



Competitive Events

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C – Chapter Event*



FBLA National Awards Program at a Glance

FBLA Competitive Events Aligned with the NBEA Standards

Events by Category

Accounting and Finance

Accounting I
Accounting II
Banking & Financial Systems
Business Calculations
Business Math

Business & Administration

Business Law
Business Procedures
Economics
International Business
Introduction to Business
Marketing

Business Communications

Business Communication
Community Service Project
Emerging Business Issues
Future Business Leader
Impromptu Speaking
Introduction to Business Communication
Job Interview
Local Chapter Annual Business Report
Public Speaking I
Public Speaking II

Entrepreneurship

American Enterprise Project
Business Plan
Entrepreneurship
Partnership with Business

Information Technology

Computer Applications
Computer Concepts
Desktop Publishing
Multimedia Presentation
Network Design
Networking Concepts
Programming — C++, Java, Visual Basic
Technology Concepts
Web Site Development
Word Processing I
Word Processing II

Leadership

FBLA Principles & Procedures
Introduction to Parliamentary Procedure
Parliamentary Procedure
Who's Who in FBLA

Events	NBEA Standards										
	Accounting	Business Law	Career Development	Communication	Computation	Economics & Personal Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing
Accounting I	X				X						
Accounting II	X				X						
American Enterprise Project				X		X	X				
Banking & Financial Systems	X		X		X	X				X	
Business Calculations					X						
Business Communication				X							
Business Law		X							X		
Business Math					X						
Business Plan	X		X	X			X				X
Business Procedures				X				X			
C++ Programming								X			
Community Service Project				X						X	X
Computer Applications								X			
Computer Concepts								X			
Desktop Publishing				X				X			
Economics						X	X		X		X
Emerging Business Issues				X		X			X	X	
Entrepreneurship	X			X			X			X	X
FBLA Principles & Procedures											
Future Business Leader	X	X	X	X	X	X	X	X	X	X	X
Impromptu Speaking				X							
International Business						X			X	X	
Introduction to Business			X		X	X	X			X	X
Introduction to Business Communication				X							
Introduction to Parliamentary Procedure											
Java Programming								X			
Job Interview			X	X							
Local Chapter Annual Business Report				X				X			
Marketing							X				X
Multimedia Presentation				X				X			
Network Design				X				X		X	
Networking Concepts								X		X	
Parliamentary Procedure				X							
Partnership with Business			X	X			X	X		X	
Public Speaking I				X							
Public Speaking II				X							
State Chapter Annual Business Report				X				X			
Technology Concepts								X			
Visual Basic Programming								X			
Web Site Development				X				X			X
Who's Who in FBLA											
Word Processing I				X				X			
Word Processing II				X				X			



Competitive Events

Introduction

This section includes the guidelines for the Competitive Events Series of the National Awards Program for the FBLA division. 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

The mission of the National Awards Program (NAP) is to *prepare students for successful careers in business through support for curriculum development and innovative assessment tools*. To help meet that charge, this competitive events series has been developed and made available to local 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 Purposes

The Competitive Events Series 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; and
- receive recognition for their achievements.

The FBLA-PBL competitive events program is designed to correlate with nationally recognized business curriculum standards. For instance, members participating in competitive events demonstrate their mastery of the Foundation Skills and Competencies outlined by the SCANS Workplace Skills Standards. These include:

Foundation Skills

- Basic skills: reading, speaking, listening, and knowing arithmetic and mathematical concepts
- Thinking skills: reasoning, making decisions, thinking creatively, solving problems, seeing things in the mind's eye, and knowing how to learn
- Personal qualities: responsibility, self-esteem, sociability, self-management, integrity, and honesty

Competencies

- Resources: identifying, organizing, planning, and allocating time, money, materials, and workers
- Interpersonal skills: negotiating, exercising leadership, working with diversity, teaching others new skills, serving clients and customers, and participating as a team member
- Information skills: using computers to process information and acquiring and evaluating, organizing and maintaining, and interpreting and communicating information

- Systems skills: understanding systems, monitoring and correcting system performance, and improving and designing systems
- Technology utilization skills: selecting technology, applying technology to a task, and maintaining and troubleshooting technology.

Finally, the FBLA-PBL competitive events have been fully correlated against the Business Education Curriculum Standards published by the National Business Education Association. Each event's guideline pages indicate the specific NBEA standard(s) that 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 National Awards Program 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 that events are current and relevant, developing guidelines for competitive events, and administering the competitive events program at the National Leadership Conference.

The NAP committee follows a deliberate process in reviewing and updating the competitive event series. 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 National Leadership Conference for administrative and operational improvements. In addition, each event is reviewed once every three 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 competitive events program, are encouraged to review the procedure outlined on page V-87.

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 National Awards Program Competitive Events.

- Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- To be the best generally requires innate ability, high motivation, and many hours of hard work.
- Travel and interaction with students from other schools are tremendous learning opportunities for students.
- Competitive events can be helpful in building school spirit and in publicizing a business program.
- Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be used, grading procedures, or for teacher evaluations.
- Too much effort should not be given to trying to compile test files by securing copies of previous tests and/or having competitors make copious notes following their events.
- Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.
- Delaying contestant selection as long as possible is encouraged so that more students are striving for mastery or excellence in a particular area.
- A teacher's competence or effectiveness should not be judged by the number of student winners. A teacher is not an excellent teacher simply because a student wins a competitive event any more than a teacher is a poor teacher because a student does not win.
- Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. While an important element of the overall FBLA-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 2003-2004 membership year.

- I. **Performance Events**
 - A. Emerging Business Issues. Students are now sequestered in both the preliminary and final round.
- II. **Reports**
 - A. Cut out cover stock covers are allowed, but the page containing the cover information is counted in the page count.
- III. **Written Events**
 - A. Computer Concepts. Students enrolled in grade 9 through 10 are only eligible to compete in this event.
- IV. **Skill Events**
 - A. Standards of Eligibility. If the Format Guide isn't followed, the error will be considered a serious error and a deduction of five points will be taken.
 - B. Endnotes have been added to the Format Guide.
- V. **Individual or Team Events**
 - A. Web Site Development. This event can be an individual or team event.
 - B. Multimedia presentations may be submitted using only a disk, a CD, a ZIP disk, or DVD.
 - C. Multimedia entries must be accompanied by a Read Me file (300 words or less) noting software used, and source of information and details on the presentation development.
 - D. Multimedia Presentations and Web Site Development Rating Sheets have been revised.
- VI. **Administrative and Procedural Reminders**
 - A. The topics for the Emerging Business Issues, Multimedia Presentation, and Web Site Development events are included in each of the event guidelines under "Competencies". (See pages V-32, V-50 and V-67 for the 2003-2004 topics.)
 - B. The individual and/or team is responsible for providing his/her own equipment for the appropriate events.
 - C. Microphones will not be used in any events except Parliamentary Procedure.

- D. Calculators can be used in all written events as appropriate; however, no graphing calculators, PDAs (i.e., Palm Pilots), phones, or other memory storage devices are allowed in any event.
- E. A Format Guide has been developed to be used as a guide for all skill events that require word processing documents. The Format Guide will not be allowed in the test site. Please see the Format Guide starting on page V-73.

Preparing for Competition

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

Not everyone can go to the National Leadership Conference and take home an award. However, members can increase their chances by working with their advisers to ensure careful advanced preparation, adherence to all relevant guidelines and rules, and by following these tips.

- I. **Comply with entry procedures and regulations.**
 - Check the status of membership dues. Students wishing to compete must be paid members. Each state sets its own eligibility deadline for district and state competitions; FBLA's national deadline is March 1.
 - Ensure that 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 adviser for national events.
- II. **Be familiar with the event guidelines.**
 - Check the current edition, contained in this handbook, of the FBLA National Awards Program 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 in force for district or state competitions. Don't forget to check the general and special guidelines at the front of this section for additional information.

- 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.
- III. **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-FBLA-PBL).
 - Contact former and current chapter members who have entered this event in previous years.
 - Find mentors and other experts who can help you prepare.
- IV. **Prepare for competition.**
- Where appropriate, involve faculty, other members, advisory committee members, and business people. These are excellent resources—use them!
 - Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.
- V. **Comply with competition regulations.**
- Be familiar with the information to be provided and the deadlines to be met.
 - Make sure that copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.
 - Bring several No. 2 pencils and erasers.
 - Calculators can be used in all written events as appropriate; however, no graphing calculators, PDAs (i.e. Palm Pilots), phones, or other memory storage devices are allowed in any event.
- materials may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when an event's 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.
- IV. **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.
- V. **Due dates.** Event guidelines state all materials must be received no later than the **end of business on the second Friday in May**. Exceptions to this regulation are specified in the specific event guidelines.
- VI. **Event Entry Forms.** Event entry forms will be mailed to the state chairman, or designated representative, with the exception of those required for the Business Achievement Awards (detailed in the Chapter/Member Recognition section of this handbook). Nomination and entry forms for these events will be distributed as appropriate before the National Leadership Conference. The state chairman, or designee, must certify the state's entries and include them on the official entry form(s).
- VII. **Event Verification.** A state committee member, or designee, must report to the event confirmation desk at the National Leadership Conference to all event registrations. Changes to the state's event participant roster must be accompanied by proof of NLC registration.

General Guidelines

- I. **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 National Leadership Conference. A copy of the dress code is included in the National Organization section of the *Chapter Management Handbook*. In addition, the dress code is included in each conference guide.
- II. **NLC Registration.** Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.
- III. **Additional Materials.** Reference manuals, textbooks, Format Guide, and other resource
- IV. **Event Schedules.** Participants must report on time for their competitive event or they may be disqualified. With rare exceptions, participants will not be allowed to reschedule events to accommodate other conference activities or travel schedules. The NAP Committee has full discretion as to whether an exception can be granted to this policy.
- IX. **Judging.** 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 decisions of these judges are considered final.

- A. **Individual Events (Tests only).** Tests will be machine graded. Ties will be broken by comparing the performance of affected members on the last ten questions of the exam.
- B. **Individual and Team Events (Project only).** A panel of judges will prejudge the projects.
- C. **Individual and Chapter Events (Report and Presentation).** Reports will be screened to determine if chapters have complied with event eligibility and regulations. All written reports will be prejudged. A separate panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores.
- D. **Individual and Team Events (Presentation/Project only).** A panel of judges will evaluate presentations.
- E. **Individual and Team Events (Test and Performance).** The objective test portion of these events will be machine graded. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges. The various portions of the events will be weighted as follows:
1. **Entrepreneurship.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances of these finalists and select winners. The objective test score will be added at this stage only to determine final rank in case of a tie.
 2. **Future Business Leader.** Finalists will be selected by combining at equal weight the scores from the objective test and the initial interview/material review. Final rank will be determined using the score from the second interview. The objective test score will be used at this stage only to determine final rank in case of a tie.
 3. **Network Design.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances of these finalists and select winners. The objective test score will be added at this stage only to determine final rank in case of a tie.
 4. **Parliamentary Procedure.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances. Final rank will be determined by weighting 20 percent of the team's average written test score and 80 percent of the performance score.
- F. **Skill Tests.** The objective test portion of these events will be machine graded. The score received on this 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 the performance of the affected members on the last ten questions of the written exam.
- X. **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.

Eligibility Guidelines

- I. **Membership Status.** These 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.
- II. **Event Types.** National events are divided into four categories: Recognition Events, Chapter Events, Individual Events, and Team Events.
- III. **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. 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. A member may represent his/her chapter in any number of the chapter events.
- IV. **Recognition Awards.** Refer to the Chapter/Member Recognition tab in this book.
- V. **Open Events.** Each year at the National Leadership Conference a variety of open events will be offered. Members can participate in these events without any pre-qualifications or pre-registration.
- VI. **Individual and Team Events.** A member may enter only one individual or team event with these exceptions:

- A. **Chapter Events.** Members representing their chapters in the oral presentation components of the American Enterprise Project, Community Service Project, or Partnership with Business Project may compete in another individual event.
 - B. **National Parliamentarian.** A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.
 - C. **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.
- VII. **Grade Level Specific Events.** The following events are only for 9th and 10th grade FBLA members.
- A. **Business Math**
 - B. **Computer Concepts**
 - C. **FBLA Principles & Procedures**
 - D. **Introduction to Business**
 - E. **Introduction to Business Communication**
 - F. **Introduction to Parliamentary Procedure**
 - G. **Public Speaking I**
- VIII. **Repeat Competitors.** Members **may not** repeat in an event at the National Leadership Conference. Exceptions to this regulation are as follows:
- A. **Business Plan.** 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 a previous National Leadership Conference. A member who has submitted an individual entry may not compete again in this event.
 - B. **Entrepreneurship.** *One* member of the team may have competed in this event at a previous National Leadership Conference.
 - C. **Multimedia Presentation.** 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 a previous National Leadership Conference. A member who has submitted an individual entry may not compete again in this event.
 - D. **Network Design.** *One* member of the team may have been involved in an entry submitted at a previous National Leadership Conference.
 - E. **Parliamentary Procedure.** *Two* members of the team may have competed in this event at a previous National Leadership Conference.
 - F. **Web Site Development.** 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 a previous National Leadership Conference. A member who has submitted an individual entry may not compete again in this event.
 - G. **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.
- IX. **Sequenced Events.** The following events are considered to be linked in a series. Once a member has competed at the National Leadership conference 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:
- A. **Accounting I** and **Accounting II**
 - B. **Business Math** and **Business Calculations**
 - C. **Introduction to Business Communication** and **Business Communication**
 - D. **Introduction to Parliamentary Procedure** and **Parliamentary Procedure**
 - E. **Public Speaking I** and **Public Speaking II**
 - F. **Word Processing I** and **Word Processing II**
- X. **Number of Competitors.** Depending on the specific event, each state chapter may enter *either one or two* competitors for competition at the National Leadership Conference. In general, events consisting of a performance (e.g. interview, speech, team presentation) allow *one* competitor per state. Chapter events and individual events requiring only an objective test at the NLC allow *two* competitors per state. Refer to the individual event descriptions for specific eligibility requirements associated with each event.

Special Event Regulations

The following regulations 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 chairman will receive notification of any disqualifications.

- I. **Written Reports.** These regulations apply to the American Enterprise Project, Business Plan, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project, and State Chapter Annual Business Report.

A. Report Contents

1. Reports **must** contain a table of contents. A title page, divider pages, and appendices are optional.
2. Reports **must** not exceed 30 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are not counted in the page limit.
3. Pages must be standard 8½" x 11" paper.
4. Pages must not be laminated or bound in sheet protectors.
5. Reports may be single- or double-spaced.
6. Each side of the paper providing information is counted as a page.
7. Valuable items should not be included with the report. Copies should be sent rather than important original documents.
8. No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits are not acceptable.

B. Report Covers

1. Both a front and back cover are required.
2. Report covers **must** contain the following information: Name of the School; State Chapter; Name of the Event; and Year (200x-200x). They may also contain other information.
3. The report covers are not counted against the page limit.
4. Report covers must be of a weight such as cover stock, index stock, or card stock.
5. Cut out cover stock covers are allowed, but the page containing the cover information is counted in the page count.
6. Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
7. All reports must be bound (e.g. tape binding, spiral binding, etc.).
8. No items, such as labels or decals, may be attached to the front cover.
9. Two- or three-ring binders are not acceptable as report covers.
10. Report covers must not exceed 9½" x 12".

C. General Requirements

1. Student members, not advisers, must prepare reports. State and local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.

2. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
3. 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. The State Chapter Annual Business Report is the one exception to this requirement. 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.
4. Only one (1) copy of each report should be sent to the national center. **Reports will not be returned.**
5. 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.

II. Chapter Events—Oral Presentations. The following regulations apply to the oral presentation component of the American Enterprise Project, Community Service Project, and Partnership with Business Project.

- A. A maximum of three (3) members may represent the chapter in making the oral presentation.
- B. Preliminary Oral Presentation. All chapters submitted will participate in a two-minute summary of the project in the preliminary round. Visual aids and audiovisual equipment may not be used in the preliminary round.
- C. Final Oral Presentation. The team members must perform all aspects of the presentation (e.g. speaking, setup, operating audiovisual equipment, etc.). Other representatives of the chapter may provide no additional assistance.
- D. Participation in a chapter event oral presentation will not preclude a member from competing in an individual or team competitive event.
- E. Visual aids and samples specifically related to the project may be used in the presentation only in the final round. However, no items may be left after the presentation with either the judges or the audience.

F. Advisers may assist delegates during the designated “practice” times for the final round. However, advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.

III. **Individual and Team Events—Projects.** The following regulations apply to the Business Plan, Multimedia Presentation, and Web Site Development events.

- A. Projects must be labeled with the name(s) of the member(s), their state chapter, the name of the event, and the year. Projects must be the original work of the member(s) listed on the project.
- B. Business Plan finalists will be notified by telephone as well as the finalist names listed on the Web site.
- C. Only one (1) copy of each project should be sent to the national center. Project materials will not be returned.
- D. Projects submitted for competition become the property of FBLA-PBL, Inc. These materials may be used for publication and/or reproduced for sale by the national association.

IV. **Skill Events.** The following regulations apply to the Computer Applications, Desktop Publishing, and Word Processing events.

A. **School Site Testing Administration.** A portion of the skill events is administered prior to the National Leadership Conference. The administration of the National School Site Skills Test may be accomplished through implementation of one of the following choices.

- 1. The state chairman/state adviser designates the date, time, and central site location for the test.
- 2. The state chairman/state adviser or member of the state committee may be designated to travel to various sites for administration of the exam(s).
- 3. The state chairman/state adviser may send the exam(s) to a local administrator at the student’s location who will designate a neutral person to administer the test. Local FBLA advisers or other business educators **may not** be the test administrator or proctor.

Under options one and two, equipment and software will be arranged by the state chairman/state adviser. The deadline for returning the School Site Skills Test materials will be included with the testing materials.

B. **Allotted Time.** Each event’s individual guidelines specify a maximum time allowed for completion of the event. This time must run continuously and cannot be administered in multiple sessions. Once an event has begun, the clock may be stopped only for repair of technical problems outside the control of the student being tested. Time should begin immediately following the resolution of the technical challenge and continue with the remaining time. Entries which have been administered in multiple sessions, or that have exceeded the allowed time limit, will be disqualified.

C. **Standards of Mailability.** Materials submitted in these events are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents. See the Format Guide at the end of this section on page V-73.

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error.

- 1. Omission of a non-essential part of a document (e.g. reference initials, enclosure notation, etc.)
- 2. Minor errors in vertical placement
- 3. Minor errors in horizontal placement
- 4. Minor spacing errors
- 5. Inserted or omitted words that do not change the meaning of the sentence
- 6. Transposed words that do not change the meaning of the sentence

The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.

- 1. Failure to follow specific directions
- 2. Keying or spelling errors
- 3. Inserted or omitted words that change the meaning of the sentence
- 4. Omission of essential parts of a document (e.g. date, inside address, etc.)
- 5. Format Guide not followed.

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 have an understanding of and skill in basic accounting principles and procedures.

Competencies

The written objective test will focus on basic practices of accounting for the sole proprietorship, the partnership, and the corporation and may include questions on terminology, journalizing, posting, income statement, balance sheet, account classification, worksheet, bank reconciliation, payroll, and other items related to the basic accounting cycle.

Business Education Curriculum Standards:

Accounting, Computation

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL 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 in a block scheduling program) of high school accounting instruction, nor be enrolled in or have completed any additional accounting courses by May 20 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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 have demonstrated an understanding of and skill in accounting principles and procedures as applied to sole proprietorships, partnerships, and corporations.

Competencies

The written objective test will focus on the principles and practices of accounting for the sole proprietorship, the partnership, and the corporation. The test may include questions on accounts receivable and accounts payable, financial statements, journalizing and posting, partnerships and corporate accounting, purchases and sales, worksheet, account classification, bank reconciliation, income tax, payroll, inventory, plant assets and depreciation, departmentalized accounting, and ethics. In addition, participants will be expected to interpret application problems such as a balance sheet or income statement.

Business Education Curriculum Standards:

Accounting, Computation

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Project Purpose

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.

Business Education Curriculum Standards:

Communication, Economics & Personal Finance, Entrepreneurship

Eligibility

Each state may enter two (2) chapter reports from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Note: Please refer to the Special Event Guidelines on pages V-8 – V-9 at the beginning of this section for additional information.

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round—Oral Presentation

The top two reports from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a two (2) minute oral abstract of the project. Visual aids and audiovisual equipment may not be used in the preliminary round.

A timekeeper will stand at one (1) minute. When the presentation is finished, the timekeeper will record the time used noting a deduction of five (5) points for any time over 2 minutes.

Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

The preliminary performance is **not** open to conference attendees. Scores from the written report as well as the preliminary oral presentation will determine the final rank. The top ten (10) chapters will proceed to the final round.

Final Round—Oral Presentation

The top ten (10) teams will give an oral presentation.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specifically related to the project may be used in the final presentation. However, no items may be left with judges or audience.

A timekeeper will stand at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over 10 minutes. Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

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



American Enterprise Project

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of project Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1 – 5	6 – 10	11 – 15	
Research into school and/or community needs	0	1 – 2	3 – 4	5	
Description of project Planning, development, and implementation	0	1 – 10	11 – 20	21 – 30	
Uniqueness of project	0	1 – 2	3 – 4	5	
Evaluation and results Benefits to and impact on the school and/or community	0	1 – 7	8 – 14	15 – 20	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity in the project presentation	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Penalty Points					

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



American Enterprise Project

Oral Presentation Rating Sheet — Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction, & professional appearance	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 3	4 – 7	8 – 10	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Total Points					/30 max.
Penalty Points	Deduct five (5) points for presentations over 2 minutes.				
Presentation Score					/30 max.
Report Score					/100 max.
Final Score					/130 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



American Enterprise Project

Oral Presentation Rating Sheet — Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 8	9 – 17	18 – 25	
Appropriate level of member involvement	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 5	6 – 10	11 – 15	
Total Points					/100 max.
Penalty Points	Deduct five (5) points for presentations over 10 minutes.				
Presentation Score					/100 max.
Report Score					/100 max.
Final Score					/200 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Banking & Financial Systems

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

Competencies

The written objective test will consist of items related to the functions and services provided by banks and related financial institutions, investment facilitators, and insurance providers. Areas of emphasis on the test may include concepts and practices, government regulation of financial services, basic terminology, the impact of technology on financial services, types and differences between the various types of institutions, ethics, careers in financial services, and taxation.

Business Education Curriculum Standards:

Accounting, Career Development, Computation, Economics & Personal Finance, Management

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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 have an understanding of mathematical functions in business applications.

Competencies

The written objective test may consist of calculations performed in the business environment. Areas of emphasis on the test may include mark-ups and discounts, investments, bank records, insurance, interest rates, payroll, ratios and proportions, depreciation, consumer credit, and taxes.

Business Education Curriculum Standards:

Computation

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Business Communication

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

Competencies

The written objective test may include English skills, including written communication, grammar, editing and proofreading, punctuation, spelling, oral communication concepts, word definition and usage, capitalization, and nonverbal communication.

Business Education Curriculum Standards:
Communication

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Business Law

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

Competencies

The written objective test may consist of both objective questions and case problems. Questions may address commonly recognized areas of business law including contracts, sales, business organization, bailments, agency, bankruptcy, insurance, trade regulation, product liability, wills, consumer protection, negotiable instruments, and torts.

Business Education Curriculum Standards:
Business Law, International Business

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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 have an understanding of basic math functions needed in business.

Competencies

The written objective test may consist of items related to business such as questions on basic math concepts, decimals, fractions, percentages, discounts, and consumer credit.

Business Education Curriculum Standards:
Computation

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL 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.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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

Report Content

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, utilization 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.

In addition, many business plans include copies of key supporting documents (e.g. certifications, licenses, tax requirements, codes, etc.) 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, etc.

Business Education Curriculum Standards:

Accounting, Career Development, Communication, Entrepreneurship, Marketing

Eligibility

Each state may enter two (2) projects from active local members. Participants must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Although this event is classified as an individual event, each project may be authored either by an individual member or by a team, not to exceed three (3) members. The project must not have been submitted for a previous National Leadership Conference.

Regulations

Note: Please refer to the Special Event Guidelines at the beginning of this section for additional information.

1. Student members, not advisers, must prepare reports. State and local advisers should serve as consultants to ensure that the reports are well organized, contain substantiated statements, and are written in an acceptable business style.
2. Chapter finalists will be notified by telephone as well as finalist names posted on the national web site. Entries selected as finalists will give an oral presentation during the National Leadership Conference.
3. Reports submitted in support of this event must conform to the same guidelines listed under **Special Event Guidelines, Chapter Events — Written Reports** found on pages V-8 – V-9 of this section.
4. The oral presentation of finalist entries must be conducted by authors of the proposal only. In the case of a proposal submitted by multiple authors, at least one author must be present at the National Leadership Conference to conduct the presentation. No replacement or substitute presenters will be allowed.

5. Visual aids and samples specifically related to the business plan may be used in the presentation. However, no items may be left after the presentation with either the judges or the audience.
6. Proposals must describe **proposed** business ventures. The business venture must also be currently viable and realistic. The business described in the project report must not have been in operation for a period exceeding 12 months before the National Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.

Procedure

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Oral Presentation

Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the National Leadership Conference.

A maximum of three (3) members from each local chapter selected for the finals will give an oral presentation at the National Leadership Conference. A maximum time limit of five minutes (5) will be allowed to set up equipment and ten (10) minutes will be allowed for the oral presentation, which will describe the proposal and the elements of the business plan. Visual aids may be used; however, the chapter must provide all equipment for the presentation.

A timekeeper will stand at seven (7) minutes. When each chapter is finished, the timekeeper will record the time used, noting deductions of five (5) points for any presentation over 10 minutes. Following each oral presentation, the judges may conduct a five-minute (5) question-and-answer period during which the presenters should be prepared to defend all aspects of their plan, including their assumptions and projections.

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



Business Plan

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary <ul style="list-style-type: none"> • Convinces reader that business concept is sound and has a reasonable chance of success • Is concise and effectively written 	0	1 – 7	8 – 14	15 – 20	
Company Description <ul style="list-style-type: none"> • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company's financial status 	0	1 – 5	6 – 10	11 – 15	
Industry Analysis <ul style="list-style-type: none"> • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry 	0	1 – 5	6 – 10	11 – 15	
Target Market <ul style="list-style-type: none"> • Target market defined (size, growth potential, needs) • Effective analysis of market's potential, current patterns, and sensitivities 	0	1 – 5	6 – 10	11 – 15	
Competition <ul style="list-style-type: none"> • Key competitors identified • Effective analysis of competitors' strengths and weaknesses • Potential future competitors • Barriers to entry for new competitors identified 	0	1 – 5	6 – 10	11 – 15	
Marketing Plan and Sales Strategy <ul style="list-style-type: none"> • Key message to be communicated identified • Options for message delivery identified and analyzed • Sales procedures and methods defined 	0	1 – 5	6 – 10	11 – 15	
Operations <ul style="list-style-type: none"> • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of technology 	0	1 – 5	6 – 10	11 – 15	



Business Plan

Written Report Rating Sheet (cont.)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content (cont.)					
Management and Organization <ul style="list-style-type: none"> • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan 	0	1 – 5	6 – 10	11 – 15	
Long-term Development <ul style="list-style-type: none"> • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals 	0	1 – 5	6 – 10	11 – 15	
Financials <ul style="list-style-type: none"> • Type of accounting system to be used is identified • Financial projections, including monthly cash flow projections, are identified and reasonable • Financial assumptions clearly identified 	0	1 – 7	8 – 14	15 – 20	
Supporting Documents <ul style="list-style-type: none"> • E.g., certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc. 	0	1 – 5	6 – 10	11 – 15	

Format of Report

Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	

Total Points

/200 max.

Penalty Points

Member(s): _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Business Plan

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 5	6 – 10	11 – 15	
Underlying assumptions explained and supported	0	1 – 3	4 – 7	8 – 10	
Risks and potential adverse results identified, analyzed, and planned for	0	1 – 5	6 – 10	11 – 15	
All aspects of the plan effectively presented	0	1 – 5	6 – 10	11 – 15	
Student evaluation of project effectiveness	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions regarding business start-up logistics	0	1 – 7	8 – 14	15 – 20	
Total Points					/100 max.
Penalty Points	Deduct five (5) points for presentations over 10 minutes.				
Presentation Score					/100 max.
Report Score					/200 max.
Final Score					/300 max.

Name(s): _____

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

The written objective test may include questions on human relations, technology concepts, communication skills, decision making, career development, business operations, database management, and ethics. Proof-reading and decision making activities also may be included.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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, or national levels.

Eligibility

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

Regulations

1. The entry form must be completed by the state chairman 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 forms.
2. Nominees for state and national Businessperson of the Year must be selected in accordance with the regulations of the state chapter and national association.
3. 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.

Procedure

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 National Leadership Conference will be recognized during the conference.

C++ Programming

Programming is an essential career area that supports today's technology-based society. All programming involves the writing of detailed instructions that direct a computer to perform tasks necessary to process data into information. This event recognizes FBLA members who have developed an understanding and proficiency in the writing and development of programs in C++.

Competencies

The written objective test for C++ programming will consist of items related to arrays; computer concepts; word functions including sub procedures or subroutines; programming structures: sequence, decision/selection, and repetition; variables; constants; debugging procedures; types of input and output; and strings.

Eligibility

Each state chapter may enter two (2) participants in the event.

Each participant must be a member of an active local chapter who is on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies. The test will be based on the most recent version of the software.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Community Service Project

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

Project Purpose

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.

Business Education Curriculum Standards:

Communication, Management, Marketing

Eligibility

Each state may enter two (2) chapter reports from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Members representing their chapters in the oral presentation portion of this event may compete in an additional individual event.

Procedure

Note: Please refer to the Special Event Guidelines on pages V-8 – V-9 at the beginning of this section for additional information.

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round — Oral Presentation

The top two chapter reports from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a two (2) minute oral abstract of the project. Visual aids and audiovisual equipment may not be used in the preliminary round.

A timekeeper will stand at one (1) minute. When the presentation is finished, the timekeeper will record the time used noting a deduction of five (5) points for any time over 2 minutes.

Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

The preliminary performance is **not** open to conference attendees. Scores from the written reports as well as the preliminary oral presentation will determine the final rank. The top ten (10) chapters will proceed to the final round.

Final Round — Oral Presentation

The top ten (10) teams will give an oral presentation.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specifically related to the project may be used in the final presentation. However, no items may be left with judges or audience.

A timekeeper will stand at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over 10 minutes. Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

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



Community Service Project

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of project • Statement of project goals • Service to the community and its citizens	0	1 – 5	6 – 10	11 – 15	
Scope and intensity of project • Planning, development, and implementation	0	1 – 8	9 – 17	18 – 25	
Uniqueness of project	0	1 – 3	4 – 7	8 – 10	
Benefits to and impact on the community	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Penalty Points					

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Community Service Project

Oral Presentation Rating Sheet — Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction, & professional appearance	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 3	4 – 7	8 – 10	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Total Points					/30 max.
Penalty Points	Deduct five (5) points for presentations over 2 minutes.				
Presentation Score					/30 max.
Report Score					/100 max.
Final Score					/130 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Community Service Project

Oral Presentation Rating Sheet — Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, and diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 8	9 – 17	18 – 25	
Appropriate level of member involvement	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 5	6 – 10	11 – 15	
Total Points					/100 max.
Penalty Points	Deduct five (5) points for presentations over 10 minutes.				
Presentation Score					/100 max.
Report Score					/100 max.
Final Score					/200 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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

Competencies

Participants should be prepared to complete problems in the following areas, with possible integration:

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

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

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

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

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

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

Results will be based on accuracy of printed copy.

In addition, participants will be tested on their understanding and mastery of basic computer terminology and concepts, document formatting rules and standards, related application knowledge, and grammar, punctuation, spelling, and proofreading.

Business Education Curriculum Standards:

Information Technology

Eligibility

Each state may enter two (2) participants who are members of active local chapters, who are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year, and who have placed in the state competition.

Procedure

Note: Please refer to the Special Event Guidelines on page V-10 at the beginning of this section for additional information.

School Site Testing

Two (2) hours will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty.

Word division manuals and dictionaries may be used as reference materials.

Voice recognition software may be used where appropriate. The local chapter must provide the software.

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

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge.

The score received on this portion of the event will constitute 15 percent of the final event score.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Computer Concepts

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

Competencies

The written objective test may include questions on basic computer principles, terminology, computer application concepts, programming concepts and procedures, and computer equipment.

Business Education Curriculum Standards:

Information Technology

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Only the members enrolled in **grades 9 through 10** as of May 20 of the current school year are eligible.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Competencies

Participants should be prepared to create, design, and produce useable copy on a computer using desktop publishing software.

In addition, participants will be tested on their understanding and mastery of basic desktop terminology and concepts; related desktop application knowledge; desktop layout rules and standards; and message presentation, accuracy, and proofreading.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each state may submit two (2) entries. A team of two (2) individuals must create each entry. No member may have competed in this event at a previous National Leadership Conference. The participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Note: Please refer to the Special Event Regulations section on page V-10 at the beginning of these guidelines for additional information.

School Site

Two (2) hours will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions. Participants will complete problem(s) that may include application of the following:

- Graphics
- Text creation
- Lay-out creativity
- Selection of appropriate fonts and type sizes

The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in black and white or in color on plain paper.

Word division manuals and dictionaries may be used as reference materials.

Voice recognition software may be used where appropriate.

Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person. No reference materials may be used other than that provided or specifically allowed by the national association.

Documents received from local and state chapters become the property of FBLA-PBL, Inc. and may be used for publication or reproduction for sale by the national association.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge. Both team members will take the objective test collaboratively.

The score received on this portion of the event will constitute 15 percent of the final event score.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.



Desktop Publishing

Production Test Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Usability					
Piece effectively meets goals of the project	0	1 – 6	7 – 14	15 – 20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1 – 2	3 – 4	5	
Information effectively synthesized	0	1 – 2	3 – 4	5	
Technical Features					
Appropriate font selection (i.e., size, font type, mix, leading)	0	1 – 3	4 – 7	8 – 10	
Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1 – 3	4 – 7	8 – 10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1 – 3	4 – 7	8 – 10	
Layout					
Creative, original	0	1 – 3	4 – 7	8 – 10	
Appealing	0	1 – 3	4 – 7	8 – 10	
Selection and effective use of graphic(s)	0	1 – 3	4 – 7	8 – 10	
Overall Effort					
<ul style="list-style-type: none"> • Comprehensive approach to the project • Effective use of technology for the task • Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea 	0	1 – 3	4 – 7	8 – 10	

Total Points

/100 max.

Penalty Points

Deduct points for each typographical, spelling, or grammatical error.

See the Standards of Mailability and Format Guide, pages V-10 & V-73 for details.

Final Score

/100 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Economics

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

Competencies

The written objective test may include questions on economic principles related to the policies and goals of the United States economy and a comparison of the American economic system with that of other systems. Topics covered may include supply and demand, prices, profits, competition, government and taxes, global economics, monetary and fiscal policy, types of businesses, investments, labor relations, and environmental issues.

Business Education Curriculum Standards:

Economics and Personal Finance, Entrepreneurship, International Business, Marketing

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Competencies/2004 National Leadership Conference Topic

The topic to be researched and presented during the 2004 National Leadership Conference will be:

Generally speaking, business conducted via the Internet is tax free. A growing number of political and business leaders are arguing that it is time to make Internet based companies compete on a more even basis by requiring them to collect sales taxes. Research this issue and be prepared to argue either the affirmative position, e.g. sales taxes should be collected on all retail sales regardless of location, methodology, or technology utilized to process the sale, or the negative, e.g. the Internet is a unique economic environment that should not be subject to local or state sales tax.

Participants will be expected to research the topic prior to the conference and to 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 adviser to confirm the topic to be used for their state competition.

Business Education Curriculum Standards:

Communication, Economics & Personal Finance, International Business, Management

Eligibility

Each state may enter one (1) team, comprised of active local members. Participants must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Each team must be composed of two to three (2-3) members. No more than one (1) team member may have competed in this event at a prior NLC.

Procedure

Note: Please refer to the Special Event Guidelines at the beginning of this section for additional information.

General Information

Each team's presentation must be the result of their 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.

All team members will be sequestered until the performance time.

Teams will be permitted to bring prepared materials written/printed on white 8¹/₂" x 11" paper, or notes written/printed on note cards, to the preparation and presentation areas. One 4" x 6" index card will be given to each participant and may be used during the preparation and performance.

Books, other bound materials, and props will **not** be allowed.

A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries. The order of performance will be drawn at random by an impartial person in the event office.

Fifteen (15) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have fifteen (15) minutes to finalize their preparations.

Each presentation may last no more than five (5) minutes. Following each oral presentation, the judges may conduct a five (5) minute question-and-answer period during which the presenters should be prepared to defend their affirmative or negative argument.

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 5 minutes. All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists — an equal number of participants from each group — will be scheduled for the final round.

Final Round

The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Emerging Business Issues

Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Knowledge of Topic					
Understanding of issue/topic	0	1 – 3	4 – 7	8 – 10	
Flow and logic of content	0	1 – 7	8 – 14	15 – 20	
Quality of evidence	0	1 – 7	8 – 14	15 – 20	
Presentation Skills					
Voice, grammar, articulation	0	1 – 3	4 – 7	8 – 10	
Teamwork	0	1 – 3	4 – 7	8 – 10	
Ability to Take a Position					
Persuasiveness	0	1 – 7	8 – 14	15 – 20	
Relevance of arguments	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Penalty Points	Deduct five (5) points for presentations over 5 minutes.				
Final Score					/100 max.

Check one: Affirmative presentation Negative presentation

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

This event is composed of two (2) parts: a written objective test and a decision-making problem (case study) with the decision presented and defended before a panel of judges.

Objective Test

The written objective test may include questions on business plans, community/business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, and government regulations.

Case Study

The case study will consist of a 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 oral presentation.

Business Education Curriculum Standards: Accounting, Communication, Entrepreneurship, Management, Marketing

Eligibility

Each state may enter one (1) team composed of three (3) members. One (1) team member may have entered this event at a previous National Leadership Conference. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Objective Test

A one-hour written objective test will be administered based on the previously listed competencies. Team members will take one objective test collaboratively. Participants must furnish their own No. 2 pencils and erasers.

The ten (10) teams with the highest score will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the event office.

Case Study Problem

Members of the ten (10) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty (20) minutes before performance, each team will receive the case study.

Two (2) 4" x 6" index cards will be provided for each participant and may be used during the preparation and performance of the oral segment of the event. Information may be written on both sides of the note cards.

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

The team has ten (10) minutes to present the case.

One member should introduce the team and describe or summarize the case study. All team members must participate in the presentation. The team members will be allowed to use their note cards in explaining their decisions and rationale to the judges.

A timekeeper will stand at seven (7) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over 10 minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Participants should be prepared to defend their decisions and respond to questions from the judges.

Case study performances are open to conference attendees, except performing participants of this event.



Entrepreneurship

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1 – 5	6 – 10	11 – 15	
Alternatives are recognized with pros and cons stated and evaluated	0	1 – 5	6 – 10	11 – 15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1 – 5	6 – 10	11 – 15	
Anticipated results are based on correct reasoning	0	1 – 5	6 – 10	11 – 15	

Explanation of the Case					
Thoughts and statements are well-organized and clearly stated; appropriate business language is used	0	1 – 5	6 – 10	11 – 15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1 – 5	6 – 10	11 – 15	
All team members participate actively during the presentation	0	1 – 3	4 – 7	8 – 10	

Presentation Score /100 max.

Penalty Points Deduct five (5) points for presentations over 10 minutes.

Final Score /100 max.

Objective Test Score (To be used only in the event of a tie.)

Name: _____

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

The written objective test may consist of general information about the organization of FBLA-PBL, its goals, creed, bylaws, and other facts found in the *FBLA-PBL Chapter Management Handbook*. Members should be familiar with the competitive event information found in the *Chapter Management Handbook*. In addition, contestants may find information for this event in the *Tomorrow's Business Leader, Hotline*, and any other official publication sent to the chapter by the national office.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL 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.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Competencies

This event consists of three (3) parts:

■ Letter of Application and Resume

■ Objective Test

The written objective test may include questions about business concepts, general business knowledge (such as accounting, economics, law, communications, math, technology, business procedures, economics, marketing, and international business); FBLA-PBL history, programs, and bylaws; and parliamentary procedure.

■ Interviews

Business Education Curriculum Standards:

Accounting, Business Law, Career Development, Communication, Computation, Economics & Personal Finance, Entrepreneurship, Information Technology, International Business, Management, Marketing

Eligibility

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

Procedure

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

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

- a. A one-page letter of application (original or copy) for the award addressed to the President & CEO of FBLA-PBL, Inc., at the national office. The letter should state the reasons the participant is deserving of the honor of this award.
- b. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

All copies of the above materials must be submitted in a single, standard file folder. The tab of the folder must be labeled with the participant's name, state, and event title. Include participant's name on all pages submitted. The materials must be sent to the national center with the official event entry forms.

Participants failing to submit materials by the stated deadline will be disqualified.

A deduction of up to ten (10) 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.

Letter of Application and Resume

A letter of application and resume must be submitted. These materials should demonstrate the reasons the participant is deserving of this award.

The letter of application and resume must be composed prior to the National Leadership Conference and submitted as outlined above.

Objective Test

A one-hour (1) written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Initial Interviews

Participants will be divided into groups, depending on the number of entries. Each participant will be scheduled for a ten-minute (10) initial interview.

Professionals from business will conduct the interviews. The interview times will be drawn at random by an impartial person in the event office.

Judges will be given copies of all participants' application materials. No other items may be brought to the interview or left with the judges.

Final Interviews

Based on the written test, letter of application, resume, and the initial interview, a maximum of fifteen (15) finalists — an equal number of participants from each group — will be scheduled for a final interview.

Participants will be assigned times at random for their final fifteen-minute (15) interview.

All other procedures as outlined for the preliminary interviews will be followed for the final interview.



Future Business Leader

Interview Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 3	4 – 7	8 – 10	
Self-confidence, initiative, and assertiveness	0	1 – 3	4 – 7	8 – 10	
Communication skills	0	1 – 3	4 – 7	8 – 10	
Professional appearance (grooming and appropriate business attire)	0	1 – 3	4 – 7	8 – 10	

Leadership Ability					
Participation/leadership in FBLA-PBL	0	1 – 5	6 – 10	11 – 15	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	

Application Materials					
Effectiveness of application materials (resume and letter of application)	0	1 – 3	4 – 7	8 – 10	

Interview Points /100 max.

Penalty Points Deduct up to ten (10) points for failure to fully follow the guidelines.

Objective Test Score (Used in preliminary round to determine finalists. To be used during final round, only in the event of a tie.) /100 max.

Final Score /200 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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 chairman and be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Regulations

1. The state chairman or designee must complete the entry form and certify that the chapters listed have met their state's Gold Seal Award of Merit criteria.
2. 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—i.e., 3.2 or 3.6 would be 4.)
3. Prior to nomination, each local chapter must submit a copy of the Local Chapter Annual Business Report to the state chairman.
4. If no state chapter exists, nominations may be made directly to the national office.

Procedure

The suggested criteria for the Gold Seal Chapter Award of Merit 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 National Leadership Conference.

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.

Competencies

Participant will be given a topic related to the FBLA-PBL goals, activities, and/or current programs. In addition, topics for this event can be drawn from current events and relevant business topics.

Business Education Curriculum Standards:

Communication

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

General Information

- One (1) 4" x 6" index card 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.
- Participants must furnish their own pens and pencils.
- The speech should be four (4) minutes in length.
- No reference materials may be brought to or used during the preparation or presentation.
- A lectern will be available.
- No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries.

Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Participants will be sequestered until their preparation times. The order of performance will be drawn at random by an impartial person in the event office.

Participants will be allowed ten (10) minutes to prepare their speeches prior to appearing before the judges. All participants will address the same topic in their speeches.

Any notes made during the preparation time may be used when speaking. The note card must be submitted to the event administrator at the conclusion of the speech. Information may be written on both sides of the note card.

At the time of the performance, the event administrator will introduce each participant by name only. 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 any time under 3:31 or over 4:29 minutes.

All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists — an equal number of participants from each group — will be scheduled for the final round.

Final Round

Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Finalists will be sequestered until their preparation times. The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Impromptu Speaking

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 3	4 – 7	8 – 10	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	
Organization					
Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures, eye contact	0	1 – 3	4 – 7	8 – 10	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Penalty Points	Deduct five (5) points for presentations under 3:31 or over 4:29 minutes.				
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

International Business

This event recognizes FBLA members who develop competency and demonstrate knowledge of the basic principles of management, marketing, and economics of international business.

Competencies

The written objective test may include questions on communication (including culture and language), ownership and management, legal issues, global business environment, treaties and trade agreements, taxes and government regulations, marketing, currency exchange, human resource management, and finance.

Business Education Curriculum Standards: Economics & Personal Finance, International Business, Management

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Competencies

The written objective test may include questions on the characteristics and organization of business; consumerism, money management, and banking; career awareness, rights and responsibilities of employees, managers, owners, and government; insurance; and economic systems.

Business Education Curriculum Standards:

Career Development, Computation, Economics & Personal Finance, Entrepreneurship, Management, Marketing

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL 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.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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 business people. This event provides recognition for FBLA members who demonstrate an understanding of basic communication skills and concepts.

Competencies

The written objective test may include grammar, spelling, punctuation, oral communication concepts, proofreading, word definition and usage, numbers, and capitalization.

Business Education Curriculum Standards:
Communication

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL 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.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Competencies

The written objective test will consist of parliamentary procedure principles and FBLA bylaws. Through partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles portion of the exam will be drawn from NAP's official test bank.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL 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.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Java Programming

Programming is an essential career area that supports today's technology-based society. All programming involves the writing of detailed instructions that direct a computer to perform tasks necessary to process data into information. This event recognizes FBLA members who have developed an understanding and proficiency in the writing and development of programs in Java.

Competencies

The written objective test for Java programming will consist of items related to menu and arrays; window controls; computer concepts; word functions including sub procedures or subroutines; programming structures; sequence, decision/selection, and repetition; variables; constants; debugging procedures; types of input and output; and graphical user interface.

Eligibility

Each state chapter may enter two (2) participants in the event.

Each participant must be a member of an active local chapter who is on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies. The test will be based on the most recent version of the software.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Job Interview

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

Competencies

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.

This event consists of three (3) parts:

- **Letter of Application and Resume**
- **Job Application Form**
- **Interviews**

Business Education Curriculum Standards:
Career Development, Communication

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

This event consists of three (3) parts: submission of a letter of application with a resume, completion of a job application form, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

- a. A one-page letter of application (original or copy) from the participant addressed to:
 - Dr. Terry E. Johnson, Director
 - Human Resources
 - Merit Corporation
 - 1640 Franklin Place
 - Washington, DC 20041
- b. 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 a single, standard file folder. The tab of the folder must be labeled with the participant's name, state, and event title. Include participant's name on all pages submitted. The materials must be mailed to FBLA-PBL National Center with the official event entry forms.

A deduction of up to ten (10) 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.

Student members, not advisers, must prepare the letters of application and resumes. State and local advisers should serve as consultants to ensure that the letters of application and resumes are well organized, contain substantiated statements, and are written in a business style.

Letter of Application and Resume

A letter of application and resume must be submitted. Each participant must apply for a business or business-related job with the 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.

The letter of application and resume must be composed prior to the National Leadership Conference and submitted with the Event Entry forms by the state chairman or designee.

Application

Each participant must complete a job application form at the National Leadership Conference. 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.

Participants must furnish their own pens and pencils.

Thirty (30) minutes will be allowed for this portion of the event.

Initial Interviews

Participants will be divided into groups, depending on the number of entries.

Participants will be scheduled for a ten-minute (10) initial interview. Based on the initial interview, letter of application, resume, and the application form, a maximum of fifteen (15) finalists — an equal number of participants from each group — will be scheduled for a final interview.

Professionals from business will conduct the interview. The interview times will be drawn at random by an impartial person in the event office.

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 Interviews

Participants will be assigned times at random for their final fifteen-minute (15) interview.

All other procedures as outlined for the preliminary interviews will be followed for the final interview.



Job Interview

Interview Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation					
Professional appearance (grooming and appropriate attire)	0	1 – 3	4 – 7	8 – 10	
Proper greeting, introduction, and closing	0	1 – 3	4 – 7	8 – 10	
Poise, maturity, and attitude	0	1 – 5	6 – 10	11 – 15	
Interview					
Self-confidence, initiative, and assertiveness	0	1 – 3	4 – 7	8 – 10	
Communication skills	0	1 – 7	8 – 14	15 – 20	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	
Qualifications for the job	0	1 – 3	4 – 7	8 – 10	
Application Materials					
Effectiveness of application materials (resume, letter of application, and application form)	0	1 – 3	4 – 7	8 – 10	
Penalty Points Deduct up to ten (10) points for failure to fully follow the guidelines.					
Total Points					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Local Chapter Annual Business Report

Hamden L. Forkner Award

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

Report Purpose

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the start of the current State Leadership Conference. Projects used for other FBLA reports may be included. The report should include the chapter's profile, productivity, recognition, and business procedures.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each state may submit two (2) reports from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Note: Please refer to the Special Event Guidelines at the beginning of this section for additional information.

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

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.

Competencies

The written objective test may include questions on basic marketing functions (price, product, place, and promotion), channels of distribution, legal and social aspects of marketing, advertising media, including e-commerce, international marketing, marketing research, and ethics.

Business Education Curriculum Standards:

Entrepreneurship, Marketing

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.



Local Chapter Annual Business Report

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Chapter Profile					
Letter to chapter membership (stockholders) <ul style="list-style-type: none"> • Number of members • Size of school and community • When and where the chapter was organized 	0	1 – 3	4 – 7	8 – 10	
Productivity					
Recruitment of members and chapters	0	1 – 2	3 – 4	5	
Leadership development for officers and members	0	1 – 3	4 – 7	8 – 10	
Preparation of students for business careers	0	1 – 2	3 – 4	5	
Service to the school and community	0	1 – 3	4 – 7	8 – 10	
Cooperation with business, professional, and service groups	0	1 – 2	3 – 4	5	
Participation in public relations activities	0	1 – 2	3 – 4	5	
Support of FBLA-PBL national and state projects	0	1 – 2	3 – 4	5	
Attendance and participation at state and nationally sponsored conferences	0	1 – 2	3 – 4	5	
Recognition					
For FBLA-PBL competitive events and activities	0	1 – 2	3 – 4	5 – 6	
For school, community, business and industry activities	0	1 – 2	3	4	
Businesslike Procedures					
Chapter management and organization	0	1 – 2	3 – 4	5	
Financial development, including fundraising and financial statement	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Design and graphics	0	1 – 2	3 – 4	5	

Total Points

/100 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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 effectively use presentation technologies and software to prepare and deliver their message.

Competencies/2004 National Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2004 National Leadership Conferences will be:

Over the last five years there have been many technological changes. You have been asked to give a two- to four-minute presentation to the Chamber of Commerce on the ethical and fair use issues of using music, video presentations, artwork, and copyright guidelines when used in presentations and on Web sites. Minimally, this presentation must encompass copyright guidelines and laws on appropriate use of music, video presentations, artwork, and print.

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

The presentation may include elements such as graphics, pictures, music and special effects, sound, text, video, and transitions.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each state may submit two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be

members of an active local chapter and be on record in the FBLA-PBL 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 National Leadership Conference.

Regulations

Note: Please refer to the Eligibility Guidelines at the beginning of this section for additional information.

1. Student members, not advisers, must prepare presentations. State and local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Presentations should be clearly labeled with the name of the student participants, and their school name, city, and state.

Procedure

1. Presentations must address the topic as described in the competencies section above. Entries will be judged according to the rating sheet.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.
3. Presentations may be submitted using only a disk, a CD, a ZIP disk, or DVD. Remember, this is not a video production event.
4. Entries may be submitted in any multimedia program, but must include a player for that program.
5. Entries must be accompanied by a Read Me file (300 words or less) noting software used, and source of information and details on the presentation development.



Multimedia Presentation

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to assigned theme	0	1 – 3	4 – 7	8 – 10	
Elements included in presentation are suitable and appropriate	0	1 – 3	4 – 7	8 – 10	
Copyright laws have been followed and permissions are cited in the presentation	0	1 – 3	4 – 7	8 – 10	
Presentation is clear and concise	0	1 – 2	3 – 4	5	
Proper use of grammar, spelling, punctuation, etc.	0	1 – 2	3 – 4	5	
Read Me file	0	1 – 2	3 – 4	5	
Presentation					
Audio and visual elements coordinated and complementary	0	1 – 3	4 – 7	8 – 10	
Transitions are effective and appealing	0	1 – 3	4 – 7	8 – 10	
Presentation includes identifiable opening, body, and conclusion	0	1 – 2	3 – 4	5	
Graphics enhance overall quality of presentation	0	1 – 3	4 – 7	8 – 10	
Presentation uses effective balance of text and graphics	0	1 – 3	4 – 7	8 – 10	
Presentation effective at motivating audience to action	0	1 – 3	4 – 7	8 – 10	
Total Score					/100 max.
Penalty Points	Deduct five (5) points for presentations over 4:00 minutes.				
Final Score					/100 max.

Name(s): _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

This event is composed of two (2) parts: a written objective test and a case-study problem that is presented and defended before a panel of judges.

Objective Test

The written objective test may include questions on network administration, network configuration, needs analysis techniques, hardware, and computer software.

Case Study

Participants will be given a case study 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.

Business Education Curriculum Standards:

Communication, Information Technology, Management

Eligibility

Each state may enter one (1) team composed of two (2) to three (3) members. One (1) team member may have entered this event at a previous National Leadership Conference. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Note: Please refer to the General Guidelines on page V-7 at the beginning of this section for additional information.

Objective Test

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

members will take one objective test collaboratively. Participants must furnish their own No. 2 pencils and erasers. They may use their own non-graphing calculator.

The ten (10) teams with the highest score will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office.

Case Study

Members of the ten (10) finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance time. Twenty (20) minutes before their performance, each team will receive the case study.

Two (2) 4" x 6" index cards will be provided for each participant and may be used during the preparation and presentation. Information may be written on both sides of the note cards. In addition, teams will be provided with flip chart presentation sheets on which to present their proposed solution.

No reference materials or visual aids other than those created during the preparation time can be used during the preparation or presentation portions of this event.

The team has ten (10) minutes to present their solution to the judges.

One member should introduce the team and describe or summarize the case study. All team members must participate in the presentation. Team members will be allowed to use their note cards and flip chart sheets in explaining their recommendations and rationale to the judges.

A timekeeper will stand at seven (7) minutes. When each team has finished, the time used will be recorded. A five (5) point deduction will be made for presentations over 10 minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Participants should be prepared to defend their recommendations and respond to questions from the judges.

Case study presentations are open to conference attendees, except performing participants in this event.



Network Design

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery of Presentation					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Eye contact	0	1 – 3	4 – 7	8 – 10	
Appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 3	4 – 7	8 – 10	
Content and Recommendation					
Described the situation	0	1 – 3	4 – 7	8 – 10	
Issued a solution or recommendation	0	1 – 3	4 – 7	8 – 10	
Used correct terminology	0	1 – 5	6 – 10	11 – 15	
Effectiveness of the strategy presented	0	1 – 8	9 – 17	18 – 25	
Total Score					/100 max.
Penalty Points	Deduct five (5) points for presentations over 10 minutes.				
Final Score					/100 max.
Written Test Score	To be used only in the event of a tie.				

Name(s): _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Networking Concepts

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

Competencies

The written objective test will consist of items related to the methods for accessing and configuring network services, responsibilities of a network administrator, automation of user tasks and activities, and use of messaging services.

Business Education Curriculum Standards:

Information Technology, Management

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

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.

Competencies

This event is composed of two (2) parts:

Business Education Curriculum Standards:

Communication

Objective Test

The majority of the written objective test will consist of parliamentary procedure principles with additional questions on the FBLA National Bylaws. Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles section will be drawn from the NAP's official test bank.

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).

Eligibility

Each state may enter one (1) team, which must be composed of four (4) or five (5) persons—a president vice president, secretary, treasurer, and an additional member. Two (2) members may have participated previously in this event. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

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.

Procedure

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

Objective Test

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

Participants must furnish their own No. 2 pencils, eraser, and pens.

The team score is determined by averaging the scores of its members. The ten (10) teams with the highest score will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office.

Performance

All members of the ten (10) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty (20) minutes before the performance, the team will receive the problem.

The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself.

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 problem must be included in the appropriate order of business, but other items should also be taken up during the meeting.


Participants may refer to appropriate parliamentary procedure reference materials (e.g. *Robert's Rules of Order*) in the preparation room only. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, a copy of the minutes from a preceding meeting, and paper for recording the minutes of this meeting. Participants are not to write on the copy of the problem.

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.

The team's secretary, with the assistance of one other member, has thirty (30) minutes following the performance to prepare and file with the judges the minutes of the performance. No reference materials may be used during the writing of the minutes other than the problem, minutes of the previous meeting, treasurer's report, and notes taken by the secretary during the performance. The minutes are to be handwritten on 8¹/₂" x 11" paper provided by the secretary. These minutes will be judged on both form and content. (See *Robert's Rules of Order Newly Revised*, copyright 2000.)

Performances are open to conference attendees, except performing participants of this event.



Parliamentary Procedure

Performance Rating Sheet

Motions: Full value should be given for correctly handling the following actions on motions. For instance, if a motion does not require a second and the team handles this correctly, full credit should be given.

Motions: (M)ain, (S)ubsidiary, (P)rivilaged, (I)ncidental, (B)ring Again

Motions	M	S	P	I	B	Value	Score
Made						5	
Seconded						5	
Stated						5	
Debate/no debate						5	
Put to vote						5	
Vote result announced						5	

Motions Performance Subtotal

Business of the Meeting

Problem: quality (concise, complete, clear, germane)						15	
Directions followed						5	
Other business quality						10	

Business of the Meeting Performance Subtotal

General Parliamentary Procedure

Proper order of business						5	
Minutes of meeting						10	
Proper use of parliamentary terms						8	
Clarity of expression, voice projection						5	
Impartiality of presiding official						2	
Initiative of members						5	
Poise, dignity, and appearance						5	

General Parliamentary Procedure Performance Subtotal

Total Points

/100 max.

Penalty Points Deduct one (1) point per full half minute under 9 minutes or over 11 minutes. No deduction for performances between 8:31 and 11:29.

Performance Score

_____ x 80% =

Average Written Test Score

_____ x 20% =

Final Score

/100 max.

State Chapter: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____

Partnership with Business Project

This event recognizes FBLA chapters that develop and implement the most innovative, creative, and effective partnership plan for increasing sustained communication and interaction with the business community.

Project Purpose

This report 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 successful businesses.

Business Education Curriculum Standards:

Career Development, Communication, Entrepreneurship, Management

Eligibility

Each state may enter two (2) chapter reports from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Members representing their chapters in the oral presentation portion of this event may compete in an additional individual event.

Procedure

Note: Please refer to the Special Event Guidelines on pages V-8 – V-9 at the beginning of this section for additional information.

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in

the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round — Oral Presentation

The top two chapter reports from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a two (2) minute oral abstract of the project. No visual aids or audiovisual equipment will be allowed in the preliminary round.

A timekeeper will stand at one (1) minute. When the presentation is finished, the timekeeper will record the time used noting a deduction of five (5) points for any time over 2 minutes.

Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

The preliminary performance is **not** open to conference attendees. Scores from the written chapter report as well as the preliminary oral presentation will determine final rank. The top ten (10) chapters will proceed to the final round.

Final Round — Oral Presentation

The top ten (10) teams will give an oral presentation.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specifically related to the project may be used in the final presentation. However, no items may be left with judges or audience.

A timekeeper will stand at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over 10 minutes. Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.



Partnership with Business Project

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Development					
Description of the partnership goals	0	1 – 2	3 – 4	5	
Description of the planning activities used to build a partnership	0	1 – 3	4 – 7	8 – 10	
Roles of business leaders and chapter members in developing the partnership	0	1 – 2	3 – 4	5	
Implementation					
Description of the activities implemented to learn concepts of business operations	0	1 – 5	6 – 10	11 – 15	
Level of involvement from business leaders	0	1 – 2	3 – 4	5	
Roles of business leaders and chapter members in implementing the project	0	1 – 2	3 – 4	5	
Results					
Description of concepts learned from the project and the impact of the project	0	1 – 5	6 – 10	11 – 15	
Degree of Involvement					
Hours spent, personal contact, executives and department heads contacted	0	1 – 3	4 – 7	8 – 10	
Evidence of Publicity					
Examples of publicity and recognition received as a result of the partnership	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	

Total Points _____ /100 max.

Penalty Points

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Partnership with Business Project

Oral Presentation Rating Sheet — Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction, & professional appearance	0	1 – 2	3 – 4	5	
Explanation of Project					
Description of project development and strategies used to implement the project	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 3	4 – 7	8 – 10	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Total Points	/30 max.				
Penalty Points	Deduct five (5) points for presentations over 2 minutes.				
Presentation Score	/30 max.				
Report Score	/100 max.				
Final Score	/130 max.				

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Partnership with Business Project

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, and diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of Project					
Description of development and strategies used to implement the partnership	0	1 – 5	6 – 10	11 – 15	
Degree of chapter involvement	0	1 – 3	4 – 7	8 – 10	
Contact established with various levels of management within the business (i.e., president, officer, supervisor, owner)	0	1 – 7	8 – 14	15 – 20	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Total Points	/100 max.				
Penalty Points	Deduct five (5) points for presentations over 10 minutes.				
Presentation Score	/100 max.				
Report Score	/100 max.				
Final Score	/200 max.				

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Public Speaking I

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

Competencies

The content of the four-minute (4) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

Business Education Curriculum Standards:

Communication

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter and is on record in the FBLA-PBL 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.

Procedure

General Information

The speech should be four (4) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.

Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. Student members, not advisers, must prepare the speeches. State and local

advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.

When delivering the speech, the participant may use notes or note cards. No visual aids may be used.

A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries.

The order of performance will be drawn at random by an impartial person in the event office.

At the time of the performance, the event administrator will introduce each participant by name only. 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 any time under 3:31 or over 4:29 minutes.

All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists — an equal number of participants from each group — will be scheduled for the final round.

Final Round

The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Public Speaking I

Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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Content

Relation to FBLA-PBL goals, activities, and/or current programs	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 3	4 – 7	8 – 10	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	

Organization

Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 3	4 – 7	8 – 10	

Delivery

Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures, eye contact	0	1 – 3	4 – 7	8 – 10	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	

Total Points

/100 max.

Penalty Points

Deduct five (5) points for presentations under 3:31 or over 4:29 minutes.

Final Score

/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Public Speaking II

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

Competencies

The content of the five-minute (5) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

Business Education Curriculum Standards:

Communication

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

General Information

The speech should be five (5) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.

Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. Student members, not advisers, must prepare the speeches. State and local

advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.

When delivering the speech, the participant may use notes or note cards. No visual aids may be used.

A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries.

The order of performance will be drawn at random by an impartial person in the event office.

At the time of the performance, the event administrator will introduce each participant by name only. 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.

All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists — an equal number of participants from each group — will be scheduled for the final round.

Final Round

The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Public Speaking II

Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 2	3 – 4	5	
Significance of subject	0	1 – 2	3 – 4	5	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	
Organization					
Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 2	3 – 4	5	
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures, eye contact	0	1 – 3	4 – 7	8 – 10	
Clear, specific language	0	1 – 2	3 – 4	5	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Penalty Points	Deduct five (5) points for presentations under 4:31 or over 5:29 minutes.				
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Report Purpose

The report should summarize the activities of the state chapter between the end of the previous State Leadership Conference and the end of the current State Leadership Conference. Projects used for other FBLA reports may be included. The report should include the chapter's profile, productivity, recognition, and business procedures.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

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

Procedure

Note: Please refer to the Event Regulations section at the beginning of these guidelines for additional information.

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

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.

Competencies

The written objective test may include questions on the Internet and web sites, computer applications and integration, networking, telecommunications, as well as basic technology concepts and business equipment.

Business Education Curriculum Standards:

Information Technology

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

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

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

Visual Basic Programming

Programming is an essential career area that supports today's technology-based society. All programming involves the writing of detailed instructions that direct a computer to perform tasks necessary to process data into information. This event recognizes FBLA members who have developed an understanding and proficiency in the writing and development of programs in Visual Basic.

Competencies

The written objective test for Visual Basic programming will consist of items related to menu and arrays; window controls; computer concepts; word functions including sub procedures or subroutines; programming structures: sequence, decision/selection, and repetition; variables; constants; debugging procedures; types of input and output; and graphical user interface.

Eligibility

Each state chapter may enter two (2) participants in the event.

Each participant must be a member of an active local chapter who is on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies. The test will be based on the most recent version of the software.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.



State Chapter Annual Business Report

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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Chapter Profile

Letter to chapter membership (stockholders) <ul style="list-style-type: none"> • Number of members • Size of state chapter • When and how the chapter was organized 	0	1 – 3	4 – 7	8 – 10	
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Productivity

Recruitment of members and chapters	0	1 – 2	3 – 4	5	
State officer assistance to local chapters	0	1 – 2	3 – 4	5	
Preparation of state and local officers for their duties	0	1 – 3	4 – 7	8 – 10	
Cooperation with business, professional, and service groups within the community	0	1 – 2	3 – 4	5	
Participation in public relations activities, newsletter preparation	0	1 – 3	4 – 7	8 – 10	
Development and promotion of FBLA-PBL state projects	0	1 – 3	4 – 7	8 – 10	
Support of FBLA-PBL national projects	0	1 – 2	3 – 4	5	
Implementation of state leadership conferences	0	1 – 2	3 – 4	5	
Attendance and participation at conferences sponsored by the association	0	1 – 2	3 – 4	5	

Businesslike Procedures

Chapter management and organization	0	1 – 2	3 – 4	5	
Financial development, including fundraising and financial statement	0	1 – 2	3 – 4	5	

Format of Report

Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Design and graphics	0	1 – 2	3 – 4	5	

Total Points

/100 max.

Penalty Points

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies/2004 National Leadership Conference Topics

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 2004 National Leadership Conference will be:

Presentations on Demand is a new company in town. The company specializes in video scrapbooking, electronic presentations including PowerPoint™, and teleconferencing for corporate meetings. You have been hired to develop a complete on-line Web site and image for the company. Here are the components Presentations on Demand has requested:

1. ***Introduction to Web site using Flash or Flash-type animation.***
2. ***Company Overview to include a Mission Statement, Company Services, New Products, Company History, Staff, and one other element found in a company Web site.***
3. ***Customer service information.***
4. ***Client list and portfolio of presentations (March of Dimes and FBLA-PBL, Inc. are two clients). Include links, site map, FAQ's, pricing and/or rates, and contact us.***

Create a Web site using the elements above and others you feel that will best demonstrate the company successfully.

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

The Web site should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, and correct business format.

Business Education Curriculum Standards:

Communication, Information Technology, Marketing

Eligibility

Each state may submit two (2) entries. Entries may be created by an individual or a team of two (2) or three (3) members. Participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year. In the event of a team event, no more than one (1) member may have competed in this event at a previous National Leadership Conference.

Procedure

1. Entries will be judged according to the rating sheet.
2. An official event entry form must be completed and submitted by the state chairman or designee. This form will list the following information: chapter name, participants' names, school, city, state, and URL.
3. This is not a chapter Web site. The topic must be incorporated in the Web site design.
4. 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 National Leadership Conference.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the Web site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
6. Web sites should be designed to allow for viewing by as many different platforms as possible.



Web Site Development

Judges' Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate	0	1 – 2	3 – 4	5	
Graphic design shows creativity, originality, and supports theme	0	1 – 3	4 – 7	8 – 10	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; Java script)	0	1 – 2	3 – 4	5	
Site Navigation					
All links are functional	0	1 – 2	3 – 4	5	
Links are consistent and support theme	0	1 – 2	3 – 4	5	
Navigational scheme is logical and effective	0	1 – 2	3 – 4	5	
Content					
Effectiveness of site	0	1 – 5	6 – 10	11 – 15	
Theme fully and effectively developed. Solution adequately addresses assigned topic.	0	1 – 5	6 – 10	11 – 15	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1 – 3	4 – 7	8 – 10	
Site is compatible with multiple browsers	0	1 – 2	3 – 4	5	
Copyright laws have been followed and permissions are cited on the Web site	0	1 – 3	4 – 7	8 – 10	
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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 and is on record in the FBLA-PBL 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.

Regulations

The entry form must be completed by the state chairman or designee and must be mailed to the FBLA-PBL National Center.

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 National Leadership Conference, the state may designate one of its other delegates to accept the award for that nominee.

Procedure

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, chairmanships, 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 National Leadership Conference.

Word Processing I

Word processing skills are necessary to obtain information processing positions in business. This event recognizes FBLA members who demonstrate that they have acquired entry level skills for word processing positions in business.

Competencies

Participants should be well prepared in the basic keyboard knowledge and in the production of letters, memorandums, reports, tables, resumes, and material from rough draft and unarranged copy. Results will be based on mailable copy and the Format Guide.

In addition, participants will be tested on their understanding and mastery of document formatting rules and standards; grammar, punctuation, spelling, and proofreading; basic keyboarding terminology and concepts; and related application knowledge.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each state may enter two (2) participants who are members of active local chapters, who are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year, and who have placed in the state competition.

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.

Procedure

Note: Please refer to the Event Regulations section at the beginning of these guidelines for additional information.

School Site

One (1) hour will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.

Results will be based on the Format Guide and mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability on page V-10 in the Special Information section of these guidelines.)

Participants must recognize the necessity for accurate proofreading. Word division manuals and dictionaries may be used as reference materials. The Format Guide is not allowed as a reference at the test site.

Voice recognition software may be used where appropriate. The local chapter must provide the software.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge.

The score received on this portion of the event will constitute 15 percent of the final event score.

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

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.

Competencies

Participants should be well prepared in the production of all types of business forms, which may include letters, memorandums, tables, reports, statistical reports, and materials from rough draft and unarranged copy. Results will be based on mailable copy and the Format Guide.

In addition, participants will be tested on their understanding and mastery of document formatting rules and standards; grammar, punctuation, spelling, and proofreading; basic word processing terminology and concepts; and related application knowledge.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each state may enter two (2) participants who are members of active local chapters and who are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

Note: Please refer to the Event Regulations section at the beginning of these guidelines for additional information.

School Site

One (1) hour will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.

Results will be based on the Format Guide and mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability on page V-10 in the Special Information section of these guidelines.)

Participants must recognize the necessity for accurate proofreading.

Word division manuals and dictionaries may be used as reference materials. The Format Guide is not allowed as a reference at the test site.

Voice recognition software may be used where appropriate. The local chapter must provide the software.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge.

The score received on this portion of the event will constitute 15 percent of the final event score.

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



Competitive Event Recommendation Form

From: _____ State: _____

Status (check those that apply): Adviser State Committee Member Member

Chapter Affiliation: _____

Address: _____

Phone Number: _____

Event Name: _____

Division (check one): FBLA PBL FBLA–Middle Level

Scope of proposal (check one): New Event Modification to existing event

Rationale (brief statement; attach additional sheets if needed):

Signature: _____ Date Submitted: _____

Do not write below this line.

Assigned to: _____ Date: _____

Status: _____ Approved as proposed: _____

Approved with modifications: _____ Rejected. Rationale: _____

Implemented at NLC: _____ Pilot Full: _____