



COMPETITIVE EVENTS

Competitive Events Breakdown	4
Introduction	5
Mission Statement	5
Program Design and Purpose	5
General Information	5
Special Note to Advisers and Administrators	6
Changes to this Edition	7
New Events for 2008 NLC	7
Competitive Event Revisions/Modifications	7
Administrative and Procedural Reminders	7
Preparing for Competition	8
General Guidelines	9
Eligibility Guidelines	10
Accounting I (I)	11
Accounting II (I)	12
American Enterprise Project (C)	13
American Enterprise Project—Report RATING SHEETS-2	
American Enterprise Project—Performance RATING SHEETS-3	
Banking & Financial Systems (T) <i>Modified</i>	15
Banking & Financial Systems—Performance RATING SHEETS-4	
Business Calculations (I)	16
Business Communication (I)	16
Business Ethics (T)	17
Business Ethics—Performance RATING SHEETS-5	
Business Financial Plan (I) (T)	18
Business Financial Plan—Report RATING SHEETS-6	
Business Financial Plan—Performance RATING SHEETS-7	
Business Law (I)	20
Business Math (I)	20
Business Plan (I) (T)	21
Business Plan—Report RATING SHEETS-8	
Business Plan—Performance RATING SHEETS-10	
Business Presentation (I) (T) <i>formerly Multimedia Presentation</i>	23
Business Presentation—Performance RATING SHEETS-11	
Business Procedures (I)	24
Businessperson of the Year	24
Client Service (I) <i>New</i>	25
Client Service—Performance RATING SHEETS-12	
Community Service Project (C)	26
Community Service Project—Report RATING SHEETS-13	
Community Service Project—Performance RATING SHEETS-14	
Computer Applications (I)	27
Computer Problem Solving (I) <i>New</i>	28
Cyber Security (I)	28
Database Design & Applications (I)	29
Desktop Application Programming (I) <i>New</i>	30
Desktop Application Programming—Production RATING SHEETS-15	
Desktop Application Programming—Performance RATING SHEETS-16	

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



COMPETITIVE EVENTS

Desktop Publishing (T)	32
Digital Video Production (I) (T)	33
Digital Video Production—Production RATING SHEETS-17	
Digital Video Production—Performance RATING SHEETS-18	
E-business (I) (T)	35
E-business—Production RATING SHEETS-19	
E-business—Performance RATING SHEETS-20	
Economics (I)	36
Electronic Career Portfolio (I)	37
Electronic Career Portfolio—Production RATING SHEETS-21	
Emerging Business Issues (T)	38
Emerging Business Issues—Performance RATING SHEETS-22	
Entrepreneurship (T)	39
Entrepreneurship—Performance RATING SHEETS-23	
FBLA Principles and Procedures (I)	40
Future Business Leader (I)	41
Future Business Leader—Interview Preliminary RATING SHEETS-24	
Future Business Leader—Interview Final RATING SHEETS-25	
Global Business (T)	42
Global Business—Performance RATING SHEETS-26	
Gold Seal Chapter Award of Merit	43
Help Desk (I) <i>New</i>	44
Help Desk—Performance RATING SHEETS-27	
Impromptu Speaking (I)	45
Impromptu Speaking—Performance RATING SHEETS-28	
Internet Application Programming (I) <i>New</i>	46
Internet Application Programming—Production RATING SHEETS-29	
Internet Application Programming—Performance RATING SHEETS-30	
Introduction to Business (I)	48
Introduction to Business Communication (I)	48
Introduction to Parliamentary Procedure (I)	49
Introduction to Technology Concepts (I)	49
Job Interview (I)	50
Job Interview—Interview RATING SHEETS-31	
Local Chapter Annual Business Report (C)	51
Local Chapter Annual Business Report—Report RATING SHEETS-32	
Management Decision Making (T)	52
Management Decision Making—Performance RATING SHEETS-33	
Management Information Systems (T) <i>New</i>	53
Management Information Systems—Performance RATING SHEETS-34	
Marketing (I)	54
Network Design (T)	55
Network Design—Performance RATING SHEETS-35	
Networking Concepts (I)	56
Parliamentary Procedure (T)	57
Parliamentary Procedures—Performance RATING SHEETS-36	
Partnership with Business Project (C)	58
Partnership with Business Project—Report RATING SHEETS-37	
Partnership with Business Project—Performance RATING SHEETS-38	

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



COMPETITIVE EVENTS

Personal Finance (I) <i>New</i>	59
Public Speaking I (I)	60
Public Speaking I—Performance RATING SHEETS-39	
Public Speaking II (I)	61
Public Speaking II—Performance RATING SHEETS-40	
Spreadsheet Applications (I)	62
State Chapter Annual Business Report	63
State Chapter Annual Business Report—Report RATING SHEETS-41	
Technology Concepts (I)	64
Virtual Business Challenge (I) (T)	65
Web Site Development (I) (T)	66
Web Site Development—Production RATING SHEETS-42	
Web Site Development—Performance RATING SHEETS-43	
Who's Who in FBLA	67
Word Processing I (I)	68
Word Processing II (I)	69
Recommending a New or Modified Competitive Event and Recommendation to Retire an Event	70

 **COMPETITIVE EVENTS BREAKDOWN**

Events	NBEA Standards										Career Clusters						
	Accounting	Business Law	Career Development	Communication	Computation	Economics & Pers. Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing	Business, Mgmt. & Admin.	Finance	Information Technology	Gov't & Public Admin.	Marketing, Sales & Service	Law, Public Safety
Accounting I	X				X	X						X	X				
Accounting II	X		X		X	X						X	X				
American Enterprise Project				X		X	X				X	X		X			
Banking & Financial Systems	X		X	X		X					X	X	X				
Business Calculations	X				X								X				
Business Communication				X								X				X	
Business Ethics		X	X	X				X				X					
Business Financial Plan	X			X	X	X			X			X	X				
Business Law		X				X			X			X					X
Business Math				X								X	X				
Business Plan	X		X	X		X	X			X	X	X	X			X	
Business Presentation				X				X				X		X			
Business Procedures			X	X	X	X		X				X		X			
Businessperson of the Year																	
Client Service			X	X								X					
Community Service Project				X						X	X	X		X			
Computer Applications				X				X						X			
Computer Problem Solving								X						X			
Cyber Security								X						X			
Database Design & Applications					X			X				X		X			
Desktop Application Programming								X		X		X		X			
Desktop Publishing				X				X				X		X		X	
Digital Video Production				X				X						X			
E-business			X			X	X	X			X	X	X	X		X	
Economics						X	X		X	X		X	X			X	
Electronic Career Portfolio			X	X				X				X		X		X	
Emerging Business Issues				X		X			X	X		X		X			
Entrepreneurship	X			X			X			X	X	X	X			X	
FBLA Principles & Procedures																	
Future Business Leader	X	X	X	X	X		X		X	X	X	X		X		X	
Global Business	X					X	X		X	X	X	X	X		X	X	
Help Desk				X				X				X		X			
Impromptu Speaking				X								X					X
Internet Application Programming								X		X		X		X			
Introduction to Business			X	X		X	X			X	X	X	X			X	
Introduction to Business Communication				X								X				X	
Introduction to Parliamentary Procedure																	
Introduction to Technology Concepts								X						X			
Job Interview			X	X								X	X			X	
Local Chapter Annual Business Report				X				X			X	X	X	X		X	
Management Decision Making	X	X		X		X	X	X		X		X				X	
Management Information Systems				X				X		X		X		X			
Marketing							X				X	X				X	
Network Design				X				X		X				X			
Networking Concepts								X		X				X			
Parliamentary Procedure																	
Partnership with Business Project			X	X			X	X		X		X		X		X	
Personal Finance						X						X	X				
Public Speaking I				X								X				X	
Public Speaking II				X								X				X	
Spreadsheet Applications					X			X				X		X			
State Chapter Annual Business Report				X				X			X	X		X		X	
Technology Concepts								X						X			
Virtual Business Challenge	X	X	X	X	X	X	X	X		X	X	X		X		X	
Web Site Development				X				X			X			X		X	
Who's Who in FBLA																	
Word Processing I				X				X				X		X		X	
Word Processing II				X				X				X		X		X	



INTRODUCTION

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

Mission Statement

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

Program Design and Purpose

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

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

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

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



GENERAL INFORMATION

The administration and conduct of FBLA-PBL's Competitive Events Program is vested in the national staff, under the direction of the NAP Committee. Members of the NAP Committee are selected based on their experience and expertise in the development and/or administration of competitive events. Committee members serve three-year terms and are responsible for approving event additions/deletions, ensuring events are current and relevant, developing guidelines for competitive events, and administering the FBLA Competitive Events Program at the National Leadership Conference (NLC).

The NAP Committee follows a deliberate process in reviewing and updating the FBLA Competitive Event Program. The review

process is designed to respond in as timely a fashion as possible to the changing environment in which business education finds itself, while ensuring appropriate input and participation from local and state advisers and members.

In general, the NAP Committee is committed to regular review of all competitive events. All events are evaluated following the NLC for administrative and operational improvements. In addition, each event is reviewed once every two years to ensure that the content, focus, and objectives of the event continue to be relevant, timely, and appropriate to FBLA-PBL programs and objectives. Finally, the NAP Committee welcomes and encourages local and state advisers, members, or other interested parties to submit ideas for event improvements or additions. Individuals desiring to submit recommendations to the NAP Committee, or to make comments about the FBLA Competitive Events Program, are encouraged to review the procedures.

REFERENCE: Recommending a New or Modified Competitive Event and Recommendation to Retire an Event COMPETITIVE-70.



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 FBLA Competitive Events Program.

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

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

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

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

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

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

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

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

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

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



CHANGES TO THIS EDITION

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2007–08 membership year.

New Events for 2008 NLC

- Client Service—individual, interactive simulation
- Desktop Application Programming—individual, prejudged program, performance
- Help Desk—individual, objective test, interactive simulation
- Computer Problem Solving—individual, objective test
- Internet Application Programming—individual, prejudged program, performance
- Management Information Systems—team, objective test, performance
- Personal Finance—individual, objective test

Competitive Event Revisions/ Modifications

- Each participant may compete in only one event (individual, team, or chapter).
- All changes to competitive event participation must be made by the first Friday in June. Deletions are the only change that can be made on-site.
- To avoid scheduling conflicts, each participant, team, or chapter should provide their own equipment.
- Banking & Financial Systems—team, online test, performance.
- Business Presentation—no prejudged component only a performance—replacing Multimedia Presentation.
- Network Design and Digital Video Production are now seven (7) minute performances.
- Three (3) programming events have been combined into two (2) new programming events.
- Rating Sheet Revisions: Check rating sheets for point changes.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.
- Performance attendance for prejudged events—presentation of the event 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 NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.

- Media sent for prejudged events will not be provided during the preliminary or final performance at the NLC. Participants must bring a copy of the CD/DVD if they want to include it in their performance.

Administrative and Procedural Reminders

- All changes to NLC competitive event participants must be made by the first Friday in June. Deletions are the only changes allowed on-site.
- For all events allowing equipment to be used, the equipment must be provided by the individual, team, or chapter for each event entered. A screen, table, and electrical power will be provided on-site. A computer, projector, and Internet will be provided for E-business, Internet Application Programming, and Web Site Development.
- Microphones will not be used in any events except Parliamentary Procedure.
- Nongraphing calculators will be provided for all objective events.
- Preliminary performance events are not open to conference attendees.
- Each state may submit three (3) entries in all objective tests.
- Each state may submit two (2) entries in all interview, speaking, computer production, prejudged, and performance events.
- Two (2) copies of the following reports or media must be received by the national center for judging by the second Friday in May—American Enterprise Project, Business Financial Plan, Business Plan, Community Service Project, Desktop Application Programming, Digital Video Production, Electronic Career Portfolio, Internet Application Programming, Local Chapter Annual Business Report, Partnership with Business Project, and State Chapter Annual Business Report. All reports or media should contain the event name, student(s) name (for individual or team events), school name, state, and year of competition.
- The Statement of Assurance must be submitted for Desktop Application Programming, Digital Video Production, E-business, Electronic Career Portfolio, Internet Application Programming, and Web Site Development.
- School-site testing is administered by each state chair/state chair/state adviser in different ways; however, all application school-site testing must be received by the national center for judging by the third Friday in May. These events include Accounting II, Computer Applications, Database Design and Applications, Desktop Publishing, Spreadsheet Applications, Word Processing I, and Word Processing II.
- The top 10 or 15 individuals or teams, or an equal number from each preliminary round, will advance to the final round. For example, if there are four sections of an event in the preliminary round, 12 individuals or teams will advance to the final round instead of 10 or 15. This allows equal numbers from each section to advance.



PREPARING FOR COMPETITION

NAP is a very exciting part of the FBLA-PBL year. Each state is allowed to send two (in some cases, three) representative(s) in each event. Members spend months preparing for the opportunity to shine nationally. The knowledge, experience, and motivation gained from competing makes every participant a winner. 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.

Comply with entry procedures and regulations.

- Check the status of membership dues. Students wishing to compete must be paid members by March 1. Each state sets its own eligibility deadline for district and state competitions.
- Ensure the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for district and state competitions and the state chair/state adviser for national competitions.

Be familiar with the event guidelines.

- Check the current edition, contained in this handbook, of the FBLA NAP Competitive Event Guidelines for a complete listing of individual, team, and chapter events.
- Make copies of the appropriate guidelines and rating sheets. Check with your state chapter for modifications to the national guidelines for district or state competitions.
- Become completely familiar with the procedures to be followed in administering the event.
- Determine from the rating sheets and guidelines exactly what areas will be judged.

Identify and assemble needed resources.

- Obtain a variety of textbooks on your subject matter to study. FBLA-PBL provides a FBLA Competitive Event Study Guide with preparation tips and sample questions that can be ordered through the FBLA-PBL MarketPlace (1.866.325.2725).
- Contact former and current chapter members who have entered this event in previous years.
- Find mentors and other experts who can help you prepare.

Prepare for competition.

- Where appropriate, involve faculty, other members, advisory committee members, and businesspeople. These are excellent resources—use them!
- Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.

Comply with competition regulations.

- Be familiar with the information to be provided and the deadlines to be met.
- Make sure copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.
- Calculators supplied by the national center can be used in all objective events as appropriate.



GENERAL GUIDELINES

❑ **Dress Code.** Members must adhere to the dress code established by the board of directors in order to participate in a competitive event at the NLC. In addition, the dress code is included in each conference guide. **REFERENCE: FBLA-PBL Dress Code PROGRAMS-5.**

❑ **NLC Registration.** Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.

❑ **National Dues.** All participants who enter a competitive event must have paid dues by March 1 of the current school year.

❑ **Due Dates.** Event guidelines state all materials must be received at the national center no later than the end of business on the second Friday in May. It is the state chair's or state adviser's responsibility to forward these materials to the national center. The school-site production tests must be received by the national center no later than the end of business on the third Friday in May. All materials are sent to FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191.

❑ **Additional Materials.** Reference manuals, textbooks, other resource materials, and electronic devices may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when an event's guideline specifies materials or equipment that may be used (e.g., a 4" x 6" card or a calculator), only those materials or that equipment may be used. If an item is not listed, it is to be assumed that it is not allowed. Individual participants and participating teams must conform to this event regulation or be disqualified.

❑ **Recording of Presentations.** No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware that the national association reserves the right to record any performance for use in study or training materials.

❑ **Event Entry Forms.** The state chair, or designee, must certify the state's entries on the official online entry form(s).

❑ **Event Verification.** Competitive event changes may not be made after the first Friday in June. Deletions are the only acceptable changes on-site.

❑ **Event Schedules.** Participants must report on time for their competitive event or they may be disqualified.

❑ **Competitive Event Results.** Unless specifically indicated in an individual event's guidelines, competitions at the national level will be judged using these procedures. In all cases where judges are involved in scoring an event, the decision of the judges is considered final. All announced results are final upon the conclusion of the NLC.

- *Individual Events (objective tests only).* Ties will be broken by comparing the performance of affected members on the last ten questions of the exam and then broken by time.
- *Individual, Team, and Chapter Events (reports and performances).* All materials will be screened to ensure chapters have followed the guidelines. All materials sent to the national center will be prejudged. A separate panel of judges will evaluate the presentations. Final rank is determined by totaling the prejudged scores and the presentation scores.
- *Individual and Team Events (objective tests and performances).* The objective test portion of these events will be given online. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges.
- *Production Tests.* The score received on the objective portion of the event will constitute 15 percent of the final event score. Judging of the production portion of these events will be based on final copy. A panel of judges for this event will evaluate all documents produced. The score received on this portion of the event will constitute 85 percent of the final event score. Ties in this event will be broken by comparing performance of the affected members on the last ten questions of the objective exam and then by time. The score received on the objective portion of Accounting II will constitute 50 percent of the final event score.

❑ **National Awards.** The event judges and/or the number of entries will determine the number of winners in the event. The maximum number of winners for each event, unless otherwise specified, will be ten (10).

ELIGIBILITY GUIDELINES

❑ **Membership Status.** Competitive events are provided as a membership benefit for FBLA. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues-paid members on or before March 1 are eligible to compete in these events. Membership in FBLA is unified on the local, state, and national levels and is not available separately. FBLA-PBL members may participate only in the competitive events associated with their affiliated divisions.

❑ **Recognition and Chapter Events.** Recognition events generally are directed toward chapters and/or individuals other than members who have provided outstanding support for FBLA-PBL. **REFERENCE: RECOGNITION.** In the rare case that a recognition event involves a member, such participation will not preclude that member from competing in another member or chapter event.

❑ **Open Events.** Each year at the NLC a variety of open events will be offered. Members can participate in these events without any prequalifications or preregistration.

❑ **Individual, Team, and Chapter Events.** A member may enter only one individual, team, or chapter event with these exceptions:

- *National Parliamentarian.* A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.
- *Who's Who.* A member nominated for Who's Who in FBLA, which is a recognition and not a member event, may compete in another event.

❑ **Repeat Competitors.** Members may not repeat an event at the NLC. Exceptions to this regulation are as follows:

- *Team Events.* In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at one previous NLC to include Banking & Financial Systems, Business Financial Plan, Business Plan, Business Presentation, Business Ethics, Digital Video Production, E-business, Emerging Business Issues,

Entrepreneurship, Global Business, Management Decision Making, Management Information Systems, Network Design, and Web Site Development. Team members may not compete in these events more than two (2) years at the national level.

- *Parliamentary Procedure.* Two members of the team may have competed in this event at a previous NLC, however, they may not compete more than two (2) years at the national level.
- *Individual Entry.* A member who has submitted an individual entry may not compete again in the same event.
- *Modified Events.* An individual may not compete again when an event adds a performance or production component.
- *Pilot Events.* Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition. A person participating in a pilot event is not eligible to compete in another individual or team event.

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

- Accounting I and Accounting II
- Business Math and Business Calculations
- Introduction to Business Communication and Business Communication
- Introduction to Parliamentary Procedure and Parliamentary Procedure
- Introduction to Technology Concepts and Technology Concepts
- Public Speaking I and Public Speaking II
- Word Processing I and Word Processing II

❑ **Sequestered Events.** The following events are sequestered: Banking and Financial Systems, Business Ethics, Client Service, Emerging Business Issues (final round only), Entrepreneurship, Global Business, Help Desk, Impromptu Speaking, Management Decision Making, Management Information Systems, Network Design, and Parliamentary Procedure. Participants must report to the holding room prior to the first scheduled performance as indicated in the events guidelines.

- A participant or team is disqualified if they arrive after the first participant or team starts the performance.
- Sequestered participants must be escorted from room to room.
- Students may listen to music in the holding room. No text messaging, e-mail, Internet use, or phone calls are allowed.
- Food and drinks may be given to the event coordinator to distribute to the individual participants.
- Sequestered participants may not communicate with outside individuals.

❑ **Event Guidelines.** The following guidelines apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event-specific guidelines, will be disqualified. The state chair will receive notification of any disqualifications.



ACCOUNTING I

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Participants must not have had more than two (2) semesters (or one [1] semester equivalent to a full year in a block scheduling program) of high school accounting instruction, nor be enrolled in or have completed any additional accounting courses by May 20 of the current school year.

Overview

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

Objective Test Competencies

- basic practices of accounting for the sole proprietorship, partnership, and corporation
- types of ownership
- basic accounting cycle
- terminology
- account classification
- journalizing
- posting
- income statement
- balance sheet
- worksheet
- bank reconciliation
- payroll
- depreciation, repairs, improvements
- manual and computerized accounting software
- ethical standards

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Finance



ACCOUNTING II

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. Nongraphing calculators will be provided. One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Any accounting or spreadsheet software may be used. The score received on this portion of the event will constitute 50 percent of the final event score. Calculators are not allowed on the production portion of the test.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.

Objective Test Competencies

- principles and practices of accounting for the sole proprietorship, partnership, and corporation
- financial statements
- journalizing and posting
- partnerships and corporate accounting
- ratios and analysis
- purchases and sales
- worksheets
- account classification
- bank reconciliation
- income tax
- payroll
- inventory
- plant assets and depreciation
- cost accounting/manufacturing
- budgeting and cash flow
- departmentalized accounting
- ethics

Production Competencies

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

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Finance



AMERICAN ENTERPRISE PROJECT

EDWARD D. MILLER AWARD

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

Eligibility

Each state may submit two (2) entries from active local chapters (up to three [3] members), on record in the national center as having paid dues by March 1 of the current school year. Members representing their chapter in the presentation portion of this event may compete in an additional event.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts. The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and to then share their expertise in some way with others inside and/or outside of the school. All entries will participate in the preliminary performance to explain the project development and implementation. Specifically the performance should address impact of project to the community, member involvement, and results of the project.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.

- All team members must participate in the presentation.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

□ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

Performance Guidelines

□ Preliminary Performance

- The top ten (10) entries—or an equal number from each group—will advance to the final round.
- Five minutes (5) will be allowed to set up equipment or presentation items. The participant(s) must provide all equipment for the presentation.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

guidelines continue

FBLA COMPETITIVE EVENTS

American Enterprise Project guidelines continued

Final Performance

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

Competencies

- communication skills
- report in proper business style
- spelling and grammar correct
- 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

REFERENCE: American Enterprise Project—Report RATING SHEETS-2.
REFERENCE: American Enterprise Project—Performance RATING SHEETS-3.



BANKING & FINANCIAL SYSTEMS—MODIFIED

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

Eligibility

Each state may enter two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in the event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: an objective test 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 will be provided. A case study will be given consisting of a problem or scenario encountered in the banking or financial business community.

Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All participants will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance each participant will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and

performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has seven (7) minutes to present the case.
- The participant should introduce himself/herself, describe the situation, make recommendations, and summarize the case.
- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

- 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

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

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Finance

REFERENCE: Banking & Financial Systems—Performance RATING SHEETS-4.



BUSINESS CALCULATIONS

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

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

NBEA Standards Reinforced by Event

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

Career Cluster: Finance



BUSINESS COMMUNICATION

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

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

NBEA Standards Reinforced by Event

- Communication: foundations, employment, organizational

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



BUSINESS ETHICS

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

Eligibility

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

Overview

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

Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the ethical dilemma.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- One member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
- Teams have seven (7) minutes to present the ethical dilemma.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- 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, except performing participants of this event

Performance Competencies

- make ethical business decisions in the business world and workplace
- provide a rationale for ethical decisions presented
- critical thinking and problem solving
- have outstanding verbal communication skills
- effectively answers questions

NBEA Standards Reinforced by Event

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

Career Cluster: Business, Management and Administration

REFERENCE: Business Ethics—Performance RATING SHEETS-5.



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.

Eligibility

Each state may submit two (2) entries created by an individual or team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts. A prejudged report should be developed based on the NLC topic given. All participants will compete in a preliminary performance to explain the development of the financial plan.

2008 National Topic

The topic to be researched and presented during the 2008 NLC will be:

The owner of a carpet store is in the National Guard. The owner acts as the salesperson and his/her spouse works in the office. The owner has been deployed for over a year. The spouse needs a loan to keep the business going. Prepare a business financial plan that will be presented to a banking institution.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.

- Students must prepare a written synopsis of no more than 500 words that summarizes the loan. Six (6) copies of the synopsis should be included with the submission of the report in a standard file folder with the event title, participant's name, state, and school.
- All team members must participate in the presentation.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written plan doesn't adhere to the report cover and report contents guidelines.

□ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of student(s), name of the school, state, name of the event, and year (200x–0x).
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

Performance Guidelines

□ Preliminary Performance

- The top ten (10) individuals or teams—or an equal number from each group—will advance to the final round.
- The members will explain the business venture, the financial plan, and their request for a loan. Judges will serve as officers of the financial institution, questioning and interacting with the team members throughout the presentation.

guidelines continue

Business Financial Plan guidelines continued

- 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 NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- The chapter must provide all equipment for the presentation.
- Five minutes (5) will be allowed to set up equipment or presentation items.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- The participants should introduce themselves, describe the financial plan, make their recommendations, and summarize their case.
- The individual or team has seven (7) minutes to present the case describing the project and the results obtained.
- A timekeeper will stand at six (6) minutes. When each participant/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.
- 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, except performing participants of this event.

Report Competencies

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

Performance Competencies

- articulate need for the loan
- explain process of applying for a loan
- explain type of loan

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Finance

REFERENCE: Business Financial Plan—Report RATING SHEETS-6.

REFERENCE: Business Financial Plan—Performance RATING SHEETS-7.



BUSINESS LAW

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- contracts
- sales
- business organization
- bailments

- agency
- bankruptcy
- insurance
- trade regulation
- product and personal liability
- wills
- consumer protection
- negotiable instruments
- torts

NBEA Standards Reinforced by Event

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

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



BUSINESS MATH

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

Overview

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

Objective Test Competencies

- basic math concepts
- decimals
- fractions
- percentages
- discounts
- consumer credit

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Finance



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.

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level. The project must not have been submitted for a previous NLC.

Overview

This event consists of two (2) parts: a pre-judged report and a performance component. Participants are required to complete both parts. A prejudged report should be developed based on a proposed business venture or current business operation. All participants will give a preliminary performance to explain the development of the business plan.

Report Content

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

- *Executive Summary.* Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- *Company Description.* Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- *Industry Analysis.* Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- *Target Market.* Provides a brief overview of the nature and accessibility of the target market.

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

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written plan must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- All team members must participate in the presentation.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project 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.

guidelines continue

FBLA COMPETITIVE EVENTS

Business Plan guidelines continued

- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of student(s), name of the school, state, name of the event, and year (200x–0x).
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

Performance Guidelines

□ Preliminary Performance

- The top ten (10) individuals or teams—or an equal number from each group—will advance to the final round.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- The team members must perform

all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.

- The chapter must provide all equipment for the presentation.
- Five minutes (5) will be allowed to set up equipment or presentation items.
- The team has seven (7) minutes to present the case describing the project and the results obtained.
- The participant(s) should introduce themselves, describe the plan, and summarize their findings.
- A timekeeper will stand at six (6) minutes. When each participant/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.
- 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, except performing participants of this event.

Report Competencies

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

Performance Competencies

- have outstanding verbal communication skills
- voice projection and diction appropriate for presentation
- articulate need for the proposed business
- explain process of preparing a business plan
- identify obstacles for the owner or business
- explain lessons learned
- effectively answer judges' questions

NBEA Standards Reinforced by Event

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

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

REFERENCE: Business Plan—Report RATING SHEETS-8.

REFERENCE: Business Plan—Performance RATING SHEETS-10.



BUSINESS PRESENTATION—FORMERLY MULTIMEDIA 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.

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of a presentation given at the NLC.

2008 National Topic

The topic to be developed in this presentation and used for competition at the 2008 NLC will be:

The company is expanding overseas and needs to understand proper etiquette when working with international clients. You have been asked to give the company's management team a presentation on international business etiquette (choose a country). Include appropriate gestures, body language, dining etiquette, gifts, negotiation protocol, and so forth.

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

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

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>

- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare presentations.
- The participant may use a multimedia presentation as an aid in delivering the business presentation.
- The chapter must provide all equipment for the presentation.
- Five minutes (5) will be allowed to set up equipment or presentation items.
- The team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period
- 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, except performing participants of this event.

Performance Competencies

- create an informative presentation on topic given
- presentation logically arranged
- use effective and efficient layout and design
- voice quality and diction is appropriate for audience

NBEA Standards Reinforced by Event

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

Career Cluster: Business, Management and Administration;
Information Technology

REFERENCE: Business Presentation—Performance RATING SHEETS-11.



BUSINESS PROCEDURES

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- human relations
- technology concepts
- communication skills
- decision making
- career development
- business operations
- database management
- ethics
- proofreading
- decision making activities

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology



BUSINESSPERSON OF THE YEAR

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

Eligibility

Each state may enter one (1) person in the Businessperson of the Year event. Nominees must be members of the business sector, not students or educators.

Overview

The entry form must be completed by the state chair or designee and must be mailed, with the nominee's biographical sketch, to include the bullets under the procedures section, to the FBLA-PBL National Center with the official event entry form by the second Friday in May.

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.

Persons who are students or full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.

Guidelines

Criteria for selection of nominees at the state level 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 local or state chapter projects and activities
- Financial assistance to and sponsorship of activities for local and/or state chapter(s)

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

National Awards

All nominations received by the national association will be sent a certificate of recognition. Each nominee attending the NLC will be recognized during the conference.



CLIENT SERVICE—NEW

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Individuals will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.
- A timekeeper will stand at four (4) 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, except performing participants of this event.

Performance Competencies

- be able to multitask
- have outstanding verbal communication skills
- translate case into effective, efficient, and spontaneous action
- work cooperatively with others
- possess good decision-making and problem-solving skills
- have a positive and outgoing personality
- be responsible, reliable, and trustworthy

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration

REFERENCE: Client Service—Performance RATING SHEETS-12.



COMMUNITY SERVICE PROJECT

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

Eligibility

Each state may submit two (2) entries from active local chapters (up to three [3] members), on record in the national center as having paid dues by March 1 of the current school year. Members representing their chapters in the presentation portion of this event may compete in an additional individual event.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts. Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities, but to focus on one project in detail for this report. All entries will participate in the preliminary performance to explain the project development and implementation. Specifically, the performance should address the community served, member involvement, and results of the project.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.

- All team members must participate in the presentation.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

□ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

Performance Guidelines

□ Preliminary Performance

- The top ten (10) entries—or an equal number from each group—will advance to the final round.
- Five minutes (5) will be allowed to set up equipment or presentation items. The chapter must provide all equipment for 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 provide no additional 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. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

guidelines continue

Community Service Project guidelines continued

- 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, except performing participants of this event.

Competencies

- have outstanding written and verbal communication skills
- report in proper business style
- spelling and correct grammar

- describe project development and implementation
- describe benefits to the community

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology

REFERENCE: Community Service Report—Report RATING SHEETS-13.
REFERENCE: Community Service Report—Performance RATING SHEETS-14.



COMPUTER APPLICATIONS

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

Eligibility

Each state may enter two (2) participants who are members of active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts. A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided. Two (2) hours will be given for the production test at a school site designated by the state chair/state adviser. Calculators are not allowed on the production portion of the test. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- The following reference materials are allowed at the test site: dictionaries, the Standards of Mailability, and Format Guide.
- Voice recognition software may be used where appropriate; local chapters must provide the software.
- Documents produced for this event must be prepared by the FBLA competitors, without help from the adviser or any other person.

Objective Test Competencies

- basic computer terminology and concepts
- document formatting rules and standards
- related computer application knowledge
- grammar, punctuation, spelling, and proofreading

Production Competencies

- word processing—letters, memorandums, tables, reports, or any other type of word processing problems
- database—creating a database; applying various functions such as searching, querying, and so on
- spreadsheets—applying various functions such as move, combine, format, creating and applying formulas
- charts—including bar, line, pie, exploded pie, stacked bar, and so forth
- presentation—preparing text slides with graphics and background

NBEA Standards Reinforced by Event

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

Career Cluster: Information Technology



COMPUTER PROBLEM SOLVING—NEW

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

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

NBEA Standards Reinforced by Event

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

Career Cluster: Information Technology



CYBER SECURITY

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

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



DATABASE DESIGN & APPLICATIONS

Databases are necessary to organize data and information in business. This event recognizes FBLA members who demonstrate that they have acquired entry level skills for understanding database usage and development in business.

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Calculators are not allowed on the production portion of the test. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.

Objective Test Competencies

- data definitions
- query development
- table relationships (including those that enforce referential integrity)
- form development
- report generation

Production Competencies

- data entry techniques
- basic organizational structure of a database
- develop multiple queries
- set up relational databases
- edit relationships
- develop reports including sorting and grouping, inserting graphics, creating headers and footers, and calculating data

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology



DESKTOP APPLICATION PROGRAMMING—NEW

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

Eligibility

Each state chapter may enter two (2) participants who are from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

2008 National Topic

The 2008 program is:

You have been hired by Widget's Incorporated to write a payroll processing system that will process hourly payroll every week.

You will need to:

- Generate an updated file with current payroll information.
- Create a check and check stub based on the information provided in this problem.
- Produce a payroll journal.

The program needs to have a user interface that will offer menu choices to:

- Change the default hours worked (40 hours) for the pay period.
- Process the payroll for every nonterminated employee in the file.
- End program.

The program will read an employee pay file containing term code, employee ID, pay rate, hours worked, dependents, and insurance amount among other fields. The gross pay is calculated based on hours worked, times pay rate, with overtime calculated at time and one half for any hours worked over 40. From this gross amount, subtract:

- Federal Insurance Contributions Act (FICA) at 7.65 percent.
- Federal Income Tax at \$65.38 times number of dependents resulting balance times 15 percent (e.g., gross—\$65.38 times dependents times 15 percent).
- Insurance payment amount.
- Calculate net pay to write the check.
- Update the year-to-date (YTD) totals in the employee pay file.

The check must contain check number, name, amount of check in numbers (no words), and date of check. The check stub must contain name, employee ID, hours worked, gross pay, withholdings (breakdown), net pay, YTD taxes withheld, YTD gross, and date. No check should be printed for a zero or negative amount. If a calculation should result in a zero or negative amount, the insurance deduction should not be taken.

There is also a printed detail report for the entire payroll and a summary of final totals for each of the withholding amounts and that calculates the employer contribution for FICA at 7.65 percent, and Federal Unemployment Tax Act (FUTA) at 6.25 percent.

The terms used in the program assignment must be researched and correct data types must be chosen. The file data as presented is the data at the beginning of the payroll process. All codes and amounts should be treated as such. The file should be a fixed length file named PAYFIL.DAT and must contain the fields:

Field	Len	Description and valid values
TermCode	1	Values are Blank, R, T (Blank is active, R is retired, T is terminated)
EmpID	6	Any number from 1 to 999999
FName	15	First name
MName	1	Middle name
LName	15	Last name
Suffix	5	Suffix (e.g., Jr, Sr)
HourRT	4	Hourly Rate of pay (should be able to hold 99.99)
HourWK	2	Hours Worked (should be able to hold 99)
Dep	2	Number of dependents claimed (should be able to hold 99)
Insur	5	Insurance amount (max amount is 999.99)
YTDGR	8	Must be large enough to hold rate of pay times hours worked for the year
YTDFICA	7	Must be large enough to hold the amount of FICA paid in for the year
YTDFED	7	Must be large enough to hold the amount of federal income tax paid in for the year

guidelines continue

Database Application Programming guidelines continued

Sample Data		Payroll Journal				
EmpID	Name	Gross Pay	FICA	FED	Insur	Net Pay
987678	Min E. Mouse	290.00	22.19	14.08	125.50	128.24
234843	John Doe Jr	631.25	48.29	94.69	65.00	423.27
432345	Mary H. Lamb	171.00	13.08	15.84	65.00	77.08
234123	Lisa Juno	636.00	48.65	95.40	0.00	491.95
Final Totals		\$1,728.25	\$132.21	\$220.01	\$475.50	\$1,120.53

Total Payroll Liability for: FICA—\$264.42, FUTA—\$108.02, and FED—\$220.01.

Program Guidelines

❑ Prejudged Program

- Two (2) CD/DVDs containing the executable object, source file(s) saved as .txt file(s), sample data file student used, and a readme file must be received by the national center for judging by the second Friday in May along with a Statement of Assurance. The CD/DVDs must be labeled with the name of the event, state, name of participant and school.
- Entries will be judged according to the rating sheet.
- The solution must run stand-alone with no programming errors. The judge will copy the contents of the CD/DVD to C:\NLCDesktop\. The program must be designed so that the program will run when copied to a hard drive with this path. The judge will use a file with the same name and layout as given in the problem but with different data.
- Points will be deducted for any logical errors and entries will be judged according to the rating sheet.
- Programs must be accompanied by a readme file noting software used; name(s) of participants, school, and state; source of information; and instructions on running the program.
- Program should run on Windows 2000 or higher computer including Vista.
- CD/DVDs should be free of viruses/malware.
- The program will constitute 70 percent of the final score.

Performance Guidelines

❑ Preliminary Performance

- The top ten (10) individuals—or an equal number from each group—will be scheduled for a final presentation.
- The participant must provide all equipment for the presentation including

a copy of the program. Projector screen, table, and power will be provided.

- Five minutes (5) will be allowed to set up equipment or presentation items.
- The individual has seven (7) minutes to present the case describing the program. The judges will interact with the participant during the presentation.
- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded.
- 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, except performing participants in the event.

Project Competencies

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

Performance Competencies

- critical thinking and problem solving
- oral presentation skills
- explanation of the program
- understanding of program language

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology

REFERENCE: Desktop Application Programming—Production RATING SHEETS-15.

REFERENCE: Desktop Application Programming—Performance RATING SHEETS-16.



DESKTOP PUBLISHING

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

Eligibility

Each state may submit two (2) teams composed of two (2) individuals from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No member may have competed in this event at a prior NLC.

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. The score received on this portion of the event will constitute 15 percent of the final event score. If one team member is not present at the NLC, the other team member may be allowed to take the objective test; however, both team members must be registered for the NLC and have taken the production test. This is a collaborative test. Nongraphing calculators will be provided. Two (2) hours will be given for the production test at a school site designated by the state chair/state adviser. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and the Internet to download freeware pictures. No other equipment may be used.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Voice recognition software may be used where appropriate; local chapters must provide the software.
- The finished product may be submitted in black and white or in color on plain paper.

Objective Test Competencies

- create, design, and produce useable copy
- understanding and mastery of basic desktop terminology and concepts
- related desktop application knowledge
- desktop layout rules and standards
- message presentation, accuracy, and proofreading

Production Competencies

- documents address topic and are appropriate for the audience
- required information is effectively communicated
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: information technology and major business functions, application software, input technologies, information retrieval

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



DIGITAL VIDEO PRODUCTION

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

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the national topic listed. All participants will compete in a preliminary performance to explain the development and contents of the video production.

2008 National Topic

The topic to be developed in this presentation and submitted for competition at the 2008 NLC will be:

Create a promotional digital video to highlight FBLA Week and the chapter activities and promotion for the week.

Ideally, this topic will also be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition. 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. You may use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>

- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Project Guidelines

❑ Prejudged Project

- Presentations must address the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two (2) and no more than four (4) minutes in length.
- Entries may be created in any video editing program, but must play on a standard CD or DVD player. The program must include a player or viewer to run the production.
- The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
- It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
- Entries must be accompanied by a readme file (300 words or less) noting software used, clearances obtained, sources of information, references, and instructions of running the presentation.
- Submit two (2) CDs or DVDs to be received at the national center for judging by the second Friday in May along with a Statement of Assurance form. CDs or DVDs should be clearly labeled with the name of the event, state, participants' name(s), and school.

Performance Guidelines

❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The video production will be prejudged according to the rating sheet.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- The presentation is an explanation of the digital video production. The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Participants are responsible for bringing a copy of the CD/DVD submitted.
- Five minutes (5) will be allowed to set up equipment or presentation items. The chapter must provide all equipment for the presentation.
- Teams will have seven (7) minutes to describe the project.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

guidelines continue

Digital Video Production guidelines continued

- Following each presentation, judges will conduct a three (3) minute question-answer period.
- 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, except performing participants of this event.

Project Competencies

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

Performance Competencies

- explanation of the program is logical and systematic
- understanding a program language is evident
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

NBEA Standards Reinforced by Event

- Communication: technological, organizational
- Information Technology: information technology and major business functions, application software, input technologies, information retrieval

Career Cluster: Information Technology

REFERENCE: Digital Video Production—Production RATING SHEETS-17.

REFERENCE: Digital Video Production—Performance RATING SHEETS-18.



E-BUSINESS

One critical element in a business' success in today's global market is the ability to sell products and services to the consumer via the Internet. This event recognizes FBLA members who have developed proficiency in the creation and design of Web commerce sites.

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the national topic listed. All participants will compete in a preliminary performance to explain the development and contents of the E-business Web site.

2008 National 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 2008 NLC will be:

Your state FBLA chapter is planning to attend the National Leadership Conference this year. Create an E-business Web site where all members and chapters from the state can purchase T-shirts. The site should have a coordinated theme that is apparent in the design of the site. Do an audience analysis and design the features of the Web site to appeal to that audience. The site should include choices of at least three styles of shirts with sizes from XS to XXL. The site should motivate the members to purchase T-shirts. At a minimum, the site should have a navigation scheme, graphics, shopping cart, pricing for individuals and/or groups, payment options, delivery options, and security guarantees. Information may be fictitious.

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Project Guidelines

❑ Prejudged Project

- Student members, not advisers, must prepare projects.
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the national center by the second Friday in May.
- 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 (second Friday in May). Judging of the E-business site will take place before the NLC.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- The use of templates must be identified at the bottom of the home page.
- E-business sites should be designed to allow for viewing by as many different platforms as possible.

Performance Guidelines

❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The presentation is an explanation of the 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.
- 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 NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
- The individual or team has five (5) minutes to present.

guidelines continue

E-business guidelines continued

- A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

Final Performance

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

Project Competencies

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing



ECONOMICS

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- economic principles related to the policies and goals of the United States economy
- comparison of the American economic system to other systems
- supply and demand
- fixed price
- elasticity
- profits

- 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

- presentation of project is developed logically and systematically
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

NBEA Standards Reinforced by Event

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

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

REFERENCE: E-business—Production RATING SHEETS-19.

REFERENCE: E-business—Performance RATING SHEETS-20.

- competition
- business cycles
- role of government
- public choice
- international trade
- market structures (monopoly, pure competition, oligopoly, monopolistic competition)
- monetary and fiscal policy
- types of businesses
- investments
- interest rates
- labor relations
- environmental issues

NBEA Standards Reinforced by Event

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

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



ELECTRONIC CAREER PORTFOLIO

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

Eligibility

Each state may enter two (2) participants who are members of active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Guidelines

- Student members, not advisers, must prepare portfolios.
- The portfolio should have no more than 30 pages (i.e., slides, links, text files).
- Submit two (2) CDs or DVDs to be received at the national center for judging by the second Friday in May along with a Statement of Assurance form. Media should be clearly labeled with the name of the event, state, participants' name, and school.
- All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.

- Navigation through portfolio should be easy and consistent in appearance and format.
- The portfolio must include: table of contents, a resume, and career summary. The career summary page should include career choice, description of career, education required, and future job outlook (e.g., monetary, advancement).
- Additional sample materials may include: awards and honors, certifications, community and volunteer activities, conferences or workshops, examples of projects or presentations, letters of recognition and recommendation, list of accomplishments, leadership development activities, recognitions, self-assessments, evidence of specific skills, a page from a Web site created, writing samples, and so forth.
- When contemplating these items, you want to showcase your education and work experience by showing examples and evidence of your work, skills, and accomplishments. For example, only include 1–2 pages from a Web site or 1–2 pages of a report.
- All files must be viewable on a Windows platform.
- The portfolio may be submitted in any program, but it must include a player/viewer for the program.

Project Competencies

- written communication skills
- organizational skills
- creativity
- career development
- technology skills—Internet, computer programs
- multimedia
- use of scanners
- self-assessment
- knowledge of employability skills and trends

NBEA Standards Reinforced by Event

- Career Development: workplace expectations
- Communication: foundations, employment
- Information Technology: information retrieval, privacy and ethics, application software

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

REFERENCE: Electronic Career Portfolio—Production RATING SHEETS-21.



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.

Eligibility

Each state may enter two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of a presentation for the topic listed taking the affirmative or negative argument. The teams are only sequestered in the final round.

2008 National Topic

The topic to be researched and presented during the 2008 NLC will be:

The cost of health care hurts big businesses, small businesses, health care providers, government, communities, and individuals. As a result, whether it is quality, access, or cost, everyone has an interest in seeking solutions to the areas of concern in health care. Argue for or against government regulation of our health care system.

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 NLC. Ideally this topic will also be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

Performance Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source. The student members, not

advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.

- Teams will not be sequestered in the preliminary round. 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.
- Teams will be permitted to bring prepared notes written/printed on note cards to the preparation and presentation areas. In addition, two (2) 4" x 6" 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.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams will have five (5) minutes to present the case. All team members must participate in the presentation.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The preliminary performance is not open to conference attendees.

Final Performance

- The final guidelines are the same as the preliminary guidelines described above except the team members will be sequestered until performance time. The final performance is open to conference attendees, except performing participants of this event.

Performance Competencies

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

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology

REFERENCE: Emerging Business Issues—Performance RATING SHEETS-22.



ENTREPRENEURSHIP

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

Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided. The case study will consist of a decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, and marketing. All the questions raised in the case must be addressed during the presentation.

Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

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

Performance Competencies

- topic presented in a logical manner
- communication skills evident through voice projection and diction
- critical thinking/problem solving used to resolve case
- presentation includes positive and negative aspects of implementation
- all team members contribute to presentation
- questions answered effectively

NBEA Standards Reinforced by Event

- Accounting: the accounting process, special applications
- Communication: foundations, organizational
- Entrepreneurship: marketing, economics, finance, accounting, global market, legal, business plans
- Management: management functions, human resource management
- Marketing: foundations of marketing, the marketing mix, the marketing plan

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

REFERENCE: Entrepreneurship—Performance RATING SHEETS-23.



FBLA PRINCIPLES AND PROCEDURES

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

Overview

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

Objective Test Competencies

- general information about the FBLA-PBL organization
- other facts found in the FBLA-PBL *Chapter Management Handbook*
- official FBLA-PBL publications (*Tomorrow's Business Leader*, *FBLA Advisers' Hotline*, and any other official publication)
- FBLA-PBL Goals
- FBLA-PBL Creed
- FBLA Bylaws



FUTURE BUSINESS LEADER

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

Eligibility

Each state may enter two (2) participants who are members from an active local chapter and are on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

A letter of application and resume must be submitted in six folders prior to the NLC by the state chair or designee and received by the national center by the second Friday in May.

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided. Each participant will be scheduled for a ten (10) minute preliminary interview.

Guidelines

❑ Letter and Resume

- Six (6) copies of the following items must be submitted by the second Friday in May:
 - A one-page letter of application (original or copy) for the award addressed to Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191. The letter should state the reasons the participant is deserving of the honor of this award.
 - A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, participant's name, state, and school. Include participant's name on all pages submitted.

- A deduction of five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

❑ Preliminary Interview

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute initial interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.
- Final rank will be determined by the objective test score and the interview score.

❑ Final Interview

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

Objective Test Competencies

- ❑ general business concepts and knowledge (e.g., accounting, economics, law, communications, math, technology, business procedures, economics, marketing, international business)
- ❑ FBLA-PBL history, programs, and bylaws
- ❑ parliamentary procedure

Performance Competencies

- ❑ letter and resume complete
- ❑ ability to answer questions effectively
- ❑ demonstrates self-confidence, initiative, and assertiveness
- ❑ ability to communicate career knowledge and plans
- ❑ participation in school, community, and leadership activities

NBEA Standards Reinforced by Event

- Accounting: the accounting cycle, the accounting process
- Business Law: basics of the law
- Career Development: workplace expectations
- Communication: foundations, social, employment, organizational
- Computation: mathematical, problem-solving applications
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- International Business: foundations of international business
- Management: management functions
- Marketing: foundations of marketing

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

REFERENCE: Future Business Leader—Interview Preliminary RATING SHEETS-24.

REFERENCE: Future Business Leader—Interview Final RATING SHEETS-25.



GLOBAL BUSINESS

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

Eligibility

Each state may submit two (2) entries composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. The top ten (10) teams with the highest score will be scheduled for the performance. Nongraphing calculators will be provided.

A case study will be given based on the competencies listed. The case study will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information

may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

- communication including language and culture
- ownership and management
- legal issues
- global business environment
- treaties and trade agreements
- taxes and government regulations
- marketing
- currency exchange
- human resource management
- finance

Performance Competencies

- business planning
- human resource management
- operations
- financial management
- global marketing

NBEA Standards Reinforced by Event

- Accounting: the accounting cycle
- Economics and Personal Finance: economic systems, international economic concepts
- Entrepreneurship: global markets
- International Business: foundations of international business, organization structures for international business activities, international trade relations, international management, international marketing, international finance
- Management: global perspective
- Marketing: foundations of marketing, the marketing mix

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

REFERENCE: Global Business—Performance RATING SHEETS-26.



GOLD SEAL CHAPTER AWARD OF MERIT

HOLLIS AND KITTY GUY AWARD

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

Eligibility

Active local chapters must be nominated by the state chair and be on record in the national center as having paid dues by March 1 of the current school year.

Guidelines

- The state chair or designee must complete the entry form and certify that the chapters listed have met their state's Gold Seal Award of Merit criteria.
- Each state may select two (2) chapters or up to 15 percent of its total number of active local chapters, whichever is greater. (If the percentage results in a fractional number, it is rounded to the next higher number—e.g., 3.2 or 3.6 would be 4.)
- Prior to nomination, each local chapter must submit a copy of the Local Chapter Annual Business Report to the state chair/state adviser.
- If no state chapter exists, nominations may be made directly to the national center.

Suggested Criteria

The following items should serve as a guide for the state chapter in the evaluation process. Criteria may include:

- Paid state and national dues by October 20
- Conducted projects or programs identified with the goals of FBLA-PBL
- Recruited professional members
- Sent representatives to FBLA conferences sponsored by the state chapter and national association
- Participated in the Business Achievement Awards Program
- Encouraged other schools to organize FBLA or PBL chapters
- Participated in state and national project(s) for the current year
- Planned visits to business and industry
- Conducted financial development projects, if allowed by school administration
- Invited businesspersons and other professionals to become involved in chapter activities
- Promoted FBLA-PBL
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage

Upon receipt of nominations, the national office records will be audited for adherence to the regulations.

National Awards

The number of nominations verified by the national office determines the number of awards presented at the NLC.



HELP DESK—NEW

The ability to provide technical assistance to the users of computer hardware and software is essential to the success of any organization and its continued operation. This event provides recognition for FBLA members who demonstrate an understanding of and ability to provide technical assistance to end users.

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

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 competencies listed. The top fifteen (15) participants will be scheduled for the performance.

Guidelines

Preliminary Performance

- The top fifteen (15) individuals with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to determine final rank.
- All participants will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.
- A timekeeper will stand at four (4) 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, except performing participants in the event.

Objective Test Competencies

- operating systems hardware and set-up and operation
- software applications
- e-mail
- Internet access
- printing
- networking and network connection issues
- hardware protection including spam, virus protection, and critical updates
- communication skills

Performance Competencies

- identify computer or networking problems
- communication skills
- translate case into effective, efficient, and spontaneous action
- work cooperatively with others
- possess good decision-making and problem-solving skills
- troubleshoot problems
- have a positive and outgoing personality
- be responsible, reliable, and trustworthy

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

REFERENCE: Help Desk—Performance RATING SHEETS-27.



IMPROMPTU SPEAKING

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

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.

Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number of participants from each group—will advance to the final round.
- Participants must report for instructions twenty (20) minutes prior to the time of the first scheduled speech.
- All participants will be sequestered until their preparation times.
- 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.

- Two (2) 4" x 6" note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- Each speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
- The preliminary performance is not open to conference attendees.

Final Performance

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

Performance Competencies

- extemporaneously speak on a subject
- clarity of voice
- critical thinking and problem solving
- poised manner
- professional appearance

NBEA Standards Reinforced by Event

- Communication: foundations, social

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

REFERENCE: Impromptu Speaking—Performance RATING SHEETS-28.



INTERNET APPLICATION PROGRAMMING—NEW

With ease of support being uppermost in the minds of companies in today's market, programs that serve via an Internet browser are faster and much easier to maintain. Internet Application Programming focuses on systems that are used over the Internet or an intranet. This event tests the programmer's skill in designing a useful, efficient, and effective program.

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

2008 National Topic

The 2008 National Leadership Conference program is:

Create an interactive Web page that will calculate GPA. At least two (2) files/tables will be located on the server, one to hold student information (student ID, first name, last name, middle initial, address, city, state, zip code, adviser, and curriculum) and one to hold student class grades (student ID, class ID, grade, credit hours, semester code). Final file/table layouts will be up to you, but must be included on the CD/DVD.

The starting point will be a Web page asking for student ID. If the student record is found, return with student data and read the grade file/table, list courses, grade, credit hours attempted, quality points by semester and cumulative, calculated GPA for each semester, and calculated overall GPA.

If the student record is not found, return to an informational page stating the student has no records. Ask user if they would like to add the student. If no, go back to initial Web page. If yes, display a form that asks for the student master file/table fields and do validation of those fields according to the specifications below. State should be a drop-down list box with your state as the default option. Zip code could be separate fields for ZIP and ZIP+4.

Validation for adviser ID and curriculum ID will depend on the options you choose. If using separate files/tables for either or both of these fields, use drop-down list boxes. Ask user how many grades are to be entered and then generate form accordingly. More validation will be needed for this form. When all classes and grades have been entered, display the information as if the user had just entered the student ID and the record was found.

GPA is calculated by using the sum of the quality points [numeric grade value (A=4, B=3, C=2, D=1, and F=0) multiplied by the credit hours of class], divided by the sum of the credit hours attempted. For example, A in a three credit hour class equals 12 quality points, B in a three credit hour class equals nine quality points, C in a two credit hour class equals four quality points. The sum is 25 quality points. The sum of credit hours attempted is eight credits. The final GPA is calculated 25 divided by 8 equals 3.125.

Program Guidelines

□ Prejudged Program

- Two (2) CD/DVDs containing the items listed in the next bullet must be received by the national center for judging by the second Friday in May along with a Statement of Assurance. The CD/DVDs must be labeled with the name of the event, state, name of participant, and school.
- The CD/DVD should include the URL of the start page for the application, a listing of the source code in a text file, file/table layouts in a text file, and a listing of the data files/tables in a text file. On any fields that do not have a specified length (student ID), list the field length. On fields that allow you to create your own field convention (Adviser ID, Curriculum ID, Class ID, and Semester code), list the field length along with the reasoning behind the field convention being used, include examples and data validation that should be done. To ensure accurate comparisons, the data files/tables should be backed up/copied prior to creating the CD/DVD. Once the project has been judged at the state level, the data files/tables should be recovered/copied back for judging at the national level. This will guarantee that the data files/tables are the same for national judging.
- The URL 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 (second Friday in May). Judging of the program will take place before the NLC.
- The solution must run with no programming errors and entries will be judged according to the rating sheet.
- Points will be deducted for any logical errors.
- Programs must be accompanied by a readme file noting software used; name(s) of participant(s), school, and state; source of information; and instructions on running the program.
- Program should run on Internet Explorer 6.0 or higher. Other browsers may also be used for grading.
- CD/DVDs should be free of viruses/malware.
- The program will constitute 70 percent of the final score.

guidelines continue

Internet Application Programming guidelines continued

Performance Guidelines

❑ Preliminary Performance

- The top ten (10) individuals—or an equal number from each group—will be scheduled for a final presentation.
- The individual has seven (7) minutes to present the case describing the program. The judges will interact with the participant during the presentation.
- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded.
- Participant is responsible for bringing a copy of the program.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
- 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, except performing participants in the event.

Project Competencies

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

Performance Competencies

- ❑ explanation of the program is logical and systematic
- ❑ understanding a program language is evident
- ❑ design process effectively communicated
- ❑ tips, techniques, and tools used are presented
- ❑ voice quality and diction are appropriate for the setting
- ❑ self-confidence apparent through knowledge of content and articulation of ideas

NBEA Standards Reinforced by Event

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

Career Clusters: Business, Management and Administration; Information Technology

REFERENCE: Internet Application Programming—Production RATING SHEETS-29.

REFERENCE: Internet Application Programming—Performance RATING SHEETS-30.



INTRODUCTION TO BUSINESS

The American business enterprise system functions effectively when participants are properly trained to make good business decisions. This event provides recognition for FBLA members who demonstrate an understanding of the American business enterprise system and its effect on consumers, employees, and entrepreneurs.

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

Overview

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

Objective Test Competencies

- characteristics and organization of business
- consumerism
- money management and banking
- career awareness
- rights and responsibilities of employees, managers, owners, and government
- insurance
- economic systems

NBEA Standards Reinforced by Event

- Career Development: career research, workplace expectations
- Computation: mathematical foundations
- Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- Management: business organization
- Marketing: foundations of marketing

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



INTRODUCTION TO BUSINESS COMMUNICATION

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

Overview

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

Objective Test Competencies

- grammar
- spelling
- punctuation
- oral communication concepts
- proofreading
- word definition and usage
- numbers
- capitalization

NBEA Standards Reinforced by Event

- Communication: foundations, employment, organizations

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



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.

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

Overview

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

Objective Test Competencies

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



INTRODUCTION TO TECHNOLOGY CONCEPTS

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only the members enrolled in grades 9 through 10 of the current school year are eligible.

Overview

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

Objective Test Competencies

- basic computer principles
- terminology
- computer application concepts
- programming concepts and procedures
- computer equipment

NBEA Standards Reinforced by Event

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

Career Cluster: Information Technology



JOB INTERVIEW

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

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of three (3) parts: a letter of application and resume, a job application form, and an interview. A letter of application and resume must be submitted in six folders prior to the NLC by the state chair or designee and received by the national center by the second Friday in May.

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.

Thirty (30) minutes will be given for participants to complete a job application form at the NLC. The participant may bring an additional copy of his/her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used. All participants will be scheduled for a ten (10) minute preliminary interview.

Guidelines

❑ Letter and Resume

- 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.
- Six (6) copies of the following items must be submitted by the second Friday in May:
 - A one-page letter of application (original or copy) from the participant addressed to: Dr.

Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041

- A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, participant's name, state, and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials, but do not adhere to the event guidelines for the submission of proper materials.
- Student members, not advisers, must prepare the letters of application and resumes.

❑ Application

- Each participant must complete an online job application form at the NLC.
- The participant may bring an additional copy of his/her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.
- Thirty (30) minutes will be allowed for this portion of the event.

Interview Guidelines

❑ Preliminary Interview

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute preliminary interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

❑ Final Interview

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

Competencies

- ❑ create a letter of application and resume in proper business style
- ❑ articulate the members' strengths throughout documents and interviews
- ❑ think critically
- ❑ use verbal communication to respond to interview questions
- ❑ exhibit a professional and poised appearance

NBEA Standards Reinforced by Event

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

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

REFERENCE: Job Interview—Interview RATING SHEETS-31.



LOCAL CHAPTER ANNUAL BUSINESS REPORT

HAMDEN L. FORKNER AWARD

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

Eligibility

Each state may submit two (2) reports from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Guidelines

□ General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written report must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the report cover and report content guidelines.

□ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

Report Competencies

- report in proper business style and logically arranged
- spelling and grammar correct
- describe report development
- local chapter organization and characteristics of chapter explained
- productivity and recognition of chapter documented

NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: application software
- Marketing: foundations

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

REFERENCE: Local Chapter Annual Business Report—Report RATING SHEETS-32.



MANAGEMENT DECISION MAKING

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

Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have entered this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies. Team members will take one objective test collaboratively. The ten (10) teams with the highest scores will be scheduled for the performance portion of the event. Nongraphing calculators will be provided.

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

2008 National Topic/Case Study

For the 2008 NLC the decision making case will focus on financial management.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All teams will be sequestered thirty (30)

minutes before the first performance to receive instructions and time assignments.

- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case. The judges will interact with the members during the presentation.
- The teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Case study performances are open to conference attendees, except performing participants of this event.

Objective Test Competencies

- business and its environment
- forms of business ownership and the law
- ethics and social responsibility
- information and communication systems
- planning and strategic management
- financial management
- human resource management
- careers

Performance Competencies

- critical thinking and problem solving
- describe case study and explain recommendations
- communication skills
- explain strengths and weakness of proposed solution
- effectively answer questions

NBEA Standards Reinforced by Event

- Accounting: financial statements, special applications
- Business Law: business organizations
- Communications: foundations, organizational
- Economics and Personal Finance: economic systems, markets and prices
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- Information Technology: impact on society
- Management: management functions, business organization, ethics and social responsibility, management theories, financial decision making

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

REFERENCE: Management Decision Making—Performance RATING SHEETS-33.



MANAGEMENT INFORMATION SYSTEMS—NEW

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. The ten (10) teams with the highest score will be scheduled for a performance. Nongraphing calculators will be provided.

A 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.

Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to determine final rank.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.

- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case. The judges will interact with the members during presentation.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

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

Performance Competencies

- human resource management
- financial management
- marketing management
- information systems management

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

REFERENCE: Management Information Systems—Performance RATING SHEETS-34.



MARKETING

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- price, product, place, and promotion
- channels of distribution
- legal and social aspects of marketing
- advertising media
- e-commerce
- international marketing
- marketing research
- ethics

NBEA Standards Reinforced by Event

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

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



NETWORK DESIGN

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

Eligibility

Each state may submit two (2) teams composed of two (2) to three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have entered this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. The ten (10) teams with the highest score will be scheduled for a performance. Nongraphing calculators will be provided.

A case study will be given outlining a small business 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

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.

- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

- 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 an understanding of the case
- explain, discuss, describe recommendations
- communication skills
- critical thinking/problem solving
- ability to work as a team

NBEA Standards Reinforced by Event

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

Career Cluster: Information Technology

REFERENCE: Network Design—Performance RATING SHEETS-35.



NETWORKING CONCEPTS

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- general network terminology
- network operating system terminology
- equipment for Internet access
- OSI model and functionality
- network topologies and connectivity

NBEA Standards Reinforced by Event

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

Career Cluster: Information Technology



PARLIAMENTARY PROCEDURE

DOROTHY L. TRAVIS AWARD

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

Eligibility

Each state may submit two (2) teams composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than two (2) members may have participated at a prior NLC or have competed more than two (2) years at the national level.

Selection of the national parliamentarian is made from those team members or eligible state candidates who score highest on the national parliamentary procedures exam and who meet all other appropriate criteria. Refer to the *National Officer Candidate Guide* for specific candidate requirements and procedures.

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. The team score is determined by averaging the scores of its members. The ten (10) teams with the highest average score will be scheduled for a performance.

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). Finalists will be selected based on the scores of the objective test. A panel of judges will evaluate the performances.

Guidelines

- The top ten (10) teams with the highest average score on the objective test will advance to the final round.
- All teams will be sequestered thirty (30) minutes before their first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, and a copy of the minutes from a preceding meeting. Participants are not to write on the copy of the problem.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance the secretary will take notes, but the notes will not be transcribed into minutes.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. When each team is finished the time used will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes or each full half minute over eleven (11) minutes.
- Final rank will be determined by weighting 20 percent of the team's average written test score and 80 percent of the performance score.
- The final performances are open to conference attendees, except performing participants of this event.

Objective Test Competencies

- parliamentary procedure principles
- FBLA Bylaws

REFERENCE: Parliamentary Procedure—Performance RATING SHEETS-36.



PARTNERSHIP WITH BUSINESS PROJECT

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

Eligibility

Each state may submit two (2) entries from active local chapters (up to three [3] members), on record in the national center as having paid dues by March 1 of the current school year. Members representing their chapters in the presentation portion of this event may compete in an additional individual event.

Overview

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

All entries will participate in the preliminary performance to explain the project development and implementation. Specifically, the performance should address the business partnership, member involvement, and results of the project.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare the report.
- Two (2) copies of the written projects must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.

- Reports submitted for competition become the property of FBLA-PPBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

□ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

Performance Guidelines

□ Preliminary Performance

- The top ten (10) entries—or an equal number from each group—will advance to the final round.
- Five (5) minutes will be allowed to set up equipment or presentation items. The chapter must provide all equipment for the presentation.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

guidelines continue

Partnership with Business Project guidelines continued

Final Performance

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

Project Competencies

- have outstanding written and verbal communication skills
- report in proper business style
- spelling and grammar correct
- describe project development and implementation
- explain business partnership
- report results of the project and analyze project’s successes and areas for improvement

NBEA Standards Reinforced by Event

- Career Development: workplace expectations
 - Communication: foundations, organizational
 - Entrepreneurship: management
 - Information Technology: application software, input technologies, information retrieval, privacy and ethics
- Management: management functions

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

REFERENCE: Partnership with Business Project—Report RATING SHEETS-37.

REFERENCE: Partnership with Business Project—Performance RATING SHEETS-38.



PERSONAL FINANCE—NEW

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

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- financial principles related to personal decision making
- earning a living (income, taxes)
- managing budgets and finance
- saving and investing
- buying goods and services
- banking, credit, 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



PUBLIC SPEAKING I

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

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

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

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
- When delivering the speech, the participant may use notes or note cards prepared before the event. No visual aids may be used.
- The speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
- The preliminary performance is not open to conference attendees.

❑ Final Performance

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

Performance Competencies

- ❑ clarity of voice
- ❑ critical thinking and problem solving
- ❑ poised manner
- ❑ professional appearance

NBEA Standards Reinforced by Event

- Communication: foundations, social

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

REFERENCE: Public Speaking I—Performance RATING SHEETS-39.



PUBLIC SPEAKING II

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of a five (5) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL Goals. The goals include:

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

Guidelines

❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
- When delivering the speech, the participant may use notes or note cards prepared before the event. No visual aids may be used.
- Each speech should be five (5) minutes in length.
- 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 minutes.
- A lectern will be available. No microphone will be used.
- 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, except performing participants of this event.

Performance Competencies

- ❑ clarity of voice
- ❑ critical thinking and problem solving
- ❑ poised manner
- ❑ professional appearance

NBEA Standards Reinforced by Event

- Communication: foundations, social

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

REFERENCE: Public Speaking II—Performance RATING SHEETS-40.



SPREADSHEET APPLICATIONS

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Calculators are not allowed on the production portion of the test. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair or state adviser.

- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.

Objective Test Competencies

- data-entry techniques
- editing capabilities
- create formulas
- use functions (including those containing absolute values)
- format
- chart and analyze chart data

Production Competencies

- basic mathematical concepts
- data organization concepts
- use data by creating formulas
- use functions
- generate graphs for analysis purposes
- use pivot tables
- create macros
- filter and extract data

NBEA Standards Reinforced by Event

- Computation: problem-solving applications
- Information Technology: application software, input technologies, information technology and major business functions

Career Clusters: Business, Management and Administration; Information Technology



STATE CHAPTER ANNUAL BUSINESS REPORT

The annual business report communicates the state's growth and the methods and projects used in achieving its goals. This event recognizes FBLA state chapters that effectively summarize their year's activities in a business report.

Eligibility

All active state chapters are eligible. Each state may submit one (1) report.

Overview

The report should include the state chapter's annual business. Projects used for other FBLA reports may be included.

Guidelines

Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written report must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Activities in the state chapter report should cover the period from just after the previous State Leadership Conference through the end of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

Report Cover

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

- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

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

Report Competencies

- report in proper business style and logically arranged
- spelling and grammar correct
- describe report development
- state chapter organization and characteristics of chapter explained
- productivity and recognition of chapter documented

NBEA Standards Reinforced by Event

Communication: foundations, technological
 Information Technology: application software
 Marketing: foundations

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

REFERENCE: State Chapter Annual Business Report—Report RATING SHEETS-41.



TECHNOLOGY CONCEPTS

Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business success.

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

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

Objective Test Competencies

- basic technology concepts
- Internet and Web sites
- computer applications and integration
- networking
- telecommunications
- computer equipment

NBEA Standards Reinforced by Event

- Information Technology: operating systems, environment and utilities, input technology, application software

Career Cluster: Information Technology



VIRTUAL BUSINESS CHALLENGE

The FBLA Virtual Business Challenge (VBC) encourages FBLA members to test their skills at managing a distribution center individually or as a team. The VBC has two (2) challenges during the year (fall and spring), and each challenge focuses on different business concepts.

Eligibility

During the school year, schools may participate in either the fall or spring VBC. Entries may be created by an individual member or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous NLC. A team member cannot be on more than one (1) team at a time. No additional team members may be added once a team has registered. Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC.

Overview

Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to:

- Register an individual or team up to three (3) people
- Download the software
- Run the simulation
- Upload files
- Compete and be ranked against other participating FBLA teams

Guidelines

- The top eight (8) nationally ranked teams from each VBC—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at the NLC. These sixteen (16) teams are determined by the standings in the fall and spring VBCs administered via the Internet during the school year.
- At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) twenty (20) minute sessions. Teams will be using a multiplayer component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.
- For the final round, four (4) teams will compete in a twenty (20) minute session using multiplayer. The national winner will be determined based on the highest cumulative profit.
- Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters. Participants use highly visual simulation software (like simCity) to manage a distribution business. The FBLA VBC software is a free limited function version of the leading business simulation for education, Virtual Business—Management 2.0, which is a software program that was created by Knowledge Matters, Inc.

NBEA Standards Reinforced by Event

- Accounting: accounting process, special applications
- Business Law: basics of the law
- Career Development: workplace expectations
- Communication: foundations, organizational
- Computation: problem-solving applications
- Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities, management
- Information Technology: application software, input technologies, information retrieval, privacy and ethics
- Management: management functions
- Marketing: the marketing plan

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



WEB SITE DEVELOPMENT

The ability to communicate ideas and concepts, and to deliver value to customers, using the Internet and related technologies, is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of Web sites.

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level.

Overview

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged Web site developed according to the topic below must be completed and available for review by the second Friday in May. All participants will compete in a Preliminary Performance to explain the development of their Web site.

2008 National 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 2008 NLC will be:

Develop a Web site to advertise an event that takes place in your community every year. It may be the 4th of July celebration, a rodeo that comes to town, the opening of school, and so forth. The information may be fictitious.

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Project Guidelines

❑ Prejudged Project

- Projects must address the given topic (information may be real or fictitious). Student members, not advisers, must prepare projects.
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the national center by the second Friday in May.
- 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 (second Friday in May). Judging of the Web site will take place before the NLC.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- The use of templates must be identified at the bottom of the home page.
- Web sites should be designed to allow for viewing by as many different platforms as possible.

Performance Guidelines

❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The presentation is an explanation of the 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.
- 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 NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
- The individual or team has five (5) minutes to present.
- A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.

guidelines continue

Web Site Development guidelines continued

- Following each presentation, judges will conduct a three (3) minute question-answer period.
- 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, except performing participants of this event.

Project Competencies

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

- required information is effectively communicated
- copyright laws followed

Performance Competencies

- presentation of project is developed logically and systematically
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: network applications, privacy and ethics
- Marketing: foundations of marketing, the marketing plan

Career Clusters: Information Technology; Marketing, Sales and Service

REFERENCE: Web Site Development—Production RATING SHEETS-42.

REFERENCE: Web Site Development—Performance RATING SHEETS-43.



WHO'S WHO IN FBLA

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

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter, on record in the national center as having paid dues by March 1 of the current school year. National officers automatically earn recognition in this event; therefore, having a national officer does not prohibit a state from selecting an additional member for this honor.

Overview

The entry form must be completed by the state chair or designee and submitted to the national center by the second Friday in May.

Nominees must be selected in accordance with the regulations of the state chapter and the national association.

If the state chapter nominee is unable to attend the NLC, the state may designate one of its other delegates to accept the award for that nominee.

Guidelines

Criteria for selection of nominees by the state chapter should include:

- Years of participation in FBLA activities
- Extent of participation in conferences sponsored by the state chapter and national association
- Offices, chairships, and committee memberships held
- Contributions to local, state, and national projects
- Participation in other activities
- Recommendations supportive of the member's involvement in FBLA

National Awards

One (1) member from each state submitting an entry form and all national officers will be recognized as recipients of the national Who's Who in FBLA award at the NLC.



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.

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

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

Overview

This event consists of two (2) parts: an objective test and a production test. 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 will be provided. One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair or state adviser.
- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Voice recognition software may be used where appropriate; local chapters must provide the software.
- Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.

Objective Test Competencies

- document formatting rules and standards
- grammar, punctuation, spelling, and proofreading
- basic keyboarding terminology and concepts
- related application knowledge

Production Competencies

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

NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

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



WORD PROCESSING II

A high level of word processing skill is a necessity for employees in productive offices. This event recognizes FBLA members who demonstrate that they have acquired word processing proficiency beyond entry level.

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. 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 will be provided.

One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair or state adviser.

- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Voice recognition software may be used where appropriate; local chapters must provide the software.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

Objective Test Competencies

- document formatting rules and standards
- grammar, punctuation, spelling, and proofreading
- basic keyboarding terminology and concepts
- related application knowledge

Production Competencies

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

NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

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



RECOMMENDING A NEW OR MODIFIED COMPETITIVE EVENT AND RECOMMENDATION TO RETIRE AN EVENT

Each year, the NAP Committee receives a number of suggestions for modifications to FBLA-PBL's competitive events or for the adoption of new events. Recognizing the importance of obtaining and responding to these field proposals in a timely, efficient, and fair manner, the NAP Committee has instituted the following procedures.

❑ Submitting a Proposal for a New or Modified Competitive Event

Proposals to modify or adopt new competitive events may be submitted by local and state advisers, members of a state committee, or by individual student members of FBLA-PBL.

When submitting a proposal, individuals are asked to provide the following items:

- ❑ Purpose of the new event or modification
- ❑ Rationale for making the change or adopting the new event
- ❑ Eligibility
- ❑ Regulations
- ❑ Procedures
- ❑ Judging
- ❑ All supporting materials, including:
 - two (2) sample tests (objective tests)
 - proposed rating sheets (performance events, chapter events)
 - sample problems or cases (performance events, skill events)

Refer to the existing competitive event guidelines for information on format, content, and more. Proposals should be submitted by the first Friday in May to be considered for the next year.

❑ Submitting a Recommendation to Retire a Competitive Event

When submitting a proposal to retire a current competitive event, explain the rationale for making this change.

❑ Review Process for a New or Modified Competitive Event

Step 1. Proposals should be submitted to the national center. Proposals received will be assigned to a member of the NAP Committee for initial review. The committee member will first review the proposal to ensure that it is complete and appropriate. If the proposal is not complete, the committee member will work with the individual(s) submitting the proposal to complete the file.

Step 2. Once the proposal is complete, the NAP member assigned to the review will distribute copies (except for sample tests, cases, and so on) to at least five (5) state advisers for review and comment.

Step 3. After obtaining reviews from at least five (5) state advisers, the committee member will prepare a report to the full NAP Committee recommending approval as submitted, approval with modifications, or rejection.

❑ Review Process for Retiring a Competitive Event

Proposals should be submitted to the national center. Proposals received will be assigned to a member of the NAP Committee for initial review.

The NAP member assigned will distribute the proposal to several state advisers for review and comment. After obtaining reviews from several state advisers, the committee member will prepare a report to the full NAP Committee recommending approval or rejection to the recommendation.

❑ Approval and Implementation

The NAP Committee will review completed recommendations at its annual fall meeting. Notification of all modifications and/or adoptions will be sent to state committee members for comments. The NAP Committee will present the approved modifications and/or adoptions at the next NLC for implementation for the upcoming school year. The decision to implement the event (or event modification) as an official event or as a pilot event will be at the discretion of the NAP Committee.