7	8-10	
Screen elements such as animations and ticker tapes are effective without being distracting	0	1-3	4-7	8-10	
<b>Shopping Experience</b>					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1-7	8-14	15-20	
Product information is useful, informative, and adequate. If product images are used, they download quickly	0	1-3	4-7	8-10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees	0	1-3	4-7	8-10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1-3	4-7	8-10	
Site allows customer to provide feedback/comments	0	1-3	4-7	8-10	
<b>Shopping Cart Implementation</b>					
Shopping cart is easy to use and understandable and features are clearly explained	0	1-3	4-7	8-10	
Customer can easily add items to and delete items from the shopping cart		1-3	4-7	8-10	
Obvious navigation path to the cash register		1-3	4-7	8-10	
Customer can get back to shopping easily from shopping cart		1-3	4-7	8-10	
Order form is easy to understand and complete		1-3	4-7	8-10	
Adequate information is provided for confirmation of a successful transaction	0	1-3	4-7	8-10	
<b>Technical</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is free of broken links and error messages		1-3	4-7	8-10	
Site is compatible with leading browsers		1-3	4-7	8-10	
Site is compatible with multiple platforms	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points:</b> Deduct five (5) points for not following guidelines.					
<b>Penalty Points:</b> Deduct five (5) points for not submitting Statement of Assurance.					
<b>Total Points</b>					<b>/200 max.</b>

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# ELECTRONIC CAREER PORTFOLIO

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Resume	0	1-3	4-7	8-10	
Career summary: • Career description • Skills and education needed for the career • Money/salary and outlook for the career	0	1-5	6-10	11-15	
Evidence of research in career summary; sources of information cited in proper copyright format	0	1-2	3-4	5	
<b>Samples</b>					
Career-Related Education: • Describes career-related education that enhances employability. Includes a summary of school activities; career research projects, application of Business Education and/or related occupational skills and their relationship to job.	0	1-5	6-10	11-15	
Educational Enhancement: • Describes educational enhancement opportunities that enhance employability. Includes career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, or community service projects, and products developed during these experiences.	0	1-5	6-10	11-15	
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.	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>/100 max.</b>				

Student Name:						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# EMERGING BUSINESS ISSUES

## Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Knowledge of Topic</b>					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-7	8-14	15-20	
Quality of evidence	0	1-7	8-14	15-20	
<b>Ability to Take a Position</b>					
Persuasiveness	0	1-7	8-14	15-20	
Relevance of arguments	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
All team members actively participated in the presentation	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Check one:  Affirmative presentation  Negative presentation

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# ENTREPRENEURSHIP

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1-5	6-10	11-15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participated actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# FUTURE BUSINESS LEADER

## Interview Rating Sheet

Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Interview</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Professional appearance (meets dress code requirements)	0	1-2	3-4	5	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>Leadership Ability</b>					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explains participation in other school and/or community organizations	0	1-3	4-7	8-10	
Explains and shows areas of outstanding achievement	0	1-5	6-10	11-15	
Indicates understanding of career knowledge and career plans	0	1-5	6-10	11-15	
<b>Application Materials</b>					
Effectiveness of application materials (resume and letter of application)	0	1-5	6-10	11-15	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Penalty Points</b> Deduct five (5) points for failure to fully follow the guidelines.					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Objective Test Score</b>	<b>/100 max.</b>				
<b>Final Score</b> (add total points and objective test score)	<b>/200 max.</b>				

Student Name:						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# FUTURE BUSINESS LEADER

## Interview Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Interview</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-5	6-10	11-15	
Professional appearance (meets dress code requirements)	0	1-3	4-7	8-10	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>Leadership Ability</b>					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explains participation in other school and/or community organizations	0	1-5	6-10	11-15	
Explains and shows areas of outstanding achievement	0	1-5	6-10	11-15	
Indicates understanding of career knowledge and career plans	0	1-5	6-10	11-15	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct five (5) points for failure to fully follow the guidelines.					
<b>Total Points</b>	_____ x 80% =				
<b>Objective Test Score</b>	_____ x 20% =				
<b>Final Score</b> (add total points and objective test score)	<b>/100 max.</b>				

Student Name:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# GLOBAL BUSINESS

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# GRAPHIC DESIGN (NOT A NATIONAL EVENT)

## Promotional Piece Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation and Theme</b>					
Development of theme	0	1-7	8-14	15-20	
Effective use of promotional piece	0	1-7	8-14	15-20	
<b>Art Design and Layout</b>					
Technique	0	1-3	4-7	8-10	
Concept—Originality/Creativity	0	1-3	4-7	8-10	
Design—Purposeful/Informational	0	1-3	4-7	8-10	
Layout—Direction/Balance	0	1-3	4-7	8-10	
Typography—Readability/Style	0	1-3	4-7	8-10	
Economy—Simplicity/Clarity	0	1-3	4-7	8-10	
<b>Promotional Piece Score</b>					<b>/100 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# GRAPHIC DESIGN (NOT A NATIONAL EVENT)

## Oral Presentation Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Oral Presentation</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1-3	4-9	10-15	
Oral presentation is forceful, shows self-confidence, poise, and good voice projection	0	1-3	4-9	10-15	
All team members participate actively during the presentation	0	1-3	4-9	10-15	
<b>Delivery</b>					
Description of promotional piece	0	1-3	4-9	10-15	
Description of development and design ideas	0	1-8	9-17	18-25	
<b>Demonstration of Leadership Ability</b>					
Facts presented in orderly manner with evidence of planning and review	0	1-3	4-9	10-15	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation under 6:31 or over 7:29 minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b> (add total points and report score)	<b>/100 max.</b>				

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# HELP DESK Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Problem Identification</b>					
Describes the situation(s)	0	1-3	4-7	8-10	
Problem/incident properly documented	0	1-3	4-7	8-10	
Issues a solution or recommendation(s); resolves problem	0	1-5	6-10	11-15	
<b>Technology</b>					
Basic hardware/software knowledge, used correct terminology	0	1-2	3-4	5	
Demonstrates ability to effectively answer client's technical questions	0	1-3	4-7	8-10	
Meets the needs of the client/customer	0	1-3	4-7	8-10	
Demonstrates troubleshooting skills and effective investigative methods	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Demonstrates conflict resolution skills	0	1-2	3-4	5	
Brings to closure	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# IMPROMPTU SPEAKING

## Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to the topic	0	1-5	6-10	11-15	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-3	4-7	8-10	
<b>Organization</b>					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplishment of purpose	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and a good attitude	0	1-2	3-4	5	
Uses appropriate gestures and has good eye contact	0	1-2	3-4	5	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# JOB INTERVIEW

## Written Materials Rating Sheet

### PART A: Letter of Application, Resume, Application Form (to be judged prior to interviews)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Letter of Application</b>					
All essential components included	0	1-3	4-7	8-10	
Clear, concise presentation of facts with logical arrangement	0	1-3	4-7	8-10	
Candidate appears interesting and invites further examination of materials	0	1-3	4-7	8-10	
<b>Resume</b>					
All essential components included	0	1-3	4-7	8-10	
Clear, concise presentation of facts with logical arrangement	0	1-3	4-7	8-10	
Evidence of skills for business (education, work, or community service experience)	0	1-3	4-7	8-10	
<b>Mechanics</b>					
Correct grammar, punctuation, spelling, and acceptable business style*				20	
<b>Job Application Form</b>					
Clear and concise presentation of facts	0	1-3	4-7	8-10	
Neatness and legibility	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty</b> Refer to Deduction System.					
<b>Final Score</b>					<b>/100 max.</b>

\*Materials begin with a score of 20. Score is reduced using the Job Interview and Future Business Leader Deduction System following the event guidelines.

Student Name:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# JOB INTERVIEW

## Interview Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Professional Presentation</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Professional appearance (meets dress code requirements)	0	1-3	4-7	8-10	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>Interview</b>					
Demonstrates the ability to understand and respond to interview questions	0	1-5	6-10	11-15	
Illustrates adequate qualifications for the position	0	1-5	6-10	11-15	
Possesses career knowledge about the position	0	1-3	4-7	8-10	
Justifies career plans	0	1-5	6-10	11-15	
Asks appropriate questions	0	1-2	3-4	5	
<b>Application Materials</b>					
Effectiveness of application materials (resume, letter of application, and job application)	0	1-5	6-10	11-15	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty</b> Deduct five (5) points for failure to follow the guidelines.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name:						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# LOCAL CHAPTER ANNUAL BUSINESS REPORT

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Chapter Profile</b>					
Letter to chapter membership (by chapter officer)	0	1-2	3-4	5	
Chapter Information Included • Number of members • Size of school and community • When and where the chapter was organized	0	1-2	3-4	5	
<b>Productivity</b>					
Recruitment of members and chapters	0	1-2	3-4	5	
Leadership development for officers and members	0	1-3	4-7	8-10	
Preparation of students for business careers	0	1-2	3-4	5	
Service to the school and community	0	1-3	4-7	8-10	
Cooperation with business, professional, and service groups	0	1-2	3-4	5	
Participation in public relations and activities	0	1-2	3-4	5	
Support of FBLA national and state projects	0	1-2	3-4	5	
Attendance and participation at state and nationally sponsored conferences	0	1-2	3-4	5	
<b>Recognition</b>					
For FBLA competitive events and activities	0	1-2	3-4	5	
For school, community, business, and industry activities	0	1-2	3-4	5	
<b>Businesslike Procedures</b>					
Chapter management and organization	0	1-2	3-4	5	
Financial development, including fund-raising and financial statement	0	1-2	3-4	5	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-2	3-4	5	
Design and graphics	0	1-2	3-4	5	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):					
<input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>	<b>/100 max.</b>				

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# MANAGEMENT DECISION MAKING

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Management's decision is clear	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# MANAGEMENT INFORMATION SYSTEMS

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describes the situation	0	1-3	4-7	8-10	
Issues a solution or recommendation	0	1-3	4-7	8-10	
Uses correct terminology	0	1-3	4-7	8-10	
Presents effective strategy	0	1-7	8-14	15-20	
<b>Explanation</b>					
System appropriate for size of business	0	1-3	4-7	8-10	
System solution is feasible and realistic given specified time frame	0	1-3	4-7	8-10	
Technology is currently available	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Information security issues are addressed	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-3	4-7	8-10	
<b>Delivery</b>					
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/150 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/150 max.</b>
<b>Objective Test Score</b> (To be used only in the event of a tie.)					

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# MARKETING—*MODIFIED*

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1–7	8–14	15–20	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Management’s decision is clear	0	1–5	6–10	11–15	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Shows self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty Points</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):						
School:						
Judge’s Signature:				Date:		

Judge’s Comments:

VERIFICATION  
(scores checked)  
 Administrator



# NETWORK DESIGN

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describes the situation	0	1-3	4-7	8-10	
Resolves problem	0	1-5	6-10	11-15	
Use correct terminology	0	1-5	6-10	11-15	
Presents an effective strategy	0	1-10	11-20	21-30	
<b>Technology</b>					
System appropriate for size of business	0	1-5	6-10	11-15	
Technology is currently available or being developed	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-3	4-7	8-10	
Team members demonstrate the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/150 max.</b>
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/150 max.</b>
<b>Objective Test Score</b> (To be used only in the event of a tie.)					

Student Name(s):				
School:				
Judge's Signature:		Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# OUTSTANDING LOCAL CHAPTER ADVISER

## Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Years</b>					
Number of Years in FBLA	0	1-8 yrs. – 5 pts.	8-15 yrs. – 10 pts.	16+ yrs. - 15 pts.	
<b>Participation</b>					
Extent of Participation in Conferences Sponsored by Local, State, Regional, and National Associations	0	1-5	6-10	11-15	
<b>Memberships*</b>					
• WSBEA	0			10	
• Other	0	1-2	3-4	5	
<b>Contributions</b>					
Contributions to Local, Regional, State, and National Projects	0	1-4	5-7	8-10	
<b>Other Activities</b>					
Participation in Other Activities	0	1-8	9-14	15-20	
<b>Recommendations</b>					
Recommendations Supportive of Adviser's Involvement with FBLA (Maximum – 3)	0	1-3	4-7	8-10	
<b>Other</b>					
Other Considerations	0	1-3	4-7	8-10	
<b>Professional Memberships</b>					
Holds a Professional Membership with FBLA	0			5	
<b>Total Points</b>	<b>/100 max.</b>				

\* Applicant must show membership in WSBEA.

Name:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)

Administrator



# OUTSTANDING LOCAL CHAPTER AWARD

## Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Format of Report</b>					
Grammar/Spelling	0	1	2-3	4-5	
Design/Format	0	1	2-3	4-5	
Goal Statement	0	1-4	5-7	8-10	
<b>Chapter Activities</b>					
Projects/programs identified with goals of FBLA	0	1-4	5-7	8-10	
Recruitment of Professional Members	0	1	2-3	4-5	
Attendance at Regional/ State/National Conferences	0	1	2-3	4-5	
Business Achievement Awards Participation		1	2-3	4-5	
Sponsored Chapters		1	2-3	4-5	
State/National project participation		1	2-3	4-5	
<b>Membership Involvement</b>					
Business/Industry Visits	0	1	2-3	4-5	
Financial Development	0	1-4	5-7	8-10	
Professional Involvement	0	1-4	5-7	8-10	
FBLA Promotion	0	1-4	5-7	8-10	
Public Relations Activity	0	1-4	5-7	8-10	
<b>Total Points</b>					<b>/100 max.</b>

School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
 (scores checked)  
 Administrator



# PARLIAMENTARY PROCEDURE

## Performance Rating Sheet

*Motions: Deduct one (1) point for each mistake in each classification*

Motions: (M)ain, (S)ubsidiary, (P)rivileged, (I)ncidental, (B)ring Again

		Value	Score
<b>Motions</b>	<b>Comments</b>		
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
<b>Motions Performance Subtotal</b>			
<b>Business of the Meeting</b>			
Problem quality (concise, complete, clear, germane)		15	
Directions followed		5	
Other business quality		10	
<b>Business of the Meeting Performance Subtotal</b>			
<b>General Parliamentary Procedure</b>			
Proper order of business		10	
Proper use of parliamentary terms		10	
Clarity of expression and voice projection		5	
Impartiality of presiding official		5	
Initiative of members		5	
Poise, dignity, and appearance		5	
<b>General Parliamentary Procedure Performance Subtotal</b>			
<b>Subtotal</b>		<b>/100 max.</b>	
<b>Time Penalty</b> Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. Time:			
<b>Penalty</b> Deduct five (5) points for not following directions			
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.			
<b>Final Score</b>		<b>/100 max.</b>	
<b>Objective Test Score</b> (To be used in the event of a tie.)			

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# PARTNERSHIP WITH BUSINESS PROJECT

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project development and strategies used to implement the partnership	0	1-7	8-14	15-20	
Degree of chapter member involvement in the project	0	1-5	6-10	11-15	
Explain roles of business leaders and chapter members in implementing the project	0	1-5	6-10	11-15	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1-5	6-10	11-15	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Report Score</b>					<b>/100 max.</b>
<b>Final Score</b> (add total points and report score)					<b>/200 max.</b>

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# PARTNERSHIP WITH BUSINESS PROJECT

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
<b>Development</b>	0	1–2	3–4	5	
Description of the partnership goals					
Description of the planning activities used to build a partnership	0	1–3	4–7	8–10	
Roles of business leaders and chapter members in developing the partnership	0	1–2	3–4	5	
<b>Implementation</b>	0	1–5	6–10	11–15	
Description of the activities implemented to learn concepts of business operations					
Roles of business leaders and chapter members in implementing the project	0	1–3	4–7	8–10	
Results, concepts learned, and impact of the project provided	0	1–5	6–10	11–15	
Degree of Involvement (e.g., hours spent, personal contact, and executives and department heads contacted)	0	1–3	4–7	8–10	
Examples of publicity and recognition received as a result of the partnership	0	1–2	3–4	5	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of written report and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):					
<input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					<b>/100 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
 (scores checked)  
 Administrator



# PUBLIC SPEAKING I (Doris Gerber-Nelson Award)

## Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to FBLA–PBL goals	0	1–3	4–7	8–10	
Purpose clearly stated	0	1–3	4–7	8–10	
Suitability and accuracy of statements	0	1–2	3–4	5	
<b>Organization</b>					
Topic adequately developed	0	1–5	6–10	11–15	
Logical sequence of ideas	0	1–5	6–10	11–15	
Accomplishment of purpose	0	1–5	6–10	11–15	
<b>Delivery</b>					
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Uses appropriate gestures and good eye contact		1–2	3–4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1–2	3–4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name:						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# PUBLIC SPEAKING II

## Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to FBLA-PBL goals	0	1-5	6-10	11-15	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplishment of purpose	0	1-3	4-7	8-10	
<b>Delivery</b>					
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact		1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name:						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# WEB SITE DESIGN

## Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describes the development of the topic	0	1-3	4-7	8-10	
Explains the development and design process	0	1-7	8-14	15-20	
Explains the use of your social media elements and why they were selected	0	1-7	8-14	15-20	
Explains the development of media elements (graphics, video, audio, etc.)	0	1-7	8-14	15-20	
References proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Prejudged Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/300 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# WEB SITE DESIGN

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Overall design is aesthetically appealing	0	1-7	8-14	15-20	
Design is consistent across all pages	0	1-3	4-7	8-10	
Design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Design maintains a high level of usability	0	1-3	4-7	8-10	
<b>Content</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the page	0	1-5	6-10	11-15	
Product/service message is clear		1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-10	11-20	21-30	
<b>Technical</b>					
Validation [(X)HTML and CSS code validates]	0	1-3	4-7	8-10	
Overall code—readability, white space, semantic, efficient, separation of structure		1-5	6-10	11-15	
Site interactivity functions and is error-free		1-3	4-7	8-10	
Additional technologies; e.g., Flash, JavaScript, etc., are used appropriately	0	1-3	4-7	8-10	
Site is compatible with multiple user agents and browser variants	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points</b> Deduct five (5) points each for not following Guidelines.					
<b>Penalty Points</b> Deduct five (5) points for not submitting a Statement of Assurance.					
<b>Total Points</b>					<b>/200 max.</b>

Student Name(s):					
School:					
Judge's Signature:			Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# WHO'S WHO IN FBLA

## Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Activity Record</b>					
Is this student active in community service, other organizations, sports, ASB, school committees, church, family, hobbies? Activities should be listed and responsibilities within each activity detailed.	0	1-5	6-10	11-15	
<b>Honors &amp; Awards Received in High School</b>					
	0	1-4	5-7	8-10	
<b>Educational/Career Objectives</b>					
Objectives should be clearly stated as well as reasons for choosing them	0	1-4	5-7	8-10	
<b>Contributions to FBLA</b>					
Conference participation; holding an office; committee membership; committee chairmanship; other chapter activities	0	1-5	6-10	11-15	
Completed "Future" Level of Business Achievement Awards	0			10	
<b>FBLA Contributions to Student</b>					
Student expresses value of FBLA to self and goals	0	1-3	4-7	8-10	
<b>Number of Years in FBLA</b>					
	0	1 year	2 years	3-5 years	
		1	2	3-5	
<b>Other</b>					
	0	1-4	5-7	8-10	
<b>Recommendations</b>					
	0	1-5	6-10	11-15	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>

Student Name:						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator

# WASHINGTON STATE FUTURE BUSINESS LEADERS OF AMERICA CODE OF CONDUCT

FBLA, as an integral part of the Business Education program in Washington, offers training to students with career objectives in business occupations and business-related courses. Professional conduct and appearance of each individual pervades all training. Therefore, all persons are responsible for adhering to this code of conduct from the time they leave home until they return home.

Attendance at any FBLA-sponsored activity is a special privilege. Recognizing that an organization is judged largely by the behavior of its individual participants, the following Code of Conduct is required for members, guests, and advisers who attend the regional, state, and national leadership conferences of Future Business Leaders of America. If a conduct violation occurs, regardless of when exposed, that student(s) may not be able to attend any other regional, state, or national conference during that school year. These rules will be strictly enforced.

1. The term "delegate" shall be any person attending the conference. Delegates shall wear their conference name badges at all times on site.
2. All delegates shall behave in a professional, courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, their home, their friends, the conference, or the FBLA organization.
3. Because delegates are guests using the facilities, special care will be taken not to deface or destroy any property. Any damages to any property or furnishings in the hotel rooms or buildings will be paid by the individual.
4. Student delegates shall 1) keep their adult adviser(s) informed of their activities and whereabouts at all times; 2) not use their own cars or ride in cars belonging to others during the conference unless accompanied by an authorized adviser/chaperone, or unless granted written permission by parent/legal guardian, accompanying adviser, and school authority; 3) not engage in activities with non-conference individuals; 4) not enter public dance halls, bars, or night clubs.
5. NO ALCOHOLIC BEVERAGES, TOBACCO PRODUCTS, OR ILLEGAL SUBSTANCES IN ANY FORM, OR THAT WHICH PURPORTS TO BE, shall be possessed or used at any time or under any circumstances on private or public properties.
6. Curfew regulations shall be interpreted to mean that each student delegate shall be in his/her room at the time stated in conference materials or by Executive Director or Board of Directors Chair. Conference participants not staying at the hotel shall be off conference facilities by curfew.
7. All delegates shall be registered and shall attend workshops, regional meetings, scheduled business sessions, and other activities for which they are registered.
8. Dress regulations, appropriate to specific situations, shall be established by the FBLA Board of Directors. Dress code will be followed (see conference registration packet). Delegates and advisers attending FBLA functions shall follow dress regulations while on site. Exceptions will be determined by the Executive Director or Board of Directors Chair.
9. School district policy shall be in effect for local adviser/adult ratio during all Washington State FBLA activities. If the district does not have a policy, a ratio of 10 students to 1 local adviser/adult will be in effect for overnight travel within Washington State. For in-state travel when an overnight stay is not required, a ratio of 15 students to 1 local adviser/adult is the rule. A ratio of 8 students to one (1) local adviser/adult will be in effect for out-of-state travel.
10. It is agreed that violation of the Code of Conduct is cause for the appropriate FBLA authorities to require the violators to vacate hotel rooms and withdraw from conference activities. Serious misconduct will be reported to the principal and/or other authorities. *PARENTS, under these circumstances you will be notified that your child is being sent home at your expense, and it is your responsibility to make arrangements to pick up your child.*
11. Anyone being in the willful companionship of another person violating FBLA Code of Conduct will also be subject to disciplinary action.

## CONSEQUENCES OF VIOLATION OF CODE OF CONDUCT

1. USE OR POSSESSION OF ALCOHOL, TOBACCO PRODUCTS, AND ILLEGAL SUBSTANCES OR THAT WHICH PURPORTS TO BE

Student sent home. A student who is present when use or possession occurs is subject to the same consequence. Parent, school, and local authorities notified. Disqualification from conference and award. State officer removal from office.

2. CURFEW

Students are expected to be in their own rooms at curfew. Local advisers will be contacted if there is a curfew violation, and students will be dealt with accordingly. If special circumstances warrant being outside the room, **written** permission from the adviser/chaperone must be in possession of the student if student is not accompanied by the adviser/chaperone.

3. MISDEMEANORS AND FELONIES

These include, but are not limited to, stealing, shoplifting, vandalism, including pulling emergency alarms.

Student is sent home. Disqualification from conference and award. State officer removal from office. Parent, school, and local authorities notified.

4. CHEATING

If an adviser has direct awareness of cheating by a student, the information is made known to FBLA Executive Director, Regional Adviser, or Board of Directors Chair immediately. Disqualification from events/awards. State officer removal from office. Parent, school, and local adviser notified.

**I HAVE READ** THE WASHINGTON STATE FBLA CODE OF CONDUCT AND AM WILLING TO ABIDE BY ITS PROVISIONS. IN THE EVENT OF A VIOLATION, I AGREE THAT THE SCHOOL OFFICIAL(S), THE FBLA CHAPTER ADVISER(S), THE FBLA BOARD OF DIRECTORS, OR THE STATE FBLA STAFF HAVE THE RIGHT TO SEND THE STUDENT NAMED BELOW HOME FROM THE ACTIVITY AT PARENT/GUARDIAN EXPENSE, PROVIDED THAT PARENT/GUARDIAN CONTACT HAS BEEN MADE.

**I AGREE** TO ADHERE TO THE FBLA DRESS CODE AND SUPPORT ITS ENFORCEMENT.

**I UNDERSTAND** THAT THERE ARE INHERENT DANGERS INVOLVED FOR MY CHILD AS A RESULT OF PARTICIPATION IN THE FBLA-SPONSORED EVENT. MY SIGNATURE ACKNOWLEDGES MY PERMISSION FOR MY CHILD TO PARTICIPATE.

STUDENT NAME \_\_\_\_\_ DATE \_\_\_\_\_

PARENT/GUARDIAN SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Phone/Cell Phone \_\_\_\_\_

LOCAL ADVISER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Phone/Cell Phone \_\_\_\_\_

SCHOOL ADMINISTRATOR SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

# WASHINGTON STATE FUTURE BUSINESS LEADERS OF AMERICA EMERGENCY MEDICAL TREATMENT AUTHORIZATION

Name of Student \_\_\_\_\_

Home Address \_\_\_\_\_ Phone \_\_\_\_\_

\_\_\_\_\_ Date of Birth \_\_\_\_\_

Name of School \_\_\_\_\_

Name of Activity and Location \_\_\_\_\_

Date(s) of Activity \_\_\_\_\_

Adviser/Chaperone \_\_\_\_\_

*This is to certify that \_\_\_\_\_ has my permission to attend the above-named FBLA activity. I have read the FBLA Code of Conduct and am in agreement with that Code and its consequences. I also hereby absolve and release Washington State FBLA from any claims for personal injuries which might be sustained by the above-named student while he/she is enroute to or from any FBLA-sponsored activity.*

AND

*In the event of accident or illness, I authorize the above adviser/chaperone or State FBLA staff to secure services of medical personnel and/or hospital if necessary. I accept responsibility for payment of these expenses.*

Parent/Guardian Signature \_\_\_\_\_ Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Date \_\_\_\_\_

Alternate Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

## MEDICAL INFORMATION

Known allergies (drug and natural) \_\_\_\_\_

Medication(s) taken \_\_\_\_\_

Current or pre-existing physical or medical restriction/conditions \_\_\_\_\_

History of heart condition, diabetes, asthma, epilepsy, rheumatic fever or other (please specify)  
\_\_\_\_\_

Date of last tetanus shot \_\_\_\_\_

Family doctor \_\_\_\_\_ Phone \_\_\_\_\_

## INSURANCE INFORMATION

Insurance Company \_\_\_\_\_

Policy/Group Number \_\_\_\_\_

# PROFESSIONAL DRESS CODE

## Washington State Future Business Leaders of America

Appropriate business attire is required for all general sessions, awards sessions, competitive events, and workshops for all conference attendees.

FBLA members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for all attendees—advisers, members, and guests—at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Professional attire acceptable for official FBLA activities includes:

### Males

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

### Females

- Business suit with blouse or
- Business pantsuit with blouse or
- Skirt or dress slacks with blouse or sweater or
- Business dress
- Capris or gauchos with coordinating jacket/suit, worn below the knee
- Dress shoes

### Inappropriate attire, for both men and women, includes:

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

*CLARIFICATION—Many women's two-piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.*

Exceptions may be made for religious or medical reasons.  
These rules apply to all conference attendees, advisers, and chaperones.

I agree to comply with the FBLA Professional Dress Code.

\_\_\_\_\_  
Member Signature

Date \_\_\_\_\_

Witnessed by:

\_\_\_\_\_  
Adviser Signature

Date \_\_\_\_\_