



COMPETITIVE EVENT GUIDELINES

— 2011-2012 —

Welcome to the Competitive Events Handbook for Oregon FBLA!

This document is the source for all competitive event rules, regulations, procedures, and eligibility for the State Business Leadership Conference. It also contains the rating sheets and forms that are required for certain events. Questions related to the State Business Leadership Conference or FBLA Competitive Events should be directed to:

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The FBLA Competitive Events Program is cross-walked and connected to the National Business Education Association (NBEA) Business Education Standards, States' Career Cluster Initiative, and to the Oregon Department of Education academic and career technical education standards.

The FBLA competitive events program contains four event types: Written/Objective Tests Events, Performance Events, Skill Events, and Chapter Events. These events contain individual and team competitions. Please review all event guidelines closely, including General and Specific Information contained at the beginning of this Handbook.

Oregon FBLA prides itself in fairness and working with each chapter to accommodate their unique situations and needs. However, the purpose of this Handbook is to bring statewide consistency, fairness, and accountability to the operation of events. The operations of events and rules governing competition will not be altered because participants did not fully read through or understand these regulations.

With the exception of State Only Events, the rules for competition closely match the same rules developed by the FBLA National Awards Program Committee and approved by the National Board of Directors. Where there is variance in rules, it is primarily due to facility requirements, numbers of eligible competitors, or education opportunities unique to Oregon. In all cases, event procedures for state and national events are open for continuous improvement and members and advisers are encouraged to submit recommendations for future events revisions.

Oregon FBLA wishes each chapter and member great success in their preparation and performance in our Competitive Events Program. Our winners are not just those who place on stage, but those who participate in the process of exploring business, advancing their future, and pursuing academic and career excellence!



Oregon FBLA Competitive Events

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Oregon FBLA Competitive Events

Special Notes

Members can compete in up to two individual or team events. Events are categorized as follows:

Members can take ONE or TWO of these events	Members can only participate in ONE of these events	Members can participate in these events regardless if they compete in other events.
Accounting I	Banking & Financial Systems	American Enterprise Project
Accounting II	Business Ethics	Chapter Newsletter
Business Calculations	Business Financial Plan	Chapter Scrapbook
Business Communication	Business Plan	Chapter Website
Business Law	Business Presentation	Chapter Publicity
Business Literacy	Client Service	Community Service Project
Business Math	Computer Game & Simulation	Digital Scrapbook
Business Procedures	Programming	Government Promotion Project
Computer Applications	Digital Design & Promotion	Foundation Scholarship
Computer Problem Solving	Digital Video Production	Local Chpt. Ann. Busn. Rep.
Cyber Security	Desktop App. Programming	March of Dimes Report
Database Design & Apps.	E-Business	National Business Honor Roll
Desktop Publishing	Electronic Career Portfolio	Oregon Foundation Report
Economics	Emerging Business Issues	OSU Lucille Borigio Scholarship
FBLA Principles and Procedures	Entrepreneurship	Partnership with Business
Health Care Administration	Future Business Leader	Who's Who in Oregon FBLA
Hospitality Management	Global Business Issues	
Intro. to Business	Help Desk	
Intro. to Business Communication	Impromptu Speaking	
Intro. to Parliamentary Procedure	Internet App. Programming	
Intro. to Technology Concepts	Job Interview	
Networking Concepts	Management Decision Making	
Personal Finance	Management Info. Systems	
Sports Management	Marketing	
Spreadsheet Applications	Network Design	
Technology Concepts	Parliamentary Procedure	
Word Processing I	Public Speaking I	
Word Processing II	Public Speaking II	
	Website Design	



Competitive Events

General Information

Oregon FBLA Competitive Events Handbook—UPDATED!

All FBLA event guidelines for state and national competitions for Oregon FBLA are contained within this handbook. No cross referencing of national guidelines will be necessary for the State Business Leadership Conference. This is the source for Oregon’s state and national events.

Changes to this Edition:

The following events and processes have been changed with the publication of this edition:

- **Event Change:** Desktop Publishing – the finished product must be submitted in color.
- **Event Change:** Electronic Career Portfolio – is no longer pre-judged. It is now a performance event where the portfolio is presented to a panel of judges.
- **Event Change:** Entrepreneurship – is now a role play, rather than a presentation.
- **Event Change:** Marketing – is now a team event for teams of 2-3 members.
- **Event Change:** Network Design – is now a role play, rather than a presentation.
- **Handbook Update:** The topics for the 2012 National Leadership Conference have been adopted for the 2012 State Business Leadership Conference and have been embedded into this handbook for the following events:
 - Business Financial Plan
 - Business Presentation
 - Computer Game & Simulation Programming
 - Digital Design & Promotion
 - Desktop Application Programming
 - Digital Video Production
 - E-Business
 - Emerging Business Issues
 - Web Site Design.
- **Process Change:** Reports, Resumes, Applications, Nomination Materials, and Manuals for the following events will **no longer be mailed** to Oregon FBLA. Rather, they will be submitted online in PDF format for pre-judging.
 - Administrator of the Year
 - Adviser of the Year
 - Alumni of the Year
 - American Enterprise Project
 - Business Financial Plan
 - Business Plan
 - Businessperson of the Year
 - Chapter Newsletter
 - Community Service Project
 - Digital Design & Promotion
 - Future Business Leader
 - Government Promotion Project
 - Job Interview
 - Local Chapter Annual Business Report
 - March of Dimes Report

- National Business Honor Roll
- Oregon FBLA Foundation Report
- Oregon FBLA Foundation Scholarship Application
- OSU Lucille Borigio Scholarship Applications
- Partnership with Business Project
- Who's Who in FBLA
- **Process Change:** URL Submission forms for the following events will **no longer be mailed** to Oregon FBLA. Rather, they will be submitted online for pre-judging.
 - Chapter Website
 - Digital Scrapbook
 - E-Business
 - Web Site Design
- **Process Change:** Entry forms for the following events will **no longer be mailed** to Oregon FBLA. Rather, they will be submitted online for review.
 - Chapter of the Year
 - March of Dimes Financial Form
- **Process Clarification:** The only materials that will be mailed to Oregon FBLA during the SBLC Registration Process are as follows:
 - Computer Game & Simulation Programming: DVD's or CD's will still be mailed to Oregon FBLA.
 - Desktop Application Programming: DVD's or CD's will still be mailed to Oregon FBLA.
 - Digital Video Production: DVD's or CD's will still be mailed to Oregon FBLA.
 - School Site Tests (Accounting II, Computer Applications, Database Design & Applications, Desktop Publishing, Spreadsheet Applications, Word Processing I, and Word Processing II) will still be mailed to our School Site Grading Center (not to Oregon FBLA).

Evaluations, Scoring Sheets, and Tests

Event materials that are able to be returned to chapters/members, including scoring sheets, will be made available on the final morning of the State Business Leadership Conference. No materials will be mailed to chapters following the event as all materials will be available for pickup in person at this time.

Decision of the Judges

All decisions of the panel of judges are final. Procedural issues may be addressed to the State Adviser. Interpretations of rules, procedures, or questions are to be made by the State Adviser or their designee.

Number of Competitions Allowed Per Competitor

For the state level please see the table located on Page 4.

On the national level, a student may compete in one chapter event as well as one individual or team event, unless the member is taking the National Parliamentarian selection test.

State Recognition

Up to the top ten (10) competitors, teams, or chapters will be recognized in each event and will receive awards at the State Business Leadership Conference.

Cellular Phones

Cellular phones are to be in the off position during competitive event sessions. Competitor's whose phones ring or disturb the competition environment will either be penalized or disqualified from the event.

Written Event Online Testing

Oregon FBLA will utilize an online delivery system to administer its written, knowledge events. Competitors will be provided with login information and will complete their exams in a locally monitored lab setting at their local school prior to the actual conference.

Competitors WILL NOT be able to change the events they are registered in at the time of testing, but will have access only to those events in which they are pre-registered.

Detailed instructions on registering and administering online testing will be sent to local chapters with the State Business Leadership Conference registration materials.

Method for Breaking Ties

The "Last Ten Question Method" is used in the event there is a tie among written test competitors. The competitor who missed the least amount of questions in the final ten (10) questions will have the tie broken in his/her favor. If a tie remains after reviewing the last ten (10) questions, then each block of preceding ten (10) questions will be analyzed until the tie can be broken. If, after reviewing all ten question blocks, a tie remains, then the competitor completing the test in the least amount of time will have the tie broken in his/her favor.

Sequestering for Events

In the performance events, competitors are not sequestered (isolated from other conference attendees and competitors) to allow for maximum participation in all events. This is allowed because Oregon FBLA has always maintained a high level of honor and character among its members. Therefore, any competitors found to be sharing event topics, case studies, judge questions, or test questions with any other person (including guests, advisers, chaperones, members from other schools) will be disqualified from ALL competitions. Depending on the severity, the competitor may be asked to leave the conference or in certain cases the entire chapter may be disqualified from competition.

Observing Performance Events

Final Rounds of performance events are open to audience observation. The conference program will clearly designate which events are open for audience observation. In all cases, competitors actually participating in the event are not allowed to be observers. In addition, seating for observers in most events will be limited. Please be courteous and allow members/advisers from the chapter of the student competing to have a chance to view the performance if desired. No one may enter or leave the performance area while a performance is in progress.

Equipment

All events allowing or requiring equipment must be provided by the chapter. Only a projection screen, cart/table, and extension cord if needed will be provided by the state chapter. Internet access will be provided for E-Business and Website Design only.

Scheduling Conflicts

In the event a participant has a scheduling conflict with other events, the competitor and his/her adviser must report to the event administrator prior to the start of the event to determine if rescheduling is possible. The ability to re-schedule competitors resides with the event administrator.

Reference Materials

Except where designated in this handbook, no reference materials are allowed in any competition.

Recording of Presentations

Absolutely no audio or visual recording devices will be allowed in any competitive event.

Due Dates

Due dates for materials, registration, etc. are posted in the official Oregon FBLA-PBL Calendar. In most cases these due dates are “receipt dates.” This means that designated materials will be due by close of business (5:00pm) on that date. Materials received after deadlines will be penalized or disqualified.

Event Verification

A chapter adviser or designee must verify competitors at registration on the first day of the conference. No substitutions or event changes will be permitted after this time, only deletions.

Grade Level Specific Events

The following events are only for Middle Level through 10th grade FBLA members:

- ∇ Business Math
- ∇ FBLA Principles and Procedures
- ∇ Introduction to Business
- ∇ Introduction to Business Communication
- ∇ Introduction to Parliamentary Procedure
- ∇ Introduction to Technology Concepts
- ∇ Public Speaking I
- ∇ Word Processing I

Weighting of Written Tests for Performance, Team, and Skill Events

Events with a Written Test component will be weighted as follows:

- ∇ **Business Financial Plan:** Finalists will be selected based on a combination of the Project score and the preliminary round score. Winners will be selected based on a combination of the Project score and the final round score.
- ∇ **Digital Video Production:** Finalists will be selected based on a combination of pre-judged project score and performance score. Winners will be selected based on a combination of the Project score and the final round score.
- ∇ **E-Business:** Finalists will be selected based on a combination of pre-judged project scores and performance score. Winners will be selected based on a combination of the Project score and the final round score.
- ∇ **Entrepreneurship:** Finalists are selected based on top team written test scores. Written test scores will then only be used in the final rankings to break a tie in performance scores.
- ∇ **Future Business Leader:** Finalists will be selected based on a combination of written test score and application materials score. Winners will be selected based on a combination of the written test score, application materials score, and interview score.
- ∇ **Global Business:** Finalists will be selected based on the written test score. Written test scores will only be used after this time to break a tie.

- ▽ **Management Decision Making:** Finalists will be selected based on the written test score. Written test scores will only be used after this time to break a tie.
- ▽ **Network Design:** Finalists will be selected based on written test scores. The performance component determines the winner exclusively. Written test scores will only be used to break a tie.
- ▽ **Parliamentary Procedure:** Finalists will be selected based on written test scores. Final rank will be determined by the performance score with no weight given to the written test.

Repeat Competitors

Members may not repeat in an event at the State Business Leadership Conference if they have competed in that particular event at a previous National Leadership Conference. Exceptions to this regulation are as follows:

- ▽ **Banking & Financial Systems, Business Ethics, Business Financial Plan, Business Presentation, Desktop Publishing, Digital Video Production, E-Business, Emerging Business Issues, Entrepreneurship, Global Business, Marketing, Management Decision Making, Management Information Systems, Network Design, and Website Design.** One member of the team may have competed in this event at a previous NLC.
- ▽ **Business Plan.** If an entry at an NLC was previously submitted by a team, rather than an individual, one member of the team may repeat. A member who submitted an individual entry may not compete in this event.
- ▽ **Parliamentary Procedure.** Two members of the team may have competed in this event at a previous NLC.

Sequenced Events

The following events are considered to be linked in a series. Once a member has competed at a State or National Leadership Conference in the second, or advanced, event in the series, he/she may not subsequently compete in the first, or introductory, event. This includes:

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

Competing with Other Chapters

FBLA encourages chapters to network, mentor, and work together to complete projects and activities. However, chapters may not compete together at SBLC. Members from different chapters may not form teams to compete together. Chapters who participate in projects together and wish to submit a report (e.g. Community Service Project) must submit separate and distinct reports.



Individual Objective Tests

2011-12 Edition

Competitive Event	Type of Event	Students per event	Events Offered at	Topic?	Notes and special details
Accounting I	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Accounting II	One hr–Site Test Objective test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). Students will complete an one-hour site test.
Business Calculations	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Business Communication	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Business Law	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Business Math <i>(Grades 9-10)</i>	Objective Test	1	Regional State National	No	At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Business Procedures	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Computer Applications	One hr–Site Test Objective Test	1	Regional State National	No	1) FBLA Format guide, may be used in production test. 2) The objective test will be administered on-line
Computer Problem Solving	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Cyber Security	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).

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Competitive Event	Type of Event	Students per event	Events Offered at	Topic?	Notes and special details
Database Design & Applications	One hr–Site Test Objective Test	1	Regional State National	No	1) FBLA Format guide, may be used in production test. 2) The objective test will be administered on-line
Desktop Application Programming	1. Prejudge Program 2. Oral Presentation	1	State National	Yes	1) Submit two copies of completed DVD presentation based upon guidelines. Must be submitted by the deadline. 2) All teams will present an oral presentation at the State and National Conferences.
Desktop Publishing	Two hr–Site Test Objective Test	2	Regional State National	No	Two computers, a scanner and/or clipart may be used, but no other equipment may be used. The objective test will be administered on-line.
Economics	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
FBLA Principles & Procedures (Grades 9-10)	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Health Care Administration	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Hospitality Management	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Introduction to Business (Grades 9-10)	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Introduction to Business Communication (Grades 9-10)	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Introduction to Parliamentary Procedure (Grades 9-10)	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Introduction to Technology Concepts (Grades 9-10)	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).

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Competitive Event	Type of Event	Students per event	Events Offered at	Topic?	Notes and special details
Networking Concepts	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Personal Finance	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Sports Management	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Spreadsheet Applications	One hr–Site Test Objective Test	1	Regional State National	No	1) FBLA Format guide, may be used in production test. 2) The objective test will be administered on-line
Technology Concepts	Objective Test	1	Regional State National	No	At the State competition, this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region).
Word Processing I (Grades 9-10)	One hr–Site Test Objective Test	1	Regional State National	No	1) FBLA Format guide, may be used in production test. 2) The objective test will be administered on-line
Word Processing II	One hr–Site Test Objective Test	1	Regional State National	No	1) FBLA Format guide, may be used in production test. 2) The objective test will be administered on-line



Performance Events

2011-12 Edition

Competitive Event	Type of Event	Team, Individual or Chapter event	Events Offered at	Topic?	Notes and special details
American Enterprise Project	1. Written Report 2. Oral Presentation	Team of 1-3 1 entry per chapter	State National	No	1) Written report must be formatted in line with the requirements. Report must be submitted online in PDF format. 2) All teams will present an oral presentation at the State and National Conferences.
Banking & Financial Systems	1. Objective Test 2. Oral Presentation	Team of 2-3 Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) At State Competition, the top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.
Business Ethics	Oral Presentation	Team of 2-3 4 entries per chapter	State National	No	Ethical dilemma scenario will be given to team 20 minutes prior to presenting oral presentation to judges.
Business Financial Plan	1. Written Report 2. Oral Presentation	Team of 1-3 2 entries per chapter	State National	Yes	1) Written report must be formatted in line with the requirements. Report must be submitted online in PDF format. 2) All teams will present an oral presentation at the State and National Conferences.
Business Plan	1. Written Report 2. Oral Presentation	Team of 1-3 2 entries per chapter	State National	No	1) Written report must be formatted in line with requirements. Report must be submitted online in PDF format. 2) All teams will present an oral presentation at the State and National Conferences.
Business Presentation	Oral Presentation	Team of 1-3 4 entries per chapter	State National	Yes	Create a business presentation on the given topic.
Client Service	Interactive Simulation	Individual 4 entries per chapter	State National	No	1) The event consists of an interactive simulation related to client services. 2) Top performers based upon the highest preliminary scores will advance to finals.
Community Service Project	1. Written Report 2. Oral Presentation	Team of 1-3 1 entry per chapter	State National	No	1) Written report must be formatted in line with requirements found in the Chapter Management Handbook. Report must be submitted online in PDF format. 2) All teams will present an oral presentation at the State and National Conferences.
Computer Game Simulation Programming	1. Computer Game 2. Oral Presentation	Individual 2 entries per chapter	State National	No	1) Submit two copies of completed DVD/USB thumb drives with computer game by state deadline. 2) All teams will present an oral presentation at the State and National Conferences.
Digital Design and Promotion	1. Logo 2. Oral Presentation	Team of 1-2 2 entries per chapter	State National	Yes	1) Design must be submitted online in PDF format. 2) Top 10 logos will present an oral presentation at the State and National Conferences.

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Competitive Event	Type of Event	Team, Individual or Chapter event	Events Offered at	Topic?	Notes and special details
Digital Video Production	1. DVD Presentation 2. Oral Presentation	Team of 1-3 2 entries per chapter	State National	Yes	1) Submit two copies of completed DVD presentation based upon guidelines. Two DVDs must be submitted by the state deadline. 2) All teams will present an oral presentation at the State and National Conferences. Each team will provide their own equipment.
E-Business	1. Created Website 2. Oral Performance	Team of 1-3 2 entries per chapter	State National	Yes	1) Submit Website address via online form based upon guidelines by the state deadline. Sites must be eligible for viewing on the internet at time of judging. 2) All teams will present an oral presentation at the State and National Conferences.
Electronic Career Portfolio	Created Electronic Portfolio	Individual member 4 entries per chapter	State National	No	All individuals will present their Electronic Career Portfolio to a panel of judges.
Emerging Business Issues	Oral Presentation	Team of 2-3 members 2 entries per chapter	State National	Yes	Members prepare information based upon topic. Must be familiar with topic to present presentation for the affirmative or negative. Each team has five minutes to prepare for oral presentation once argument has been drawn.
Entrepreneurship	1. Objective Test 2. Role Play	Team of 2-3 members Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.
Future Business Leader	1. FBLA Resume and Cover letter 2. Objective Test 3. Interview	Individual 2 entries per chapter	Regional State National	No	1) FBLA Resume and Cover letter addressed to FBLA-PBL CEO to be submitted online in PDF format. 2) At the Regional Competition, only the written objective test will be offered. 3) At the State competition this objective test will be administered on-line at your local high school using local computers. 4) Interview at State and top ten objective tests to interview at Nationals.
Global Business	1. Objective Test 2. Oral Performance	Team of 2 or 3 Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.

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Competitive Event	Type of Event	Team, Individual or Chapter event	Events Offered at	Topic?	Notes and special details
Help Desk	1. Objective Test 2. Oral Performance	Individual Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top 10 participants based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be role played with judges.
Impromptu Speaking	Oral Presentation	Individual Regional Qualifier	Regional State National	No	Each participant will give a four-minute speech based upon topic that is revealed 10 minutes prior to presentation.
Job Interview	1. Letter of Application and Resume 2. Job Application Form 3. Interview	Individual Regional Qualifier Or up to 4 Entries per chapter	Regional State National	No	Participants will apply for a position at a fictional corporation. Submit letter of application, job application, and resume online in PDF format by published deadline.
Local Chapter Annual Business Report	Chapter Project	1 entry per chapter	State National	No	Written report must be formatted in line with requirements found in the Chapter Management Handbook. Submit report online in PD format.
Management Decision Making	1. Objective Test 2. Oral Performance	Team of 2 or 3 Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.
Management Information Systems	1. Objective Test 2. Oral Performance	Team of 2 or 3 Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.
Marketing	1. Objective Test 2. Role Play	Team of 2 or 3	State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.

OREGON FBLA EVENT HANDBOOK

Competitive Event	Type of Event	Team, Individual or Chapter event	Events Offered at	Topic?	Notes and special details
Network Design	1. Objective Test 2. Role Play	Team of 2 or 3 Regional Qualifier	Regional State National	No	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon a case study that will be shared with team 20 minutes prior to oral performance.
Parliamentary Procedures	1. Objective Test 2. Oral Performance	Team of 4 or 5 Regional Qualifier	Regional State National	Based on Robert's Rules of Orders	1) At the State competition this objective test will be administered on-line at your local high school using local computers. It will be administered at the regional level using the on-line method or scantron (varies in each region). 2) Top ten teams based upon the highest objective scores will be invited to give an oral presentation based upon the provided meeting scenario that will be shared with team 20 minutes prior to oral performance.
Partnership with Business	1. Written Report 2. Oral Presentation	Team of 1-3 1 entry per chapter	State National	No	1) Written report must be formatted in line with the requirements. Report submitted online in PDF format. 2) All teams will present an oral presentation at the State and National Conferences.
Public Speaking I <i>(Grades 9-10)</i>	Oral Presentation	Individual Regional Qualifier	Regional State National	No	Each participant will give a four-minute speech based upon the FBLA goals.
Public Speaking II	Oral Presentation	Individual Regional Qualifier	Regional State National	No	Each participant will give a five-minute speech based upon the FBLA goals.
Website Design	1. Created Website 2. Oral Performance	Team of 1-3 2 entries per chapter	State National	Yes	1) Submit Website address via online form based upon guidelines by the state deadline. Sites must be eligible for viewing on the internet at time of judging. 2) All teams will present an oral presentation at the State and National Conferences.



Oregon State Events
2011-12 Edition

Competitive Event	Type of Event	Team, Individual or Chapter participants	Events Offered at	Topic?	Notes and special details
Chapter Newsletter	Chapter Project	1-2 students 1 entry per chapter	State Only	No	Review criteria and submit at least three newsletters in PDF format online.
Chapter Scrapbook	Chapter Project	1-2 students 1 entry per chapter	State Only	No	Review criteria and submit one copy of scrapbook. Must be received by deadline.
Chapter Website	Chapter Project	1-2 students 1 entry per chapter	State Only	No	Review criteria and submit URL address via online form. Must be able to view online during judging. Must be submitted by deadline.
Chapter Publicity	Chapter Project	Chapter	State Only	No	Chapters that complete Chapter Newsletter, Chapter Scrapbook and Chapter Website are automatically entered for Chapter Publicity.
March of Dimes Report	Chapter Project	1-2 students 1 entry per chapter	State Only	No	Written report must be formatted in line with requirements and submitted online in PDF format.
Government Promotion Program	Chapter Project	Chapter	State Only	No	Report must be submitted online in PDF format.
Oregon FBLA Foundation Report	Chapter Project	1-2 students 1 entry per chapter	State Only	No	Written report must be formatted in line with requirements and submitted in PDF format online.



Special Event Regulations

Technical Requirements for Written Reports

Written reports will be screened as they are received using the technical requirements checklist shown below. Any report not adhering to these requirements will be deducted 10 points per violation. This checklist will be used for the following events entries: **American Enterprise Project, Community Service Project, Business Plan, Business Financial Plan, Local Chapter Annual Business Report, Partnership with Business Project, State Annual Business Report, March of Dimes Written Report, and the Oregon FBLA Foundation Report.**

In addition to adhering to the following technical requirements, each report must follow the same sequence shown on the rating sheet located in the *FBLA Chapter Management Handbook* under competitive events page V-9.

Report Contents

- ▽ **Table of Contents:** Reports **MUST** contain a table of contents. A title page, divider pages, and appendices are optional.
- ▽ Reports **MUST NOT** exceed 30 pages, including the title page, table of contents, divider pages and appendices. Front covers are not counted in the page limit. There is no reason for a back cover, as all reports are submitted online in PDF format. **Business Financial Plan, March of Dimes and FBLA Foundation reports **do not need** to be 30 pages.* Please see specific guidelines for additional details
- ▽ **Page Size:** Standard 8 ½ x 11 paper.
- ▽ Reports may be single or double-spaced.
- ▽ **IMPORTANT NOTE:** All reports are submitted in PDF format online. Please do not print, bind, or mail reports.

Report Covers

- ▽ Note: There are no longer Oregon requirements for type of stock or cover, as reports are all submitted online in PDF format.
- ▽ Report Covers **MUST** contain: **The Name of the School; State Chapter; Name of the Event; and the Year (20xx-20xx).** They may also contain other information like the Chapter Number but this is not required. On Business Plan and Business Financial Plan: Authors names need to also be on the cover.
- ▽ The report covers are not counted against the page limit.



Special Event Regulations

Chapter Project Oral Presentations

Review these guidelines carefully as they are strictly enforced. Entries not adhering to these regulations will be penalized or disqualified. These special event guidelines apply to:

- ▽ American Enterprise Project
- ▽ Community Service Project
- ▽ Partnership with Business Project

Number of Competitors

A maximum of three (3) people may represent the chapter for oral presentation.

Oral Presentation

The team members must perform all aspects of the presentation (e.g. speaking, setup, operating equipment, etc.). Advisers or members not part of a competition team may not assist with or conduct equipment set up. At no time may advisers or non-team members assist with any part of the oral presentation to the judges.

Visual aids and samples related to the project may be used in the presentation. However, no items may be left after the presentation with either judges or the audience.



Special Event Regulations

Individual and Team Projects

Review these guidelines carefully as they are strictly enforced. Entries not adhering to these regulations will be penalized or disqualified. These special event guidelines apply to:

- ▽ Business Plan
- ▽ Business Presentation
- ▽ Web Site Design
- ▽ E-Business
- ▽ Digital Video Production
- ▽ Computer Game & Simulation Programming
- ▽ Business Financial Plan
- ▽ Digital Design & Promotion

Number of Competitors

One (1) to three (3) people may compete in each event.

Number of Entries per Chapter

Chapters may enter up to two (2) entries (individual or team) in each event. Members may not compete on multiple teams.



Special Event Regulations

Skill Events

Review these guidelines carefully as they are strictly enforced. Entries not adhering to these regulations will be penalized or disqualified. These special event guidelines apply to:

- | | |
|---------------------------------|----------------------------|
| ▽ Accounting II | ▽ Spreadsheet Applications |
| ▽ Computer Applications | ▽ Word Processing I |
| ▽ Database Design & Application | ▽ Word Processing II |
| ▽ Desktop Publishing | |

Number of Entries per Chapter

There is a limit of four (4) entries per chapter at the Regional Skills Conference. Students must qualify to compete at the State Business Leadership Conference.

School Site Testing

The school site testing requests will again be completed online. Please watch the Adviser Updates for details!

Online Testing

A one-hour objective test will also be included for Skill events. For Accounting II, the online test will count 50% of the final score. For all others, the online test will count 15% of the final score.

School Site Administration

At the Regional and State levels, FBLA Advisers may administer school site and online tests.

Allotted Time

One hour is permitted for Word Processing I and II, Database Design & Applications, Spreadsheet Applications, and Accounting II. Two hours are allowed for Desktop Publishing and Computer Applications. Time must run continuously and cannot be broken into multiple sessions. Once the event begins, the clock can only be stopped for repair of technical problems outside the control of the student. Entries exceeding the time or administered in multiple sessions will be disqualified.

Standards of Mailability

Materials submitted in these events are graded against the standard of zero errors and business-like format. The FBLA Format Guide must be followed for proper formatting of any type of word processing documents (available at www.fbla-pbl.org or www.oregonfbla.org).

Slight Corrections: The following errors will result in a penalty of two points per error:

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

Serious Corrections: The following errors 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.



Qualifying Guidelines

To attend the State Business Leadership Conference

There are up to five different ways a member can qualify to attend the annual State Business Leadership Conference:

Place in an Event at Your Local Regional Skills Conference

Members must choose one event to compete in if they qualify in more than one. This opens the way for others to be able to attend.

Be Involved with a Chapter Project

Those who are involved in the project are eligible to attend even if they did not qualify in an event at the regional skills conference. Chapter Projects include:

- ▽ American Enterprise Project
- ▽ Community Service Project
- ▽ Partnership with Business
- ▽ Local Chapter Annual Business Report
- ▽ Newsletter (Oregon Only event)
- ▽ Scrapbook (Oregon Only event)
- ▽ Chapter Website (Oregon Only event)
- ▽ March of Dimes Written Report (Oregon Only Event)
- ▽ FBLA Foundation Written Report (Oregon Only Event)

Be Appointed a “Wild Card”

Three wild cards can be picked per chapter. Wild cards may compete in any individual event. For team events, chapters will not be penalized a wild card for substitutions.

Enter an Event Not Offered at the Regional Conference

Check the table in this handbook to help you see what events are only offered at state. For most of these events, two entries per chapter are allowed.

Use a Bonus Event

Students who have qualified to attend the State Business Leadership and only have one competitive event may compete in one additional online test.



Attendance Criteria and Eligibility

Meet these Guidelines

Adults

- ▽ There must be ample adult supervision for students in accordance with your chapter policy.
- ▽ Adult advisers may be any adult named by the adviser to serve their chapter in this capacity. They must register for the conference, be willing to help run and event and be in attendance for the entire period of the conference. Adult advisers are required to serve as an event Administrator or Coordinator.
- ▽ Chaperones may be used to help advisers and may be asked to help with competitive events. They are not required to pay for conference registration. If they are unwilling or unable to assist in competitive event operations, they will be required to pay conference registration.
- ▽ Chapter advisers should call special attention to the "Code of Conduct," parent permission and medical release forms. All forms should be signed by the student and parent and be retained by their adviser. Chapter FBLA advisers will be responsible for the conduct of their chapter delegations.
- ▽ Advisers are responsible for modeling good behavior and the FBLA dress code at the SBLC.

Students

To be eligible to attend the SBLC, each FBLA member must meet the following basic criteria:

- ▽ Be an active member of national and Oregon FBLA.
- ▽ Have the approval of their FBLA chapter adviser.
- ▽ Have the approval of their school administration.
- ▽ Have the approval of their parent (or guardian) unless married or more than 18 years of age.
- ▽ Have on file with the local adviser a completed emergency medical form and a signed Code of Conduct form.
- ▽ All members attending the SBLC must either be a competitor or have a specific purpose for attending the conference.

Accounting I

The accurate keeping of financial records in 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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

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 by May 20 of the current school year.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Accounting II

The accurate keeping of financial records in 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

This event is composed of a school-site application test.

Participants should be prepared to complete problems for financial statements, bank reconciliation, payroll, trial balance, journalizing and posting, inventory, depreciation, adjusting/closing entries, and so on.

In addition, participants will be given an objective test on principles and practices of accounting for the sole proprietorship, the partnership, and the corporation. The objective test may include questions and problems on financial statements, partnerships, and corporate accounting, ratios, and analysis, purchases and sales, worksheets, account classification, bank reconciliation, income tax, payroll, inventory, plant assets and depreciation, cost accounting and manufacturing, budgeting and cash flow, departmentalized accounting, and ethics.

Business Education Curriculum Standards:

Accounting, Computation, Economics & Personal Finance.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

School Site Testing

Sixty (60) minutes will be allowed for the computer application portion of the test at the school-testing site. Any accounting or spreadsheet software or prepared templates may be used for the test. Additional time will be allowed for general directions. Problems will be weighted according to difficulty and may be completed in any order.

The score received on this portion of the event will constitute 50 percent of the final event score.

Objective Test

The online written test will constitute 50% of the final score.

Administrator of the Year

Without the support of administrators in our schools, districts, and at the state level, it would be impossible for an organization like FBLA to exist, let alone impact the hundreds and thousands of students we touch year in and year out. Administrators provide funding, permission, logistics, and support – most often behind the scenes and without any fanfare or acknowledgment. This recognition provides local chapters with the opportunity to identify and quantify the support they receive from special administrators and to say thank you.

Eligibility

Nominations may come from local chapter advisers, FBLA members, Professional Division Members, and alumni. When nomination forms are received in the state office, the nominees may be contacted by the state office for further information.

Nomination forms must be uploaded via the online submission process in PDF format no later than the close of business on the date given on the official Oregon FBLA-PBL calendar of events.

Procedure

A selection committee will review information according to stated criteria, with emphasis being given to that administrator who:

- ∇ Has a deep commitment to FBLA and the members
- ∇ Is a current member of the FBLA-PBL Professional Division
- ∇ Actively promotes interaction of FBLA activities with all business teachers and throughout high school courses and departments.
- ∇ Supports business and career technical education through involvement and leadership in other activities.
- ∇ Serves as a role model, mentor, and champion of member and adviser success.
- ∇ Supports opportunities for members to participate in FBLA activities beyond the local level.

State Awards

Based on the number of entries, Oregon FBLA will recognize one overall administrator to honor as the Oregon FBLA Administrator of the Year.



Administrator of the Year Nomination Form

The award is designed to recognize the outstanding support of a school administrator to the local chapter adviser and members of FBLA. An administrator may be nominated by a student, educator, colleague or parent. The recipient will be awarded and recognized at the State Business Leadership Conference.

School Name: _____

School Address: _____

City _____ Zip _____

School Phone Number () _____ Fax () _____

Adviser Name: _____

Adviser Email Address: _____

Name of Nominee: _____

Position in School/District: _____

Please submit this application via the online submission tool in PDF format by the deadline listed in the SBLC registration packet with a letter of nomination. Describe the present scope of his or her involvement with Oregon FBLA. Include a list of contributions made to the local Chapter and Oregon FBLA. A letter of recommendation may also be included to support the nomination of this individual.

Adviser of the Year

The purpose for this award is to recognize an outstanding FBLA local chapter adviser of the year. The honoree is automatically nominated for recognition at the National Leadership Conference.

Eligibility

Nominations may come from local chapter advisers, FBLA members, Professional Division Members, local administrators, and alumni. When nomination forms are received in the state office, the nominees may be contacted by the state office for further information.

Nomination forms must be submitted in PDF format via our online submission tool no later than the close of business on the date given on the official Oregon FBLA-PBL calendar of events.

Procedure

A selection committee will review information according to stated criteria, with emphasis being given to that adviser who:

- ∇ Has a deep commitment to FBLA and the members.
- ∇ Is a current member of the FBLA-PBL Professional Division.
- ∇ Uses a fair and democratic approach in leading the chapter.
- ∇ Actively promotes interaction of FBLA activities with all business teachers and throughout high school courses and departments.
- ∇ Works with business persons and civic groups in the community.
- ∇ Uses businesslike methods in coordinating the work of FBLA.
- ∇ Uses sound planning and evaluation of local chapter activities.
- ∇ Provides opportunities for members to participate in FBLA activities beyond the local level.
- ∇ Has served as a local chapter adviser for at least two (2) years.
- ∇ Rallies time and resources to support local chapter development
- ∇ Integrates FBLA into the classroom
- ∇ Serves as a role model, mentor, and champion of member and adviser success.
- ∇ Contributes to local, state, and national FBLA.
- ∇ Supports business and career technical education through involvement and leadership in other activities.



**Adviser of the Year
Award Nomination Form**

Oregon FBLA will select one overall adviser to honor as the Oregon FBLA Adviser of the Year.

Nominee's Name		
Chapter/School	Chapter Number	Region
Address of School	City	Zip
Name of Principal		
Nominee's E-mail Address		
Name of Employer (if applicable)		

Submit a letter of nomination by the deadline. Describe the present scope of his or her involvement with Oregon FBLA. Include a list of contributions made to the local Chapter and Oregon FBLA. A letter of recommendation may also be included to support the nomination of this individual. All nomination materials must be submitted in PDF format via the online submission tool by the published deadline.

Chapter Officer Signature: _____

Administrator's Signature: _____

Date: _____

Alumni of the Year

The purpose for this award is to recognize an outstanding Alumni mentor. Alumni mentors provide valuable information, support, leadership to local chapters. This recognition provides local chapters with the opportunity to identify and quantify the support they receive from Alumni mentors

Eligibility

Nominations may come from local chapter advisers, FBLA members, Professional Division Members, local administrators, and alumni. When nomination forms are received in the state office, the nominees may be contacted by the state office for further information.

Nomination forms must be postmarked to the state office no later than the close of business on the date given on the official Oregon FBLA-PBL calendar of events.

Procedure

A selection committee will review information according to stated criteria, with emphasis being given to the alumni who:

- ∇ Has a deep commitment to FBLA and the members
- ∇ Is a current member of the FBLA-PBL Professional Division
- ∇ Provides the local chapter with sound advice and support based on prior experience in FBLA
- ∇ Actively promotes interaction of FBLA activities within the local chapter and sponsoring school
- ∇ Works with business persons and civic groups in the community
- ∇ Uses businesslike methods in coordinating the work of FBLA
- ∇ Provides support to the adviser in the planning and evaluation of local chapter activities
- ∇ Provides opportunities for members to participate in FBLA activities beyond the local level
- ∇ Has served as an Alumni mentor for at least two (2) years
- ∇ Rallies time and resources to support local chapter development
- ∇ Integrates FBLA into the classroom
- ∇ Serves as a role model, mentor, and champion of member, adviser, and local chapter success
- ∇ Contributes to local, state, and national FBLA
- ∇ Supports business and career technical education through involvement and leadership in other activities



Alumni of the Year Nomination Form

The award is designed to recognize the outstanding support of alumni to the local chapters, regional activities, and state association. The recipient will be awarded and recognized at the State Business Leadership Conference.

Nominating School Name: _____

School Address: _____

City _____ Zip _____

School Phone Number () _____ Fax () _____

Adviser Name: _____

Adviser Email Address: _____

Name of Nominee: _____

Please submit this application via the online submission tool in PDF format by the deadline listed in the SBLC registration packet with a letter of nomination. Describe the present scope of his or her involvement with Oregon FBLA. Include a list of contributions made to the local Chapter and Oregon FBLA. A letter of recommendation may also be included to support the nomination of this individual.

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 in 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 and Personal Finance, Entrepreneurship

Eligibility

Each chapter may enter one report in this event.

Procedure

Note: Please see the Special Event Guidelines 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 the 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.

Please note: reports must be submitted online in PDF format via the online submission tool by the published deadline.

Oral Presentation

The top ten reports will give an oral presentation.

Up to three (3) members of each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation. The presentation 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 the judges or audience.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three (3) minute 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 and development Implementation	0 0	1 – 7 1 – 5	8 – 14 6 – 10	15 – 20 11 – 15	
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	
Subtotal					/100 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet Total Penalty Points _____					
Total Points			/100 max.		

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



American Enterprise 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 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 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentations over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Presentation Score	/100 max.				
Report Score	/100 max.				
Final Score	/200 max.				

School: _____

Judge's Name: _____

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 demonstrate an understanding of and skill in the general operations of the various components of the financial service 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 objective test may include concepts and practices, government regulation and 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.

Areas of emphasis on the performance may include understanding of case and role of judge as component of presentation, introduction and overview, explain, discuss and describe recommendations, critical thinking/reasoning, correct grammar, tone, and style, and ability to make a professional presentation.

Business Education Curriculum Standards:

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

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

No more than one (1) team member may have competed in the event at a previous National Leadership Conference or have competed more than two (2) years at the national level.

Procedure

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

Objective Test

A one-hour online objective test will be administered based on the listed competencies. Team members will take one (1) objective test collaboratively. A case study will be given consisting of a problem or scenario encountered in the banking or financial business community. The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Oral Presentation

Twenty (20) minutes before the performance each participant will receive the case study.

Banking & Financial Systems continued...

Two (2) note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

The participants have seven (7) minutes to present the case. The participants should introduce themselves, describe the situation, make recommendations, and summarize the case.

A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.

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



Banking & Financial Systems Performance Rating Sheet

Final Round

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	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1-5	6-10	11-15	
Explanation					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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 in 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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Business Ethics

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

Competencies

Participants will be given a case study involving making ethical business decisions in the business world or in the workplace.

Business Education Curriculum Standards:

Career Development, Communication, Information Technology

Eligibility

Each chapter may enter up to four (4) teams, comprised of two or three (2-3) members. Each participant must be a member who is on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. No more than one (1) team member may have participated in this event at a prior NLC. Members may not participate in more than one team.

Procedure

General Information

Each team has seven (7) minutes to present their case.

Each participant will be given two (2) index cards.

Books and reference materials may not be used in the preparation or presentation. Note cards will be collected following the presentation.

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 headquarters.

Team members will be given twenty (20) minutes to prepare their case to present.

One member should introduce the team and describe the ethical situation. All team members must participate in the presentation.

A timekeeper will stand at six (6) minutes. A five (5) point deduction will be made for presentations over seven (7) minutes. A maximum of three (3) additional minutes will be allowed for questions from the judges. Team members should be prepared to defend their recommendations and respond to questions from the judges.

The preliminary performance is not open to conference participants.

Business Ethics continued...

Procedure, continued

In the event that fewer than twenty (20) entries are submitted for this event, Oregon FBLA reserves the right to eliminate the preliminary round of competition.

Final Round

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

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

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



Business Ethics Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Situation is understood and effectively defined	0	1 – 5	6 – 10	11 – 15	
Ethical dimensions of the problem are clearly defined	0	1 – 5	6 – 10	11 – 15	
Team's position is clearly stated	0	1 – 3	4 – 7	8 – 10	
Effective ethical solution is offered	0	1 – 5	6 – 10	11 – 15	
Questions answered completely and effectively	0	1 – 3	4 – 7	8 - 10	
Delivery of Presentation					
Thoughts and statements are well organized and clearly stated	0	1 – 5	6 – 10	11 – 15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1 – 3	4 – 7	8 – 10	
All team members actively participated in the presentation	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentations over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score	/100 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Business Financial Plan

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

2012 State & National Conference Topic

The topic to be researched and presented will be:

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

Career Cluster(s):

Business, Management & Administration; Finance

Business Education Curriculum Standards:

Accounting, Communication, Computation, Economics & Personal Finance, Management.

Eligibility

Each chapter may enter two reports in this event.

Procedure

Note: Please see the Special Event Guidelines at the beginning of this section for additional information. Any information below supersedes general guidelines.

1. Student members, not advisers, must prepare reports. State and local advisers, as well as local financial institutions, should serve as consultants to ensure the financial plans are well organized, contain substantiated statements, and are prepared in an acceptable format.
2. A one-page description of the plan should be the first page of the report.
3. The table of contents with page numbers should be the next page of the report.
4. Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
5. Reports must not exceed 15 pages, including the title page, table of contents, divider pages, and appendices.
6. The oral presentation component must be conducted by the authors of the proposal only.
7. Reports must not exceed 15 pages. The one-page description and the cover do not count in the page count – the table of contents does.

Business Financial Plan continued...

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 the effect in the report. The report must be similar to that of a business financial plan with substantiated statements in a clear and concise format. Creativity through design and use of meaningful graphics is encouraged.

Please note: reports must be submitted online in PDF format via the online submission tool by the published deadline.

Oral Presentation

The top reports will give an oral presentation.

An individual or team of two or three members will give oral presentations that will be an interactive situation. The members will explain the business venture, the financial plan, and their request for a loan. Judges will serve as officers of the financial institution, questioning and interacting with the team members throughout the presentation.

Five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation. The presentation 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 the judges or audience.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three (3) minute question-and-answer period.

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



Business Financial Plan Written Report Rating Sheet

Content	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of business, assumptions, and strategies to obtain loan (one page)	0	1-10	11-20	21-30	
Company Description <ul style="list-style-type: none"> • Legal form of the business • Company governance • Company location(s) • Long- and short-term goals 	0	1 – 7	8 – 14	15 – 20	
Operations and Management <ul style="list-style-type: none"> • Business facilities described • Management personnel identified • Workforce described (current and projected) 	0	1 – 8	9 – 18	19 – 25	
Target Market <ul style="list-style-type: none"> • Target market defined (size, growth potential, needs) • Risks and potential adverse results identified, analyzed and planned for 	0	1 – 10	11 – 20	21 – 30	
Financial Institution <ul style="list-style-type: none"> • Name and type of financial institution to which loan application is being made 	0	1 – 7	8 – 14	15 – 20	
Loan Request <ul style="list-style-type: none"> • Purpose of loan and amount requested • Itemized planned expenses • Projections for future stability of company 	0	1 – 10	11 – 20	21 – 30	
Supporting Documents <ul style="list-style-type: none"> • Works cited page 	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 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Subtotal					/200 Max
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over fifteen (15) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet Total Penalty Points _____					
Total Points					/200 max.

Names: _____

School: _____ Date: _____

Judge's Name: _____ Judge's Signature: _____

Judge's Comments:



Business Financial Plan 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 the Plan					
Description of plan and strategies to obtain loan	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 plan effectively presented	0	1 – 5	6 – 10	11 – 15	
Student evaluation of plan	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentations over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Presentation Score	/100 max.				
Report Score	/200 max.				
Final Score	/300 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Business Literacy

Literacy skills are essential to communication in the workplace. The development of strong literacy skills provides students with access to information and knowledge for their future careers. This STATE ONLY event provides recognition for FBLA members who demonstrate reading comprehension skills, critical thinking skills, and application of concepts learned through reading.

Competencies

The event consists of two (2) parts: a written objective test and a presentation and interaction question and answer session with a panel of judges.

2012 Assigned Readings

Participants in this event should read and study the following books:

- *The Five Dysfunctions of a Team (Manga Edition): An Illustrated Leadership Fable* – By Patrick Lencioni, Illustrated by Kensuke Okabayashi (ISBN: 978-0470-82338-5)
- *How Did I Get Here? The Ascent of an Unlikely CEO* – By Tony Hawk, with Pat Hawk (ISBN: 978-0-470-63149-2)
- *The Student Leadership Challenge: Five Practices for Exemplary Leaders* – By James M. Kouzes and Barry Z. Posner (ISBN: 978-0-470-17705-1)

Objective Test

The written objective test includes questions about the designated reading materials for the year.

Business Education Curriculum Standards:

Career Development, Communication, Entrepreneurship, Management

Eligibility

Each chapter may enter teams comprised of two (2) or three (3) members. In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Each chapter may enter teams comprised of two (2) or three (3) members. Members must be on record in the Nevada FBLA Online Membership System as having paid dues by the officially published deadline for the current school year. No member may participate in more than one team.

Procedure

A one-hour online objective test will be administered. Team members (2-3 members per team) will take one objective test collaboratively.

The top (10) teams with the highest score will advance to finals for the interactive question and answer session with a panel of judges. The order of performance will be randomly assigned by an impartial person in the event office.

Final Round

A maximum of ten (10) finalists will be scheduled for the final round.

Team members will be given ten (10) minutes for the presentation. One member should introduce the team. The presentation should include one minute summaries of each book and key concepts from each book.

A timekeeper will stand at nine (9) minutes. A five (5) point deduction will be made for presentations over ten (10) minutes. A maximum of ten (10) additional minutes will be allocated for questions from the judges. Team members should be prepared to respond to questions from the judges.

Business Math

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

Competencies

The written 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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year who are middle level members or are in grades 9 and 10.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

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, 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 an assumptions made in the projecting of 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.

Please note: reports must be submitted online in PDF format via the online submission tool by the published deadline.

Business Plan continued...

Business Education Curriculum Standards:

Accounting, Career Development, Communication, Entrepreneurship, Marketing

Eligibility

Each chapter may enter up to two (2) Business Plans from active local members. One (1) to three (3) students may submit each plan. Authors of the Business Plan must be from the same chapter. No member may participate in more than one (1) entry. Participants must be on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

In the event of a team entry, no more than one member of each team may have participated in this event at a previous NLC.

Regulations

Note: Please refer to the Special Event Guidelines for additional information.

1. Student members, not advisers, must prepare reports. Local advisers should serve as consultants to ensure that reports are well organized, contain substantial statements, and are written in an acceptable business style.
2. The top 10 Business Plans will be selected for oral presentation during the State Business Leadership Conference. The top 10 Business Plan entries will be posted at SBLC.
3. Reports submitted in support of this event must conform to the same guidelines listed under Special Event Guidelines, Chapter Events – Written Reports.
4. The oral presentation of the finalist entries must be conducted by the authors of the proposal only. In the case of a proposal submitted by multiple authors, at least one author must be present at the State Business 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 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 State Business 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. Submit two (2) copies of the plan.

Business Plan continued...

Please note: reports must be submitted online in PDF format via the online submission tool by the published deadline.

Procedure, continued

Preliminary Oral Presentation

A maximum of three (3) members from each local chapter will give an oral presentation at the State Business Leadership Conference. A maximum time limit of five minutes (5) will be allowed to set up equipment and seven (7) 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 six (6) minutes. When each chapter is finished, the timekeeper will record the time used, noting deductions of five (5) points for any time over seven (7) minutes. Following each oral presentation, the judges may conduct a three (3) minute question-and-answer period during which the presenters should be prepared to defend their assumptions and projections.

Final Oral Presentation

Based on the highest written report and preliminary oral presentation scores, a maximum of ten (10) chapters will be selected to make oral presentation at the State Business Leadership Conference.

A maximum of three (3) members from each local chapter selected for the finals will give an oral presentation at the State Business Leadership Conference. A maximum time limit of five minutes (5) will be allowed to set up equipment and seven (7) 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 six (6) minutes. When each chapter is finished, the timekeeper will record the time used, noting deductions of five (5) points for any time over seven (7) minutes. Following each oral presentation, the judges may conduct a three (3) minute question-and-answer period during which the presenters should be prepared to defend their assumptions and projections.

The performance is open to conference attendees, except performing chapter 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 competitor’s strengths and weaknesses Potential future competitors Barrier 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	

(Rating Sheet continued on next page)



Business Plan Written Report Rating Sheet, continued

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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 participant 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 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., works cited page, 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

Names: _____

School: _____

Judge's Name: _____

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 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 – 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 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 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentations over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Presentation Score	/100 max.				
Report Score	/200 max.				
Final Score	/300 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Business Presentation

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

2012 State & National Conference Topic

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

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

Competencies

The presentation should be informal based on the topic given, logically arranged, use effective and efficient layout and design and voice quality and diction should be appropriate for audience.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Each chapter may submit up to two (2) individuals or two (2) teams of two (2) or three (3) members. No more than one (1) team member may have competed in this event at a previous National Leadership Conference NLC or have competed more than two (2) years at the national level.

Procedure

Copyright and Fair Use Information

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

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

Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. Student members, not advisers, must prepare presentations.

Business Presentation continued...

The participant(s) must use a multimedia presentation as an aid in delivering the business presentation. Oregon FBLA will provide a screen, table, and power. The chapter must provide all other equipment for the presentation. **No internet access will be provided.** Five minutes (5) will be allowed to set up equipment or presentation items.

The team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation. A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.

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

Final Performance

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



Business Presentation Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Well developed	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	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	
Accomplished purpose	0	1-3	4-7	8-10	
Delivery					
Effective use of multimedia in presentation	0	1-3	4-7	8-10	
Thoughts and statements are well-organized and clearly stated		1-3	4-7	8-10	
Team members actively participate during the presentation	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, assertiveness, and good diction	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Business Procedures

Competency in performing daily tasks is a necessity in business. This event recognizes 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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

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 chapter is **STRONGLY ENCOURAGED** to enter one 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 chapter adviser or designee and must be submitted online in PDF format via our online submission tool, with the nominee's biographical sketch, to include the bullets under the procedure section.
2. Nominees for state and national Businessperson of the Year will 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 fulltime employees of educational institutions are not eligible for this award; such nominees will be disqualified.

Procedure

Criteria for selection of nominees at the state and national level should include, but does 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.

NOTE: Information required for the honoree includes: Name, Address, Email, Company, Phone Numbers, Name of Chapter Nominating the Businessperson.



Businessperson of the Year Nomination Form

This award recognizes one outstanding business person from throughout the state who has contributed outstanding personal service to FBLA-PBL on the local, state, regional, or national levels. This form, along with letters of nomination and recommendation, must be submitted in PDF format via our online submission tool by the deadline. Recipients of this award are invited to attend the National Leadership Conference where they will be further recognized for their contribution by National FBLA.

FBLA Chapter: _____

School Address: _____

City: _____ Zip _____

School Phone Number () _____ Fax () _____

Adviser Name: _____

Adviser Email Address: _____

Name of Nominee: _____

Name of Company and Position: _____

Nominee Phone () _____ Nominee Email: _____

Nominee Address: _____

Please attach a biographical sketch of your chosen businessperson. Be sure to particularly address the following points:

- 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)

A letter of recommendation for the applicant may be submitted as well.

Please submit the application, biographical sketch and any additional materials via our online submission tool in PDF format by the deadline listed in the SBLC registration packet and on the calendar of events.



Chapter of the Year Award Criteria

Chapters wishing to enter Chapter of the Year should complete an online nomination form in full, including the total column. The State Office will audit all numbers related to membership, participation, recruitment, and competitive events and scores will be adjusted based on historical records.

Awards will be made for first, second, and third place in each section of school enrollment for 1A through 6A.

Points are awarded based on the following schedule:

Activity:	Points Description:
Dues paid for 5 members by October 20	5 Points
Submission of Local Chapter Annual Business Report	Up to 100 points, based on score received from judges
Chapter Membership Increase	1-5 Member Increase: 5 points 6-10 Member Increase: 10 points 11+ Member Increase: 20 points
State Officers in 2011-12	15 points per officer
State Officer Candidates at SBLC 2012	15 points per candidate
Adviser serves on Board of Advisers	15 points
Total Membership as of March 1	1-50 Members: 5 points 51-100 Members: 10 points 101-150 Members: 15 points 151+ Members: 20 points
Attendance at events: 2011 Institute for Leaders 2011 National Leadership Conference 2011 Chapter Leadership Tour 2011 Oregon Leadership Institute 2011 National Fall Leadership Conference 2012 Regional Skills Conference 2012 State Business Leadership Conference	10 points per event. No minimum number of participants.
Future Level Recipients	5 points per member
Business Level Recipients	8 points per member
Leader Level Recipients	10 points per member
America Level Participants	15 points per member
Participation in Government Promotion Project	30 points
Recruitment of Professional Members	5 points per member recruited
Recruitment of new/reactivated chapters	10 points per new/reactivated chapter

OREGON FBLA EVENT HANDBOOK

NLC 2011 Competition Success	15 points per 1 st or 2 nd place award 12 points per 3 rd or 4 th place award 9 points per 5 th or 6 th place award 6 points per 7 th or 8 th place award 3 points per 9 th or 10 th place award
SBLC Competition Success	15 points per 1 st or 2 nd place award 12 points per 3 rd or 4 th place award 9 points per 5 th or 6 th place award 6 points per 7 th or 8 th place award 3 points per 9 th or 10 th place award

Chapter Newsletter

This event is designed to encourage local chapters to publicize activities with other chapters, their own school districts, local business and advisory committees.

Eligibility

All local chapters are eligible.

Procedure

A chapter must electronically submit three separate newsletters in PDF format via our online submission tool.

Newsletter will be evaluated on the following:

- ∇ Organizational information includes: Exhibit logical and clear sequencing of ideas. Appropriate use of space, ideas clearly communicated. Sufficient information, creative headlines and titles, content to achieve purpose, accurate information, correct spelling, grammar, and punctuation.
- ∇ Technical Features includes: Effective text treatment, and the use of special effects.
- ∇ Graphics include: Quality and appropriate graphic usage.
- ∇ Layout and Design includes: Effective use of color, visual appeal, consistent layout theme and effective use of white space.

This is an Oregon Only event. Newsletters are to be submitted in PDF format via our online submission tool by the deadline. This event is judged prior to the State Conference. There is no related state conference activity.



Chapter Newsletter

Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Organization					
Exhibits logical and clear sequencing of ideas	0	1-4	5-7	8-10	
Appropriate use of space	0	1-4	5-7	8-10	
Communicates clearly	0	1-4	5-7	8-10	
Enhances contents	0	1-4	5-7	8-10	
Conventions					
Exhibits care resulting in a neat, attractive product.	0	1-2	3-4	5	
Includes complete and attractive titles when appropriate	0	1-2	3-4	5	
Exhibits no errors in mechanics and usage	0	1-2	3-4	5	
Style/Impact					
Attracts and engages viewers' attention	0	1-4	5-7	8-10	
Shows awareness of audience and purpose	0	1-4	5-7	8-10	
Includes color, graphics and lettering for maximum impression	0	1-4	5-9	10-15	
Exhibits originality	0	1-2	3-4	5	
Consistent layout/design theme between page and among issues	0	1-2	3-4	5	
Total Points					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Chapter Scrapbook

This event is designed to encourage local chapters to maintain a record of the yearly program of activities. Mementos and pictures of students and their activities aid in building local FBLA chapter spirit.

Eligibility

All local chapters are eligible.

Regulations

A chapter must hand carry their scrapbook to the conference registration desk at the State Business Leadership Conference. The scrapbook should represent one full year of FBLA activity. The theme should be based on the current year's national theme.

Page limit is 50 total pages (25 actual pages front and back). Information may be placed on inside front and inside back cover. This will not be counted as pages. The Scrapbook will have 10 points deducted if it has over the designated number of pages.

Procedure

The scrapbook will be evaluated on the following:

- ∇ **Content/Information** includes: The designated theme with creative headlines and titles, information clearly titled, content is interesting, useful, informative, and accurate, and a table of contents is included.
- ∇ **Appearance** includes: Effective use of color, creative use of mementos and photographs, logical arrangement of activities, and evidence of school and local community newspaper coverage.
- ∇ **Layout and Design** includes: Visual appeal, creativity, overall use as a historical record of Chapters activities.

This is an Oregon Only event. Chapter Scrapbooks are to be hand carried to the State Business Leadership Conference and turned in at registration.

This event is judged at the State Conference. There is no related state conference activity.



Chapter Scrapbook Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Content/Information					
Scrapbook reflects National FBLA theme with creative headlines and titles.	0	1-4	5-7	8-10	
Information clearly titles (including use of dates and names)	0	1-4	5-7	8-10	
Content is interesting, useful, informative, and accurate (correct spelling/grammar)	0	1-4	5-7	8-10	
Table of contents is included. It is accurate and well labeled	0	1-4	5-7	8-10	
Appearance					
Effective use of color and creative use of mementos and photographs	0	1-4	5-9	10-15	
Logical arrangement and clear documentation/evidence of activities	0	1-2	3-4	5	
Extent evidence of school and newspaper coverage of activities.	0	1-4	5-7	8-10	
Layout and Design					
Layout is visually appealing and creative in design	0	1-4	5-9	10-15	
Overall value of the scrapbook as a historical record of the chapter	0	1-4	5-9	10-15	
Total Points			/100 Max.		
Penalty: 10 point deduction if book is more than 50 total pages (25 actual paged front and back)					
Final Score			/100 Max.		

Name: _____ School: _____

Judge's Signature: _____ Date: _____

Judge Comments:

Chapter Website

This event is designed to utilize technology to communicate with other members and the general community and significantly enhance a chapter's ability to promote activities, membership and the ideals of FBLA. Each chapter may submit one entry.

Eligibility

All local chapters are eligible.

Regulations

Chapter **must submit an entry form online** by the SBLC registration deadline. **There is no paper form to submit – you must submit the entry form online.** Students must prepare the website. Advisers may serve as consultants to ensure that the websites are well organized, contain substantiated statements, and are presented in a professional manner. Chapters who entered chapter website the previous year must enter an entirely different website from the previous year. All websites must be posted onto the Internet for judging.

Procedures

Judging of the Chapter Website will be reviewed by a panel of judges prior to the State Business Leadership Conference. It is the responsibility of the local chapter to make sure that the site is up and running during the judging. If sites are not available to access they will not be judged.

The Website will be evaluated on the following:

- ∇ Page layout and design consisting of but not limited to; promotion of FBLA, chapter and school easily identified, consistent theme references to program of work, community service activities and fundraisers.
- ∇ Site Navigation: effective and logical
- ∇ Content: proper use of grammar, spelling and punctuation, copyright laws followed.

This is an Oregon only event. Chapter website forms are to be submitted by the published deadline. This event is judged prior to the State Conference. There is no related state conference activity.



Chapter Website Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Page Layout and Design					
Sponsoring Chapter and school are easily identified	0	1-4	5-7	8-10	
Promotion of FBLA-PBL with logo and name properly presented. May use State or National Logo's	0	1-4	5-7	8-10	
Visual appeal includes meaningful use of graphics and creative design	0	1-4	5-7	8-10	
Theme and design consistent throughout	0	1-4	5-7	8-10	
References are included to chapter meetings and conferences	0	1-2	3-4	5	
References are included to membership recruitment	0	1-2	3-4	5	
References are included to Program of Work	0	1-2	3-4	5	
References are included to community service activities	0	1-2	3-4	5	
References are included to financial and or fundraising	0	1-2	3-4	5	
References are included to awards and recognition	0	1-2	3-4	5	
Site Navigation					
Navigational theme is logical and effective	0	1-4	5-7	8-10	
Content					
Proper use of grammar, spelling, punctuation, etc.	0	1-4	5-7	8-10	
Copyright laws have been followed and permissions are cited on the website	0	1-4	5-7	8-10	
Total Points	/100 Max.				

Name: _____ School: _____

Judge's Signature: _____ Date: _____

Judge Comments:

Chapter Publicity

This event is designed to encourage local chapters to maintain a record of the yearly program of activities. Mementos and pictures of students and their activities aid in building local FBLA chapter spirit.

Eligibility

All local chapters that compete in Chapter Newsletter, Chapter Scrapbook and Chapter Website will be automatically entered in this event.

Procedure

Chapters that submit a newsletter, scrapbook and Website, in the proper format, are automatically entered to with the Chapter Publicity Award.

Ranking is decided after the scores of all three events are added together.

Client Service

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

Competencies

The performance will gauge ability to multitask, verbal communication skills, translation of case into effective, efficient, and spontaneous action, cooperation with others, decision-making and problem-solving skills, positive and outgoing personality, and responsibility, reliability and trustworthiness.

Business Education Curriculum Standards:

Career Development, Communication

Eligibility

Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Each chapter may enter up to four (4) individuals. No member may have competed in this event at a previous National Leadership Conference.

Procedure

Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. Ten (10) minutes before the performance, each participant will receive the scenario.

Two (2) note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

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

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

Final Performance

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



Client Service Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Simulation is understood and well-defined	0	1-5	6-10	11-15	
Participant's position is clearly stated	0	1-5	6-10	11-15	
Effective solution is offered	0	1-5	6-10	11-15	
Demonstrates ability to effectively answer questions	0	1-5	6-10	11-15	
Delivery					
Thoughts and statements are well organized and clearly stated	0	1-5	6-10	11-15	
Participant demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Participant actively interacts with judges	0	1-5	6-10	11-15	
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Community Service Project

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

Project Purpose

Reports must describe one chapter project that serves the community. The projects 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 projects, but to focus on one project in detail for this report.

Business Education Curriculum Standards:

Communication, Management, Marketing

Eligibility

Each active chapter may submit one entry in this event.

Procedure

Note: Please refer to the Special Event Guidelines 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 the 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. The reports will be prejudged according to the attached rating sheet.

Please note: reports must be submitted online in PDF format via the online submission tool by the published deadline.

Oral Presentation

The top ten reports from each chapter will present oral presentations at the State Business Leadership Conference. Up to three (3) members of each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and seven (7) 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 the judges or audience.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three (3) minute 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 and development Implementation	0	1 – 5	6 – 10	11 – 15	
	0	1 – 5	6 – 10	11 – 15	
Benefits to and impact on the community	0	1 – 8	9 – 17	18 – 25	
Evidence to 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	
Subtotal					/100 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> report format does not follow rating sheet Total Penalty Points _____					
Total Points					/100 max.

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Community Service 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 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 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty Points	Deduct five (5) points for presentations over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Presentation Score					/100 max.
Report Score					/100 max.
Final Score					/200 max.

School: _____

Judge's Name: _____

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 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, 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, 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 vary based on accuracy of printed documents.

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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

No member may have competed in this event at a previous National Leadership Conference.

Computer Applications continued...

Procedure

Chapters must complete the School Site Testing Request Form and submit it by the deadline. Completed production tests must be submitted by the deadline. Tests received after the deadline may still be accepted by judges—but not without penalty points being assessed.

Note: Please see the Special Event Guidelines 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.

The Format Guide and Dictionaries may be used as references.

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

The online written test will constitute 15% of the final score.

Computer Game & Simulation Programming

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

2012 National Topic

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

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

Competencies

This event consists of two (2) parts: a prejudged program and a performance component. Participants are required to complete both parts to be eligible to win an award. The program must address the topic given. Performances should describe the program completed. Specifically, the performance should address the program creation, processes used, and results of the program. All participants will compete in a preliminary performance.

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

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

Business Education Curriculum Standards:

Business, Management and Administration; Information Technology

Eligibility

Each chapter may submit up to two (2) entries. Entries may be created by an individual. Participants must be members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

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. 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 using a felt-tip marker with the name of the student participants, school name, city, and state.

Comp. Game & Simulation Programming continued...

Procedure

Prejudged Program

1. Any programming language or game/animation engine may be used to create the game.
2. The program must contain a minimum of five mission/tasks/levels and allow for at least two player perspectives such as First Person, Third Person, Top-Down, Side-Scrolling, etc.
3. There must be a quit command programmed to the escape key if the player wants to end the game before completing it.
4. The game must be graphical in nature and not text based.
5. It must run on Windows XP or higher, using the keyboard and mouse for controls, and run on a range of 1024 x 780 or higher.
6. It must have a title page with the game title, user interface control instructions, and active buttons for Play and Quit.
7. The game must be free of viruses/malware. Any entry with contaminated data will be disqualified.
8. Two (2) DVDs of program must be sent to the state office and received by the published deadline along with a Statement of Assurance and Readme file.
9. The Readme file must additionally be submitted as a hard copy and sent in with the DVDs. The file is a statement noting the name of the participant, school and state, software program(s) used, and instructions on how to run the program and install the executable.
10. All data and programs should be contained in a master folder named STATE_SCHOOL. Outside of the master folder, create a shortcut to the executable. If the program requires a runtime player, also create a shortcut to launch the runtime player installer.

Preliminary Performance

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

Five minutes (5) will be allowed to set up and remove equipment or presentation items. The individual has seven (7) minutes to present. The judges will interact with the participant during the presentation. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

Visual aids related to the project may be used; however, no items may be left with the judges. Preliminary performances are not open to conference attendees.

Final Performance

The final guidelines are the same as the preliminary guidelines. The final performance is open to conference attendees who are not performing participants of this event.



Computer Game & Simulation Programming Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Readability and Support					
Storage media, uploaded folder and shortcuts formatted properly	0	1 – 2	3 – 4	5	
Source code or ANSI flowchart identifies core programming with adequate commenting to identify intent of programming blocks	0	1 – 3	4 – 7	8 – 10	
Instructions clear and executable launches from shortcut without modification	0	1 – 3	4 – 7	8 – 10	
Program Structure and Game Play					
Program addresses the topic	0	1 – 3	4 – 7	8 – 10	
Required information is effectively communicated and is appropriate for the audience	0	1 – 3	4 – 7	8 – 10	
User interface is intuitive and responsive to program operations	0	1 – 3	4 – 7	8 – 10	
Navigation is logical and designed to lead the player to the intended objective	0	1 – 5	6 – 10	11 - 15	
Game play incorporates both entertainment and edutainment play within topic specifications	0	1 – 2	3 – 4	5	
Game world graphics, text treatment, and special effects show creativity and cohesiveness of design	0	1 – 3	4 – 7	8 – 10	
Artistry, character, overall layout, color choice and design is creative and appealing to the target audience	0	1 – 3	4 – 7	8 – 10	
Program contains some element of skill, chance, competition or random actions that will inspire replay more than once	0	1 – 3	4 – 7	8 – 10	
Player interactions with other characters, objects, obstacles and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world	0	1 – 5	6 – 10	11 - 15	
Storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea	0	1 – 5	6 – 10	11 - 15	
Player tasks are non-trivial and receive appropriate rewards	0	1 – 5	6 – 10	11 - 15	
Program Implementation and Tuning					
Program demonstrates a finished and well tuned product free of errors, artifacts and glitches	0	1 – 3	4 – 7	8 – 10	
The program handled user and/or data input errors well	0	1 – 3	4 – 7	8 – 10	
Appropriate logic and data types used	0	1 – 3	4 – 7	8 – 10	
Algorithms are reliable and straightforward. Unusual approaches should be well documented	0	1 – 3	4 – 7	8 – 10	
Resulting outputs, screens, and messages were useful	0	1 – 3	4 – 7	8 – 10	
Subtotal					/200 max.
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). • 2 copies of media not received • Statement of Assurance not received • media labeled incorrectly • no readme file _____					
Total Points					/200 max.

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Computer Game & Simulation Programming

Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the problem	0	1-2	3-4	5	
Description of the planning process used to design the program	0	1 – 3	4 – 7	8 – 10	
Description of program documentation	0	1 – 3	4 – 7	8 – 10	
Description of input/output and program parameters	0	1 – 5	6 – 10	11 - 15	
Description of how the program flows	0	1 – 7	8 – 14	15 - 20	
Description of program structures	0	1 – 5	6 – 10	11 - 15	
Description of the usefulness of the program	0	1-2	3-4	5	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated the ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Production					/200 max.
Total Points					/300 max.

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Computer Problem Solving

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

Competencies

The objective test may include questions on personal computer components, laptop and portable devices, operating systems, printers and scanners, networks, security, and safety and environmental issues.

Business Education Curriculum Standards:

Information Technology

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Cyber Security

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

Competencies

The objective test may include questions on firewalls, intrusion detection, network and physical security, cryptography, public key, authentication, computer attaches (virus, spam, spy ware, Trojans, hijackers, worms, etc.), e-mail security, disaster recovery, and forensics security.

Career Clusters:

Information Technology

Business Education Curriculum Standards:

Information Technology

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Database Design & Applications

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

Competencies

This event is composed of a school-site computer database applications test.

Participants should be prepared in the basic organizational structure of a database, be able to create and develop multiple queries; set up relational databases; edit relationships; and develop reports including sorting and grouping, inserting graphics, creating headers and footers, and calculating data.

In addition, the objective test participants will be tested on their knowledge of data entry techniques, data definitions, query development, table relationships (including those that enforce referential integrity), form development, and report generation.

Business Education Curriculum Standards:

Computation, Information Technology

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

Chapters must complete the School Site Testing Request Form and submit it by the deadline. Completed production tests must be submitted by the deadline. Tests received after the deadline may still be accepted by judges—but not without penalty points being assessed.

Note: Please see the Special Event Guidelines at the beginning of this section 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.

The Format Guide and Dictionaries may be used as references.

Objective Test

The online written test will constitute 50% of the final score.

Desktop Application Programming

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

Business Education Curriculum Standards:

Information Technology, Management, Arts, A/V Technology and Communication, Business Management and Administration, S.T.E.M.

2012 State & National Conference Topic

The 2012 program is:

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

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

Data Files:

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

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

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

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

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

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

Desktop Application Programming continued...

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

- *Item number (populated from the LIBRARY data file)*
- *Patron number (populated from the PATRONS data file)*

- *Date checked out*
- *Date due (two weeks after check out date)*

Reports:

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

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

Competencies

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

Project participants ensure topic is developed logically and creatively, code is commented at appropriate points, interface is a logical arrangement and contains all necessary information, program runs without error, and readme file is complete.

Participants qualifying for the performance will want to focus on critical thinking and problem solving, oral presentation skills, explanation of the program, and understanding of program language.

Business Education Curriculum Standards:

Information Technology, Management

Eligibility

Each chapter may enter two (2) members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

Prejudged Program

Two (2) CD/DVDs containing the executable object, source file(s) saved as .txt file(s), sample data file student used, and a readme file must be received by the state office by the published SBLC registration deadline. The CD/DVDs must be labeled using a felt-tip marker with the name of the event, name of participant and school.

Desktop Application Programming continued...

Entries will be judged according to the rating sheet.

The solution must run stand-alone with no programming errors. The judge will copy the contents of the CD/DVD to C:\NLCDesktop\. The program must be designed so that the program will run when

copied to a hard drive with this path. The judge will use a file with the same name and layout as given in the problem but with different data.

Points will be deducted for any logical errors and entries will be judged according to the rating sheet.

Programs must be accompanied by a readme file noting software used; name(s) of participants, school, and state; source of information; and instructions on running the program.

Program should run on Windows 2000 or higher computer including Vista. CD/DVDs should be free of viruses/malware.

The program will constitute 70 percent of the final score.

Preliminary Performance

The top ten (10) individuals—or an equal number from each group—will be scheduled for a final presentation. The participant must provide all equipment for the presentation including a copy of the program. Projector screen, table, and power will be provided.

Five minutes (5) will be allowed to set up equipment or presentation items.

The individual has seven (7) minutes to present the case describing the program. The judges will interact with the participant during the presentation. A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded.

Preliminary performances are not open to conference attendees.

Final Performance

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



Desktop Application Programming Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation of Project					
Description of the problem	0	1-2	3-4	5	
Description of the planning process used to design the program	0	1-3	4-7	8-10	
Description of program documentation	0	1-3	4-7	8-10	
Description of input/output and program parameters	0	1-5	6-10	11-15	
Description of how the program flows	0	1-7	8-14	15-20	
Description of program structures	0	1-5	6-10	11-15	
Description of usefulness of the program	0	1-2	3-4	5	
Delivery					
Organization of oral presentation	0	1-2	3-4	5	
Oral presentation delivery, including voice and self-confidence	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Performance Points					_____ x 30%
Program Points					_____ x 70%
Total Points					/135 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Desktop Publishing

Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition for 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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Entries must be teams composed of two (2) individual members from the same chapter. Each participants must be a member who is on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. No member may participate in more than one team.

One member of the team may have competed in this event at a previous National Leadership Conference.

Procedure

Chapters must complete the School Site Testing Request Form and submit it by the deadline. Completed production tests must be submitted by the deadline. Tests received after the deadline may still be accepted by judges—but not without penalty points being assessed.

Note: Please see the Special Event Guidelines at the beginning of this section 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. **Please note: final products must be submitted in COLOR.**

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

Objective Test

The online written test will constitute 15% of the final score.

Desktop Publishing continued...

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 or plain paper.

Word division manual and dictionaries 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 chapter become property of FBLA-PBL, Inc. and may be used for publication or reproduction for sale by the national association.



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 case, 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 graphics	0	1 – 3	4 – 7	8 – 10	
Overall Effort					
∇ Comprehensive approach to the project ∇ Effective use of technology for the task ∇ Final project indicates a clear thought process and an intended, planned direction with the formulation and execution of a firm idea	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Penalty Points	Deduct 2 points for each typographical, spelling or grammatical error.				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Digital Design & Promotion

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

Competencies

Participants should be prepared to create a digital design promotional logo and tag line for given topic, demonstrate appropriate graphic design rules, show creativity and cohesiveness of design and tag line, develop creative and appealing layout and design, use appropriate artwork and design techniques to address the given topic, use effective colors, layout, and design, describe logo and tag line and sell the recommendation, demonstrate good communication skills, possess good decision-making and problem-solving skills, effectively answer questions, and explain process for deciding design and tag line.

Business Education Curriculum Standards:

Communication, Information Technology

2011-12 State and National Topic:

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

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

Eligibility

Each chapter may submit up to two (2) entries. Entries may be created by an individual or by a team, not to exceed two (2) members. Participants must be members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for 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. No member may participate in more than one team.

Procedure

Prejudged Project

- ∇ Projects must address the given topic. Student members, not advisers, must prepare projects.
- ∇ Participants should place emphasis on graphic interpretation of the topic and design.
- ∇ You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
- ∇ Logo must be saved PDF format and submitted via our online submission tool.

Digital Design & Promotion continued...

- ▽ Graphics should be computer generated.
- ▽ Nothing is to be mailed to Oregon FBLA. The PDF version of the entry should be submitted via our online submission tool.

Performance

- ▽ A maximum of ten (10) finalists will present their design to a panel of judges.
- ▽ Presentation of entry must be conducted by participants who authored the event. In case of a team event, at least one author must give the presentation; however, all team members who wish to be recognized must register for SBLC. No replacements or substitutions will be allowed.
- ▽ The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
- ▽ Participants are responsible for bringing a copy of the project submitted to use in the on site presentation.
- ▽ Visual aids related to the project may be used; however, no items may be left with judges.
- ▽ The individual or team must provide all equipment for the presentation. Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
- ▽ The individual or team has seven (7) minutes to present to a panel of judges to sell the logo and tag line concept.
- ▽ A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- ▽ Following each presentation, judges will conduct a three (3) minute question and answer period.



Digital Design & Promotion Production Test Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed toward a specific audience	0	1-7	8-14	15-20	
Presentation					
Layout has direction and balance	0	1 – 3	4 – 7	8 – 10	
Font, colors, and graphics enhance aesthetic appeal	0	1 – 3	4 – 7	8 – 10	
Graphic design shows creativity, originality, and supports topic	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate	0	1-3	4-7	8 – 10	
Presentation is clear and concise	0	1-3	4-7	8 – 10	
Design gains attention and has eye appeal	0	1-3	4-7	8 – 10	
Total Points					/100 max.
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Digital Design & Promotion Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of promotional piece	0	1-3	4-7	8-10	
Description of development and design ideas	0	1-7	8-14	15-20	
Create interest and desire for design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-7	8-14	15-20	
Benefits matched to customer needs	0	1-3	4-7	8-10	
Design and Layout					
Concept – originality and creativity	0	1-3	4-7	8 – 10	
Design – purposeful and informational	0	1 – 3	4 – 7	8 – 10	
Layout – direction and balance	0	1 – 3	4 – 7	8 – 10	
Typography – readability, style, clarity	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal	/140 Max				
Time Penalty Deduct five (5) points for presentations over 7 minutes. Time:					
Dress Code Penalty: Deduct five (5) points when dress code is not followed					
Total Points	/140 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Digital Scrapbook

This event is designed to encourage local chapters to maintain a record of the yearly program of activities while utilizing technology. Digital Scrapbooks not only save time and money, but they will last forever. Keeping a record of students and their activities through mementos and photos aid in building local FBLA chapter spirit.

Eligibility

All local chapters are eligible.

Regulations

A chapter must submit their entry by the SBLC registration deadline. The scrapbook should represent one full year of FBLA activity. The theme should be based on the current year's national theme.

Page limit is 50 total pages. The Scrapbook will have 10 points deducted if it has over the designated number of pages.

The Scrapbook will be created using an online scrapbook format such as Mixbook or Shutterfly, or can be created using Publisher. Chapters will submit either the URL for the online scrapbook, or will upload the scrapbook file.

Procedure

The scrapbook will be evaluated on the following:

- ∇ Content/Information includes: The designated theme with creative headlines and titles, information clearly titled, content is interesting, useful, informative, and accurate, and a table of contents is included.
- ∇ Appearance includes: Effective use of color, creative use of mementos and photographs, logical arrangement of activities, and evidence of school and local community newspaper coverage.
- ∇ Layout and Design includes: Visual appeal, creativity, overall use as a historical record of Chapters activities.

This is an Oregon Only event. This event is judged prior to the State Conference. There is no related state conference activity.



Digital Scrapbook Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Content/Information					
Scrapbook reflects National FBLA theme with creative headlines and titles.	0	1-4	5-7	8-10	
Information clearly titled (including use of dates and names)	0	1-4	5-7	8-10	
Content is interesting, useful, informative, and accurate (correct spelling/grammar)	0	1-4	5-7	8-10	
Table of contents is included. It is accurate and well labeled	0	1-4	5-7	8-10	
Appearance					
Effective use of color and creative use of mementos and photographs	0	1-4	5-9	10-15	
Logical arrangement and clear documentation/evidence of activities	0	1-2	3-4	5	
Extent evidence of school and newspaper coverage of activities.	0	1-4	5-7	8-10	
Layout and Design					
Layout is visually appealing and creative in design	0	1-4	5-9	10-15	
Overall value of the scrapbook as a historical record of the chapter	0	1-4	5-9	10-15	
Total Points			/100 Max.		
Penalty: 10 point deduction if book is more than 50 total pages					
Final Score			/100 Max.		

Names: _____ School: _____

Judge's Signature: _____ Date: _____

Judge Comments:

Digital Video Production

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

2012 State & National Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2012 NLC will be:
Create an educational video on the dangers of texting and driving to present at an assembly program to students at your school.

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

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

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each chapter may submit up to two (2) entries. Entries may be created by an individual or by a team, not to exceed three (3) members. Participants must be members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for 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. No member may participate in more than one team.

Regulations

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

3. Student members, not advisers, must prepare presentations. 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.
4. Presentations should be clearly labeled with the name of the student participants. And their school name, city, and state.

Digital Video Production continued...

Procedure

Pre-Judged Project

1. Presentations must address the given topic.
2. Entries will be judged according to the rating sheet.
3. Presentation should be at least two (2) and no more than four (4) minutes in length.
4. Entries may be created in any video editing program, but must play on a standard DVD player.
5. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
6. Entries must be accompanied by written clearances and/or releases for all images of individuals, locations, storefronts, etc., included in the production.
7. It is recommended that royalty free music be used, but it still must be documented that the music is royalty free.
8. Entries must be accompanied by a read me file (300 words or less) noting software used, source of information, and instructions of running the production.
9. Submit two (2) DVDs by the published deadline.

Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The video production will be prejudged according to the rating sheet.

Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.

The presentation is an explanation of the digital video production. The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to:

- ▽ sources used to research the topic
- ▽ development and design process
- ▽ use of different video techniques
- ▽ a list of equipment and software used
- ▽ copyright issues with pictures, music, or other items

Participants are responsible for bringing a copy of the CD/DVD submitted.

Digital Video Production continued...

Five minutes (5) will be allowed to set up equipment or presentation items. The chapter must provide all equipment for the presentation. Teams will have seven (7) minutes to describe the project. A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

Following each presentation, judges will conduct a three (3) minute question-answer period. Preliminary performances are not open to conference attendees.

Final Performance

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



Digital Video Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme properly developed	0	1 – 7	8 – 14	15 – 20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1 – 3	4 – 7	8 – 10	
Copyright laws have been followed and permissions are cited in Read Me file	0	1 – 3	4 – 7	8 – 10	
Presentation is clear and concise	0	1 – 7	8 – 14	15 – 20	
Effective use of innovative technology	0	1 – 7	8 – 14	15 – 20	
Proper use of grammar, spelling, punctuation, etc.	0	1 – 3	4 – 7	8 – 10	
Presentation					
Presentation includes an effective opening, body, and conclusion	0	1 – 7	8 – 14	15 – 20	
Transitions are effective and appealing	0	1 – 5	6 – 10	11 – 15	
Audio and visual elements are coordinated and complimentary	0	1 – 5	6 – 10	11 – 15	
Audio editing ● Good quality ● Appropriate volume	0	1 – 5	6 – 10	11 – 15	
Proper use of video technology ● Video uses multiple camera angles ● Video is smooth and steady ● Video is in focus	0	1 – 5	6 – 10	11 – 15	
Titles and graphics enhance overall quality of presentation	0	1 – 5	6 – 10	11 – 15	
Presentation effective at motivating audience to action	0	1 – 5	6 – 10	11 – 15	
Total Points	/200 max.				
Time Penalty Points	Deduct five (5) points for presentations over 4 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Presentation Score	/200 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Digital Video Production

Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Explanation on the development of the topic in the presentation	0	1 – 3	4 – 7	8 – 10	
Explanation of the use and the implementation of innovative technology	0	1 – 7	8 – 14	15 – 20	
Explanation of the development and design process	0	1 – 7	8 – 14	15 – 20	
Explanation of the use and development of the video	0	1 – 7	8 – 14	15 – 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 – 7	8 – 10	
Organization of oral presentation	0	1 – 3	4 – 7	8 – 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 2	3 – 4	5	
Total Points					/100 max.
Time Penalty Points	Deduct five (5) points for presentations over 9 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Prejudged Score					/200 max.
Final Score					/300 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

E-Business

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

2012 State & National Conference Topic

The topic to be addressed by the site developed for 2012 competition will be:

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

Copyright and Fair Use Information.

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

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

Business Education Curriculum Standards:

Accounting, Communication, Economics & Personal Finance, Entrepreneurship, Information Technology, Marketing.

Eligibility

Each chapter may enter up to two (2) teams. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete. Entries may be an individual or a team of up to three members.

Procedure

Prejudged Project

1. Entries will be judged according to the rating sheet.
2. The URL must be submitted **via the online submission tool** by the published deadline.
3. The product or service may be real or fictitious
4. The Website must be available for viewing on the internet at the time of judging. No changes can be made to the website after the official entry date. Judging of the e-business site will take place prior to the opening session of the SBLC.

E-Business continued...

5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
6. The use of templates must be identified at the bottom of the home page.
7. E-business sites should be designed to allow for viewing by as many different platforms as possible, but must be viewable in the most current version of Microsoft Internet Explorer.

Oral Presentation:

The top individuals or teams will be selected to give an oral presentation. The oral presentation is an explanation of the e-business website, and the website should be shown to the judges when explaining the site. An offline version of the site should be brought with competitors – no equipment or connectivity will be provided. The explanation should include, but not be limited to:

- ▽ Development of the topic;
- ▽ Development and design process;
- ▽ Use and implementation of innovative technology;
- ▽ Use and development of media elements and copyright issues with pictures, music, and other items.
- ▽ Oregon FBLA will provide a screen, power, table, and internet access for this event.

The individual or team has five (5) minutes to present. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes. Following each presentation, the judges will conduct a three-minute question and answer during which the presenters should be prepared to defend all aspects of their presentation.



E-Business 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 – 3	4 – 7	8 – 10	
Graphic design shows creativity, originality, and supports topic	0	1 – 5	6 – 10	11 – 15	
Site uses innovative technology tools and enhancements effectively	0	1 – 3	4 – 7	8 – 10	
Site Navigation					
All links are functional	0	1 – 7	8 – 14	15 – 20	
Links show consistent format	0	1 – 3	4 – 7	8 – 10	
Navigational path allows customers to make a purchasing decision easily	0	1 – 7	8 – 14	15 – 20	
Navigational scheme is logical and effective	0	1 – 3	4 – 7	8 – 10	
Content					
Effectiveness of site	0	1 – 8	9 – 18	19 – 25	
Solution adequately addresses assigned topic	0	1 – 5	6 – 10	11 – 15	
Application Design					
Form fields are validated	0	1 – 5	6 – 10	11 – 15	
Transaction data is appropriately prepared for a payment gateway	0	1 – 3	4 – 7	8 – 10	
Technical					
Proper use of grammar, spelling, etc	0	1 – 3	4 – 7	8 – 10	
Site is compatible with multiple browsers	0	1 – 3	4 – 7	8 – 10	
Copyright laws have been followed: permissions are cited on the site; and the use of templates must be identified at the bottom of the home page.	0	1 – 3	4 – 7	8 – 10	
Total Points					/200 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



E-Business

Oral Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Explanation on the development of the topic	0	1 – 7	8 – 14	15 – 20	
Explanation of the use and the implementation of innovative technology	0	1 – 7	8 – 14	15 – 20	
Explanation of the development and design process	0	1 – 7	8 – 14	15 – 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 – 7	8 – 10	
Organization of oral presentation	0	1 – 3	4 – 7	8 – 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty Points	Deduct five (5) points for presentations over 5 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Prejudged Score	/200 max.				
Final Score	/300 max.				

Names: _____

School: _____

Judge's Name: _____

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 on the American economy system with that of other systems. Topics covered may include supply and demand, prices, profits, competition, government and taxes, types of businesses, investments, labor relations, and environmental issues.

Business Education Curriculum Standards:

Economics and Personal Finance, Entrepreneurship, International Business, Marketing

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Electronic Career Portfolio

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

Competencies

Competencies for this event include: written communication skills, organizational skills, creativity, career development, technology skills, multimedia, Internet, use of scanners, self-assessment, and knowledge of employability skills and trends.

Business Education Curriculum Standards:

Career Development, Communication, Entrepreneurship, Information Technology, Marketing

Eligibility

Each chapter may enter four (4) members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Overview

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

Regulations

1. Student members, not advisers, must prepare the portfolios. State and local advisers should serve as consultants to ensure that portfolios are well organized, contain substantiated statements, and are written in an acceptable business style.
2. All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.

Procedures

The portfolio must include a table of contents, proper navigation through portfolio, a letter of application, a resume, career goals/objectives, and required education for career choices.

Other topics and materials that may be included are: artwork, awards and honors, career outlook, certificates, licenses, community and volunteer activities, conferences or workshops, examples of projects or presentations, letters of recognition and/or recommendations, list of accomplishments, pictures, video (30-60 sec.), leadership development activities, recognition, self assessments, graded papers and/or reports, skills, abilities, and marketable qualities, websites/pages created, writing samples, and so on.

Electronic Career Portfolio continued...

When contemplating these items, you want to showcase your education and work experience by showing examples and evidence of your work, skills, and accomplishments.

Preliminary Performance

1. A maximum of fifteen (15) finalists – or an equal number from each group – will advance to the final round.
2. Student members, not advisers, must prepare electronic career portfolios.
3. The presentation is an explanation of the chosen career search and supporting materials.
4. The student may present their portfolio using a DVD, USB flash drive, or from the hard drive of their computer. **Internet Access will not be provided at the State Business Leadership Conference.**
5. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
6. Oregon FBLA will provide power, a table, and a screen. Participants must provide their own projectors and computers, as well as any other equipment needed for the presentation.
7. Five (5) minutes will be allowed to set up and remove the equipment.
8. All information should reflect the student’s accomplishments and experiences. No fictitious information should be presented.
9. The portfolio must include: a resume or data sheet and a career summary. The career summary should include career choice, description of career, skills and education required, and a future job outlook (e.g., monetary, advancement).
10. Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following:
 - a. Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to the job.
 - b. Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
 - c. Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the presentation.
11. The individual has seven (7) minutes to present.
12. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
13. Following each presentation, judges will conduct a three (3) minute question/answer period.

Final Performance

The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants in this event.

Electronic Career Portfolio

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Resume	0	1-3	4-7	8-10	
Career Summary: <ul style="list-style-type: none"> • Career Description • Skills and education needed for the career • Money/salary and outlook for the career 	0	1-5	6-10	11-15	
Evidence of research in career summary, sources of information cited in proper copyright format	0	1-2	3-4	5	
Samples					
Career-Related Education <ul style="list-style-type: none"> • Describes career-related education that enhances employability. Includes a summary of school activities, career research projects, application of Business Education and/or related occupational skills and their relationship to job 	0	1-5	6-10	11-15	
Educational Enhancement: Describes educational enhancement opportunities that enhance employability. Includes career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, or community service projects, and products developed during these experiences	0	1-5	6-10	11-15	
Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio	0	1-5	6-10	11-15	

Electronic Career Portfolio

Performance Rating Sheet Page 2

Delivery					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal	/95 Max				
Time Penalty Deduct five (5) points for presentations over 7 minutes. Time:					
Dress Code Penalty: Deduct five (5) points when dress code is not followed					
Total Points	/95 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

2012 State & National Conference Topic

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

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

Competencies

Participants will be expected to research the topic prior to the conference and be prepared to present either an affirmative or negative argument, based on the random selection at the State Business Leadership Conference.

Business Education Curriculum Standards:

Communication, Economics and Personal Finance, International Business, Management

Eligibility

Each chapter may enter up to four (4) teams comprised of active local members. Members must be on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

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

Emerging Business Issues continued...

Procedure

General Information

Each team's presentation must be the result of their independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.

Teams will be permitted to bring prepared materials written/printed on 8 ½ " x 11" paper, or notes written/printed on note cards, to the preparation area. One index card will be given to each participant and may be used during the preparation and performance. Pre-prepared note cards may not be taken into the performance, only the note card provided.

Books, bound materials, and props will not be allowed. No microphone will be used.

Presentation

Depending on the number of entries, this event may include a Preliminary and Finals Round. The order of the performance will be drawn at random by an impartial person in the event office.

Before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will have five (5) minutes to finalize their preparations.

Each presentation may last no longer 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.



Emerging Business Issues Performance Rating Sheet

Preliminary Round

Final Round

Check one: Affirmative presentation Negative presentation

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	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Presentation Skills					
Voice, grammar, articulation	0	1 – 2	3 – 4	5	
Teamwork	0	1 – 2	3 – 4	5	
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.
Time Penalty	Deduct five (5) points for presentations over 5 minutes. Time: _____				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

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 an interactive role play with 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 role play.

Business Education Curriculum Standards:

Accounting, Communication, Entrepreneurship, Management, Marketing

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each team must be comprised of two (2) or three (3) members. One (1) member of each team may have entered this event at a previous National Leadership Conference. Members must be on record in the Oregon FBLA Online Membership System as having paid dues by the officially published deadline for the current school year. No member may participate in more than one team.

Procedure

Objective Test

A one-hour online objective test will be administered based on the listed competencies. Team members (2-3 members per team) will take one objective test collaboratively.

The top (10) teams with the highest score will advance to finals for the case study performance. The order of the performance will be randomly assigned by an impartial person in the event office.

Entrepreneurship continued...

Procedure Continued

Role Play

Twenty (20) minutes before performance, each team will receive the case study.

- ∇ Two (2) 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 seven (7) minutes to interact with the judges.
- ∇ 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 decision and rationale to the judges.

A timekeeper will stand at six (6) minutes and again at (7) minutes.

Role Play 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	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
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 – 3	4 – 7	8 – 10	
All team members participate actively during the presentation	0	1 – 2	3 – 4	5	
Presentation Score					/100 max.
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/100 max.
Objective Test Score	To be used only in the event of a tie.				

Names: _____

School: _____

Judge's Name: _____

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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Only members enrolled in Middle Level and grades **9 through 10** as of the current school year are eligible.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Future Business Leader

This event honors 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 knowledge and business concepts, general business knowledge (such as accounting, economics, law, communications, math, technology, business procedures, economics, marketing, and international business); FBLA-PBL history, programs, bylaws, and parliamentary procedure.
- ∇ Interviews

Business Education Curriculum Standards:

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

Eligibility

Each chapter may enter up to two (2) members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

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 chapter adviser or designee must submit one PDF version of an electronic file that includes the following items:

1. A one-page letter of application 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.
2. A brief résumé not to exceed two (2) pages. Photographs are not allowed.
3. All copies of the above materials must be submitted in one PDF file via the online submission tool. NOTHING is to be mailed to the state office.
4. Participants failing to submit materials online by the stated deadline will be disqualified.
5. A deduction of up to five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.
6. All preparation of materials is to be completed by the competitor.

Future Business Leader continued...

Letter of Application and Resume

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

The letter of application and resume must be composed prior to the State Business Leadership Conference as outlined above and submitted by the deadline.

Objective Test

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Final Interviews

The top fifteen (15) scores based on the objective test combined with the cover letter and resume scores will proceed to interview.

Business Professionals 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.

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



Future Business Leader Interview Rating Sheet

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 five (5) points for failure to follow the guidelines.				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
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.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Global Business

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

Competencies

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

Objective Test

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

Case Study

The case study will consist of a problem encountered in the international/global arena. The case may cover one or more of the following areas: business planning, human resource management, operations, financial management, and global marketing.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. All members of each team must be on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. Teams must be comprised of two (2) or three (3) members.

Procedure

Objective Test

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

The top teams with the highest scores will be scheduled for the performance.

Oral Presentation

Twenty (20) minutes before performance, each team will receive the case study. Two note 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, visual aids, or equipment may be brought to or used during the preparation or performance.

Global Business continued...

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 nine (9) minutes. When each team is finished, the time used will be recorded. A five point (5) deduction will be made for presentations over ten (10) minutes. Following each presentation the judges will conduct a three-minute (3) question and answer period. Participants should be prepared to defend their decisions and respond to questions from the judges.



Global Business 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	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Explanation of 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 – 3	4 – 7	8 – 10	
All team members participate actively during the presentation	0	1 – 2	3 – 4	5	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentations over 10 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when the dress code is not followed.				
Final Score	/100 max.				
Objective Test Scores	(to be used only in the event of a tie)				

Names: _____

School: _____

Judge's Name: _____

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 in good standing may be nominated by the state adviser and must be on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. Only chapters who have completed the Local Chapter Annual Business Report and submitted it for competition will be considered for this award.

Regulations

1. Each state may select (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 up to the next high number).
2. Prior to nomination, each local chapter must submit a copy of the Local Chapter Annual Business Report to the state adviser.
3. In the event more chapters are eligible for Gold Seal Chapter recognition than allowed by the national association, the honorees will be selected based on the quality of the Local Chapter Annual Business Report.
4. Oregon's Gold Seal Chapters will be recognized both at the State Business Leadership Conference and at the National Leadership Conference.

National Awards

The number of nominations verified by the national office determines the number of awards presented at the National Leadership Conference.

Government Promotion Project

This program is designed to promote FBLA and its values to members and leaders of the Oregon state government. Students will serve as ambassadors to rally legislative support and secure CTSO state funding.

Eligibility

All local chapters are eligible to receive this award.

Procedure

This event consists of three (3) sections. Chapters must complete three (3) tasks in each section; the first task in each section is required. Chapters must submit the completed tasks along with the respective documentation via the online submission system.

Chapters who meet all the requirements will be recognized at the state level and receive points towards Oregon FBLA's "Chapter of the Year" program.

Nothing is to be mailed to the state office. Entries for this project should be submitted in one PDF file via the online submission tool.

Section One:

- ∇ **REQUIRED:** Have each member in your chapter write a letter explaining the benefits of FBLA and also highlighting a FBLA project or program (i.e. Go Green Project, March of Dimes, Community Service Project) to a local, state, or national elected leader. Include copies of at least five (5) different letters from your chapter members.
- ∇ Have a group of members make an FBLA related presentation at your local government's meeting. Include a brief outline of your presentation.
- ∇ Write a letter to the editor of your local newspaper highlighting your local chapter. Include a copy of the letter.
- ∇ Organize a time for your chapter to attend a local government proceeding. Attach a 100-word summary of the meeting and include the number and names of FBLA members present.
- ∇ Obtain an FBLA proclamation from your city's mayor. Include a copy of the proclamation.

Section Two:

- ∇ **REQUIRED:** Obtain an FBLA-PBL week proclamation from any elected governing body. Attach a copy of the official proclamation.
- ∇ Present an elected official in your community or at the state level with a certificate of appreciation from your chapter. Include a copy of the certificate.
- ∇ Have your chapter take a field trip to the Oregon State Capital. Dress in business attire and include a picture of your trip and a 100-word summary.

- ∇ Contact your local newspaper and arrange to have an article published about an event your chapter is participating in. include a copy of the newspaper article.
- ∇ Create a chapter E-Newsletter to be sent out via e-mail to both elected and nonelected community leaders and members of the community. Include one (1) copy of the newsletter.

Section Three:

- ∇ **REQUIRED:** Make a personal visit to an elected government official or have the official serve as a guest speaker. Type the official's name, position, and purpose of visit. Dress in business attire and include a picture with the official. Attach a 100-word summary of what transpired during your visit and a thank-you letter to the official.
- ∇ Include contact information for your local state legislators on your chapter website, also include a link to the Oregon FBLA Advocacy page. Attach a printed version of your website.
- ∇ Partner with another Career and Technical Student Organization in your community and create your own awareness or community project. Include a 100-word summary of your project.
- ∇ Create a brochure to be distributed in local businesses in your community that includes your members placing at competitive events, facts about the chapter (including officers, number of members, projects being worked on) and contact information. Include a copy of the brochure.
- ∇ Create your own chapter Promotional Video. Include a copy of the video.

Health Care Administration

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

Business Education Curriculum Standards

Business Management & Administration, Finance, Government & Public Administration, Human Services, Information Technology, Law & Public Safety.

Competencies

The written objective test may include questions on managing office activities, enhancing communication skills, identifying legal and ethical issues in health care practices, managing financial functions, and enhancing employability skills.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Help Desk

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

Competencies

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

The written objective test may include questions on operating systems hardware and set-up and operation, software applications, e-mail, internet access, printing, networking and network connection issues, hardware protection including spam, virus protection, and critical updates, and communication skills.

Participants will want to focus on identifying computer or network skills, communication skills, translating case into effective, efficient, and spontaneous action, working cooperatively with others, possessing good decision-making and problem-solving skills, troubleshooting problems, having a positive and outgoing personality, and being responsible, reliable and trustworthy.

Business Education and Curriculum Standards

Communication, Information Technology

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

Preliminary Performance

The top fifteen (15) individuals with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to determine final rank.

Ten (10) minutes before the performance, each participant will receive the scenario.

Two (2) note cards will be provided for each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

Help Desk continued...

The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.

A timekeeper will stand at four (4) minutes.

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

The preliminary performance is not open to conference attendees.

Final Performance

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



Help Desk

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Problem Identification					
Described the situation(s)	0	1-3	4-7	8-10	
Problem/incident properly documented	0	1-3	4-7	8-10	
Issued a solution or recommendation(s); resolved problem	0	1-5	6-10	11-15	
Technology					
Basic hardware/software knowledge; used correct terminology	0	1-2	3-4	5	
Demonstrated the ability to effectively answer client's technical questions	0	1-2	3-4	5	
Meets the needs of the client/customer	0	1-2	3-4	5	
Demonstrated troubleshooting skills and effective investigative methods	0	1-2	3-4	5	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated politeness and professionalism in answering questions	0	1-3	4-7	8-10	
Demonstrated conflict resolution skills	0	1-2	3-4	5	
Bring to closure	0	1-2	3-4	5	
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Hospitality Management

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

Competencies

The written objective test may include questions on hospitality operation and management functions, hotel sales process, hospitality marketing concepts, human resource management in the hospitality industry, environmental, ethical, and global issues, customer service in the hospitality industry, legal issues, financial management, and budgeting, current hospitality trends, and types of hospitality markets and customers.

Business Education Curriculum Standards

Career Development, Communication, Information Technology, Business Management & Administration, Human Services, Information Technology, Marketing, Sales, & Service.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Impromptu Speaking

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

Competencies

Participants 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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

No member may have participated in this event at a previous NLC.

Procedure

General Information

- ∇ One (1) 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.
- ∇ Participant must furnish their own pens and pencils.
- ∇ The speech should be four (4) minute in length.
- ∇ No reference materials may be brought to or used during the preparation or presentation.

Preliminary Round

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

The order of the performances will be drawn at random by an impartial person in the event office and posted on the first day of the State Business Leadership Conference.

Impromptu Speaking continued...

Participants must report to the event administrator at least 15 minutes prior to their scheduled performance to pick up their impromptu topic. 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 will be recorded, noting a deduction for any time under 3:30 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 preliminary group—will be scheduled for the final round.

In the event that fewer than twenty (20) entries are submitted for this event, Oregon FBLA reserves the right to forego the preliminary round of competition.

Final Round

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

A different topic will be presented for the Finals Round.

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

NOTE:

1. No adviser or other assistance may be given to the competitor during preparation.



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 statement	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.
Time Penalty	Deduct five (5) points for presentations under 3:31 or over 4:29				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

NOTE: Only members enrolled in Middle Level and grades **9 through 10** as of the current school year are eligible.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

NOTE: Only members enrolled in Middle Level and grades **9 through 10** as of the current school year are eligible.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Introduction to Parliamentary Procedure

This event recognizes FBLA members who demonstrate knowledge of the 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.

Business Education Curriculum Standards

Business Management & Administration.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

NOTE: Only members enrolled in Middle Level and grades **9 through 10** as of the current school year are eligible.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Introduction to Technology Concepts

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

Competencies

The 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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

NOTE: Only members enrolled in Middle Level and grades **9 through 10** as of the current school year are eligible.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Job Interview

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

Competencies

Participants will apply at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holiday 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

Please note: nothing is to be mailed to the state office. One PDF file containing all materials should be submitted via our online submission tool.

Business Education Curriculum Standards:

Career Development, Communication

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

Procedure

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

All applications, letters of application, and resumes for each participant will be reviewed and screened by business professionals.

All participants will receive a preliminary interview. For the preliminary round, pre-judged material scores will be combined with interview scores to determine the top participants from each section. An equal number of participants from each section, maximum 15, will advance to the final round.

In the final round, only the interview score will be used to determine the winners.

Job Interview continued...

Procedure, continued

Pre-Conference Requirements

The chapter adviser or designee must one PDF file via the online submission tool that includes all of the following items by the deadline:

1. A one-page letter of application (original or copy) for the participant addressed to:
Dr. Terry E. Johnson, Director
Human Resources
Merit Corporation
1640 Franklin Place
Washington, DC 20041
2. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.
3. The Job Interview Application ([available online at www.fbla-pbl.org](http://www.fbla-pbl.org)).

All copies of the above materials must be submitted in one PDF file via the online submission tool. The tab of the folder must be labeled with the participant's name, state, and event title.

A deduction of up to five (5) points will be made from the score of participants who submit materials by the deadline but do not adhere to the event guidelines for the submission of proper materials. All Job Interview materials must be submitted and received by the stated deadline. Materials received after this deadline will be disqualified.

Student members, not advisers, must prepare the letters of application and resumes. 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 for or will be qualified for at the completion of the school year.

Application

Each participant must complete the Job Application Form and submit it with the letter of application and resume. The Job Interview application is now part of the portfolio submitted. The form can be downloaded from www.fbla-pbl.org.

Initial Interviews

All participants will receive an initial interview. Preliminary results and determination of who advances to the final round will be based on a combination of the pre-judged materials and the interview score. An equal number of competitors from each section, maximum 15, will advance to the final round.

Initial Interview Participants will be scheduled for a ten (10) minute interview. Professionals from business will conduct the interview. The interview times will be drawn at random from an impartial

Job Interview continued...

person in the event office. Judges will be provided with a copy of each participant's application materials. No additional items can be brought to the interview or left with the judges.

Final Interviews

Participants in the final round will be scheduled for a fifteen (15) minute interview. Winners in this event will be based solely on the interview score from the final round. The pre-judged score does not play a role in determination of winners from the final round.



Job Interview Pre-Screening Materials Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Letter of Application & Resume					
Clear and precise presentation of facts with logical arrangement	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Educational/work preparation	0	1-3	4-7	8-10	
Job Application Form					
Clear and concise presentation of facts	0	1-3	4-7	8-10	
Neatness and legibility	0	1-3	4-7	8-10	
Total Score					/50 max

Name: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Job Interview

Performance 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 – 3	4 – 7	8 – 10	
Initiative and assertiveness	0	1 – 3	4 – 7	8 – 10	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1 – 3	4 – 7	8 – 10	
Communication skills	0	1 – 7	8 – 14	15 – 20	
Career knowledge and career plans	0	1 – 3	4 – 7	8 – 10	
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.				
Dress Code Penalty	Deduct up to five (5) points when dress code is not followed.				
Total Points					/100 max.

Name: _____

School: _____

Judge's Name: _____

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 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 Business Leadership Conference and the start of the current State Business Leadership Conference. Projects used for other FBLA reports may be included. The report should include the chapter's profiles, productivity, recognition, and business procedures.

Business Education Curriculum Standards:

Communication, Information Technology

Eligibility

Each chapter in good standing may enter one report.

Procedure

Note: Please refer to the Special Event Guidelines for Reports 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.

Please note: Reports are to be submitted as a PDF via our online submission tool. Do not mail reports to the state office.



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 members (stockholders) ∇ 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 events	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	
Subtotal	/100 max.				
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
Total Penalty Points _____					
Total Points	/100 max.				

Names: _____ School: _____ Judge's
 Name: _____ Judge's Signature: _____ Date: _____
 _____ Judge's Comments (on back)

Management Decision Making

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

Competencies

This event is composed of two (2) parts: an objective test and a decision making problem with the decision presented and defended before a panel of judges. Members of the team will assume the roles of management and present a solution to the case problem.

Business Education Curriculum Standards

Accounting, Business Law, Communication, Economics & Personal Finance, Entrepreneurship, Information Technology, Management.

Objective Test

The objective test may include questions on business and its environment, forms of business ownership and the law, ethics and social responsibility, information and communication systems, planning and strategic management, financial management, human resource management, and careers.

State & National Conference Topic

The case study may consist of a problem encountered by managers in one of the following areas: human resource management, financial management, marketing management, or information systems management. Each year the case will focus on a different area.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only participants who are members of an active local chapter and are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year are eligible to compete.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

Objective Test

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Management Decision Making continued...

Oral Presentation

Members of the top teams will have twenty (20) minutes to prepare for their presentation. They will be provided with two note cards which 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, visual aids, or computer equipment may be brought to or used during the performance or preparation.

The team has up to seven (7) minutes to present the problem and solution to the judges. All team members must be involved. The judges will interact with the members during the presentation. The team members will be allowed to use their note cards during the interaction.

A timekeeper will stand at six (6) minutes and seven (7) minutes. A five (5) point deduction will be made for presentations over seven (7) minutes.



Management Decision Making Team 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	
Solutions are recognized with pros and cons stated and evaluated	0	1 – 7	8 – 14	15 – 20	
Items were identified, evaluated, and prioritized	0	1 – 7	8 – 14	15 – 20	
All members of team actively participated in role-playing	0	1 – 2	3 – 4	5	
Presentation is well-organized, clearly stated with appropriate business language	0	1 – 3	4 – 7	8 – 10	
Team members are forceful and show self-confidence, poise, voice projection, and eye contact	0	1 – 2	3 – 4	5	
Solution selected is appropriate for the situation and would bring appropriate results	0	1 – 5	6 – 10	11 – 15	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Presentation Score					/100 max.
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/100 max.
Objective Test Score	To be used only in the event of a tie.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Management Information Systems

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

Competencies

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

The written objective test may include questions on systems analysis and design—systems development life cycle, database management and modeling concepts, object-oriented analysis and design, user interfaces, system controls, and defining system and business requirements.

The performance component will focus on human resource management, financial management, marketing management and information systems management. Performance competencies include critical thinking and problem solving, describing the case study and explaining recommendations, communication skills, explaining strengths and weaknesses of proposed solution, and effectively answering questions.

Business Education Curriculum Standards:

Communication, Information Technology, Management

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Teams must be composed of two (2) to three (3) members of an active local chapter and are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No more than one (1) team member may have entered this event at a previous National Leadership Conference or have competed more than two (2) years.

Procedure

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

Objective Test

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. The ten (10) teams with the highest score will be scheduled for a performance.

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

A case study will be given concerning a decision-making problem outlining a small business scenario.

Management Information Sys. continued...

and its informational environment and needs. Participants will then analyze the situation and recommend an information system solution to address the issues raised.

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

Performance

Twenty (20) minutes before the performance, each team will receive the case study.

Two (2) note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

Teams have seven (7) minutes to present the case. The judges will interact with the members during presentation. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

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



Management Information Systems

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
System appropriate for size of business	0	1-3	4-7	8-10	
System solution is feasible and realistic given specified time frame	0	1-3	4-7	8-10	
Technology is currently available	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Information security issues are addressed	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-3	4-7	8-10	
Demonstration of ability to effectively answer questions	0	1-3	4-7	8-10	
Content					
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	1-3	4-7	8-10	
Effectiveness of the strategy presented	0	1-7	8-14	15-20	
Delivery					
Voice quality and diction	0	1-3	4-7	8-10	
Professional and poised	0	1-3	4-7	8-10	
Self-confidence and assertiveness	0	1-3	4-7	8-10	
Subtotal					/150 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/150 max.
Objective Test Score (To be used only in the event of a tie.)					

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

March of Dimes Report

This event is designed to encourage local chapters to work with the March of Dimes and promote awareness in their FBLA Chapter and community.

Eligibility

All local chapters are eligible.

Regulations

Each chapter may submit one report. The main report will not exceed ten pages including supporting materials. Reports should follow the same technical requirements as all other FBLA Written Reports (see technical requirements document located in this handbook, all guidelines should be followed except the page limit).

Procedure

The March of Dimes Report will be evaluated on the following:

- ∇ Report Content includes: Degree of imagination and thoroughness shown in planning, efficiency of the implemented project, number of participants and the extent to which they are involved, and effectiveness of project.
- ∇ Supporting Materials includes: Supporting documentation and any publicity received.
- ∇ Format of Report includes: Logical, clear and concise arrangement of report, correct grammar, punctuation and sentence structure.
- ∇ Layout and Design includes: Visual appeal and design theme.

Please note: Reports are to be submitted as a PDF via our online submission tool. Do not mail reports to the state office.

A chapter may choose to only submit a financial report via the online report form. Chapters are responsible for submitting information to the National Office for recognition.

This is an Oregon Only event. March of Dimes Reports are to be submitted online as a PDF by the deadline. This event is judged prior to the State Conference. There is no related state conference activity.



March of Dimes Report Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Report Content					
Degree of imagination and thoroughness shown to project planning	0	1-4	5-9	10-15	
Efficiency with which the project was implemented	0	1-3	4-7	8-10	
Number of members participating and the extent to which they are actively involved in planning and executing the project.	0	1-4	5-9	8-15	
Effectiveness of the project	0	1-3	4-7	8-10	
Supporting Materials					
Promotional material	0	1-3	4-7	8-10	
Publicity received	0	1-3	4-7	8-10	
Format of the 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 writing	0	1-3	4-7	8-10	
Format of the Report					
Layout is visually appealing	0	1-2	3-4	5	
Design theme	0	1-2	3-4	5	
Total Points	/100 Max.				
Penalty	Written Report Technical Requirements not followed, deduct 10 pts.				
Final Score	/100 Max.				

Name: _____ School: _____

Judge Signature: _____ Date: _____

Judge Comments:



March of Dimes Report Financial Form

March of Dimes Contributions are to be reported in the online form available as part of the Oregon FBLA SBLC Registration Process.

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 the 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.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter participants who are members of an active local chapter and are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No more than one member of a team may have competed in this event at a previous National Leadership Conference.

Procedure

This event is open to teams of 2-3 members.

A one-hour online objective test will be administered collaboratively to all team members based on the listed competencies.

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

The top ten teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.

Twenty (20) minutes before the performance, the individual will receive the case study.

Two (2) note cards will be provided to each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role play event.

A timekeeper will stand at six minutes and again at seven minutes.

Marketing

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-7	8-14	15-20	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Management's decision is clear	0	1-5	6-10	11-15	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Shows self confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (To be used only in the event of a tie.)					

Names: _____

School: _____

Judge's Name: _____

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 role play 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 role play 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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter teams composed of two (2) to three (3) members who are members of an active local chapter and are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. One (1) team member may have entered this event at a previous National Leadership Conference. Participants must be from the same FBLA chapter.

Procedure

Objective Test

A one-hour online test will be administered based on the listed competencies. Team members will take one objective test collaboratively.

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

Network Design continued...

Case Study Performance

Twenty (20) minutes before their performance, each team will receive the role play.

Two (2) index cards will be provided for each participant and may be used during the preparation and performance. 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, visual aids, or electronic devices may be brought to or used during the preparation or performance. A flip chart will be provided.

The team has seven (7) minutes to interact with the judges.

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

A timekeeper will stand at six (6) minutes and again at seven (7) minutes. Participants should be prepared to defend their recommendations and interact with the judges.

Role Play presentations are open to conference attendees, except performing participants on 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 and 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 Recommendations					
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	
Technology					
System appropriate for size of business	0	1 – 5	6 – 10	11 – 15	
Technology is currently available	0	1 – 3	4 – 7	8 – 10	
Future needs are considered	0	1 – 3	4 – 7	8 – 10	
Meets the needs of the company	0	1 – 5	6 – 10	11 – 15	
Total Points					/150 max.
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/150 max.
Written Test Score	To be used only in the event of a tie.				

Names: _____

School: _____

Judge's Name: _____

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 questions on general network terminology, equipment for Internet access, problem solving/troubleshooting, network operating system terminology, OSI model and functionality, and network topologies and connectivity.

Business Education Curriculum Standards:

Information Technology, Management

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter participants who are members of an active local chapter and are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Oregon FBLA Foundation Written Report

This event is designed to encourage local chapters to help raise funds and promote awareness in their FBLA Chapter and community for the Oregon FBLA Foundation. Funds raised will be used to provide members with travel and academic scholarships, funds will also provide for the continued operation of Oregon FBLA.

Eligibility

All local chapters are eligible.

Regulations

Each chapter may submit one report. The main report will not exceed ten pages including supporting materials. Reports should follow the same technical requirements as all other FBLA Written Reports (See technical requirements document located in this handbook all guidelines should be followed except the page limit).

Procedure

The Oregon FBLA Foundation Report will be evaluated on the following:

- ∇ Report Content includes: Degree of imagination and thoroughness shown in planning the project, efficiency of the implemented project, number of participants and the extent to which they are involved, and effectiveness of project.
- ∇ Supporting Materials includes: Supporting documentation and any publicity received
- ∇ Format of Report includes: Logical, clear and concise arrangement of report, correct grammar, punctuation and sentence structure.
- ∇ Layout and Design includes: Visual appeal and design theme.

Please note: report is to be submitted as a PDF via the online submission tool. Do not mail anything to the state office.

This is an Oregon Only event. Oregon FBLA Foundation reports are to be submitted as a PDF via the online submission tool by the deadline. This event is judged prior to the State Conference. There is no related state conference activity.



Oregon FBLA Foundation

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Report Content					
Degree of imagination and thoroughness shown to project planning	0	1-4	5-9	10-15	
Efficiency with which the project was implemented	0	1-3	4-7	8-10	
Number of members participating and the extent to which they are actively involved in planning and executing the project.	0	1-4	5-9	8-15	
Effectiveness of the project	0	1-3	4-7	8-10	
Supporting Materials					
Promotional material	0	1-3	4-7	8-10	
Publicity Received	0	1-3	4-7	8-10	
Format of the 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 writing	0	1-3	4-7	8-10	
Format of the Report					
Layout is visually appealing	0	1-2	3-4	5	
Design theme	0	1-2	3-4	5	
Total Points	/100 Max.				
Penalty	Written Report Technical Requirements not followed, deduct 10 pts.				
Final Score	/100 Max.				

Name: _____ School: _____

Judge's Signature: _____ Date: _____

Judge Comments:

Oregon FBLA Foundation Scholarship

Purpose

This scholarship is made available to deserving Oregon FBLA senior members in order to help them further their academic education. The Oregon FBLA Board of Trustees has determined the amount for this scholarship shall be \$1000.

Eligibility

One senior member per chapter who is an active member of FBLA and who intends to pursue full-time courses in the field of business or business education at the institute of his or her choice is eligible to apply for the Oregon FBLA Foundation Scholarship Award.

The following items will be considered when awarding the scholarship:

- ∇ *Scholastic Record* – Applicants must submit a transcript of all secondary or post secondary work completed.
- ∇ *Scholastic Aptitude* – As determined by the average grade point and statement from school officials (Results of the Scholastic Aptitude Test of the College Entrance Examination Board should be submitted, if available).
- ∇ *FBLA Chapter Participation and Accomplishment* – Activities through FBLA will be accounted for as well as substantiated evidence of leadership, responsibilities, and character.

Selection Procedure

Applicants must apply for scholarships by completing the application form located on the following page. Return completed applications with attached documentation via the online submission tool as a PDF file.

The Scholarship Committee selects awardees based upon application and interview criteria qualifications. The top ten applicants will be called for personal interviews during the State Business Leadership Conference.

Handling of Funds

The award shall be paid directly to the appropriate institution upon receipt of a letter from the institution confirming that the recipient is enrolled as a full-time student at their school.

Communications

A letter of congratulations will be sent to the winning recipients along with instructions on how to process the funds. It will be the responsibility of the recipient to provide the requested information to the Oregon FBLA state office in order for funding to be disbursed.



Oregon FBLA Foundation Scholarship Application

Eligibility:

In order to apply you must be a senior who is an active member of FBLA and who intends to pursue full-time courses in the field of business or business education at the institution of your choice. One scholarship in the amount of \$1000 will be awarded at Oregon FBLA's State Business Leadership Conference.

Application must be received by the SBLC deadline.

Name: _____

Address: _____

Phone: _____

GPA: _____ Class rank _____ out of _____ SAT: _____

High School: _____

High School Address: _____

Phone: _____

What college are you planning to attend? _____

Major: _____

The following documentation MUST accompany this application:

- ∇ A Resume outlining FBLA involvement, educational achievements, and community service.
- ∇ A 500-word essay about a significant FBLA experience that has influenced you.
- ∇ A certified copy of your high school transcript.
- ∇ Two letters of recommendation; one from a chapter adviser and one from someone else in your school or community.
- ∇ Please submit all scholarship materials, including this form, via the online submission tool as a PDF file.



Oregon FBLA Foundation Scholarship Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Application					
Scholarship: Class Standing	0	1-2	3-4	5	
GPA	0	1-3	4-7	8-10	
Essay score	0	1-5	6-17	18-20	
FBLA Involvement	0	1-4	5-11	12-15	
School Involvement	0	1-4	5-11	12-15	
Community Involvement	0	1-4	5-11	12-15	
Neat and Complete Application	0	1-4	6-17	18-20	
Interview					
Poise	0	1-4	5-11	12-15	
Confidence	0	1-4	5-11	12-15	
Professionalism, including appearance and demeanor	0	1-4	5-11	12-15	
Verbal communication skills	0	1-5	6-17	18-20	
Personal impact of FBLA	0	1-5	6-17	18-20	
Explanation of Application	0	1-4	5-11	12-15	
Total Interview Points	/100 Max.				
Total Application Points	/100 Max.				
Final Score	/200 Max.				

Applicant Name: _____ School: _____

Judge's Signature: _____ Date: _____

Judge Comments:

OSU Lucille Borigio Scholarship Application

Source of funds

Funds, as allotted through the Lucille Borigio trust agreement, shall be distributed on an annual basis according to the annual earnings of the trust. The maximum amount of each award will be full tuition for **one** year.

Eligibility

Any high school senior or graduate who is an active member of FBLA or PBL and who intends to pursue a full-time course of study in Business Administration at Oregon State University is eligible to apply for the Lucille Borigio Scholarship Award. The following items will be considered when awarding the scholarship:

- ∇ *Scholastic Record* – Applicants must submit a transcript of all secondary or post secondary work completed.
- ∇ *Scholastic Aptitude* – As determined by the average grade point and statement from school officials (Results of the Scholastic Aptitude Test of the College Entrance Examination Board should be submitted, if available).
- ∇ *FBLA Chapter Participation and Accomplishment* – Activities through FBLA will be accounted for as well as substantiated evidence of leadership, responsibilities, and character.

Please note: entries must be made via the online submission tool as a PDF. Do not mail anything to the state office.

Selection Procedure

Applicants must apply for scholarships by completing the “OSU Lucille Borigio FBLA-PBL Scholarship” application form by the state deadline. The Scholarship Committee selects awardees based upon application and interview criteria qualifications. An OSU general catalog will be made available to judges as a reference guide during interviews.

Handling of Funds

The award shall be paid directly to the scholarship office at Oregon State University. Funds, through the OSU Foundation, will be credited to the recipient account over a period of one academic year (Three quarters). Proof of enrollment (i.e. class schedule) is required in order to receive this award.

In the event funds are not drawn or cashed in by the recipient (within one academic year after award is given), the remaining monies shall be returned to the Lucille Borigio Trust Fund with an explanatory letter.

Communications

A letter of congratulations will be sent with instructions on how to redeem the scholarship. OSU will be notified along with an authorization to OSU Foundation to release funds to financial aid. Recipient must be registered at OSU in order to receive funds.

OSU Lucille Borigio Scholarship Application

Eligibility

Any high school senior or graduate who is an active member of FBLA or PBL and who intends to pursue a full-time course as a student in School of Business Administration at Oregon State University is eligible to apply for the Lucille Borigio Scholarship Award. The scholarship will be in the amount of one full year's tuition and will be awarded at Oregon FBLA's State Business Leadership Conference.

Application must be received via PDF file in the online submission tool by state deadline.

Name: _____

Address: _____

Phone: _____

GPA: _____ Class rank _____ out of _____ SAT: _____

High School: _____

High School Address: _____

Phone: _____

Have you applied to OSU: _____ Have you been accepted: _____

Major of study: _____

The Following Documentation **MUST** accompany this application:

- ∇ A Resume outlining FBLA Involvement, educational achievements, and Community Service.
- ∇ A one-page cover letter that explains your involvement and experience in FBLA.
- ∇ A 500-word essay about a significant event, person, or experience that has influenced you.
- ∇ A certified copy of your High School transcript.
- ∇ Two letters of recommendation, one from a chapter adviser and one from someone else in your school or community.
- ∇ Please submit all scholarship material as one PDF file via the online submission tool. Do not mail anything to Oregon FBLA.



OSU Lucille Borigio Scholarship Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Application					
Scholarship: Class Standing	0	1-2	3-4	5	
GPA	0	1-3	4-7	8-10	
Essay score	0	1-5	6-17	18-20	
FBLA Involvement	0	1-4	5-11	12-15	
School Involvement	0	1-4	5-11	12-15	
Community Involvement	0	1-4	5-11	12-15	
Neat and Complete Application	0	1-4	6-17	18-20	
Interview					
Poise	0	1-4	5-11	12-15	
Confidence	0	1-4	5-11	12-15	
Professionalism, including appearance and demeanor	0	1-4	5-11	12-15	
Verbal communication skills	0	1-5	6-17	18-20	
Personal impact of FBLA	0	1-5	6-17	18-20	
Explanation of Application	0	1-4	5-11	12-15	
Total Interview Points	/100 Max.				
Total Application Points	/100 Max.				
Final Score	/200 Max.				

Name _____ School _____

Judge's Signature _____ Date _____

Judge Comments:

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 participation. Team participants develop speaking ability and poise through competitive performance.

Competencies

This event is composed of two (2) parts: objective test and performance.

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.

The top 10 teams placing highest on the written objective test will advance to the performance round.

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, most current edition.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter teams which must be composed of four (4) or five (5) persons- a president, vice president, secretary, treasurer, and an additional member. Two (2) members of each team may have participated previously in the event at the national level. Teams must be from the same active local chapter and the participants must be on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. No member can participate on more than one team.

Procedure

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

Objective Test

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

Parliamentary Procedure continued...

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

Performance

Twenty (20) minutes before the performance, the team will receive the problem and will be sequestered together to develop their performance. The team may use the preparation time to consider procedure. Parliamentary procedure 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 proceeding meeting, and paper for recording 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 motion that bring a question 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.

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



Parliamentary Procedure

Dorothy Travis Award 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

	M	S	P	I	B	Value	Score
Motions							
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 Subtotal							
General Parliamentary Procedure							
Proper order of business						10	
Proper use of parliamentary terms						10	
Clarity of expression, voice projection						5	
Impartiality of presiding official						5	
Initiative of members						5	
Poise, dignity and appearance						5	
General Parliamentary Procedure Subtotal							
Total Points						/100 max.	
Time Penalty 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. Time:							
Dress Code Penalty Deduct five (5) points when dress code is not followed.							
Final Score						/100 max.	

Names: _____

School: _____

Judge's Name: _____

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 leader and chapter members for the purpose of learning about successful businesses.

Business Education Curriculum Standards:

Career Development, Communication, Entrepreneurship, Management

Eligibility

Each chapter may enter one report prepared by members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Procedure

Note: Please refer to the Special Event Guidelines 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.

Please note: report is to be submitted as a PDF via the online submission tool. Do not mail anything to the state office.

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 (5) minutes will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the project and 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 six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three (3) minute 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 the 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 the business leaders and chapter members in implementing the partnership	0	1 – 2	3 – 4	5	
Results					
Description of concepts learned from the project and 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	
Subtotal	/100 max.				
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages, pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> report format does not follow rating sheet Total Penalty Points _____					
Total Points					

School: _____ Judge's Name: _____

Judge's Signature: _____ Judge's Comments (on back): _____



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 project 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 – 5	6 – 10	11 – 15	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1 – 5	6 – 10	11 – 15	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 - 10	
Total Points					/100 max.
Time Penalty	Deduct five (5) points for presentation over 7 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed				
Presentation Score					/100 max.
Report Score					/100 max.
Final Score					/200 max.

School: _____

Judge's Name: _____ Judge's Signature: _____ Judge's

Comments:

Personal Finance

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

Competencies

The written objective test may include question on financial principles related to personal decision making, earning a living (income, taxes), managing budgets and finance, saving and investing, buying goods and services and banking, credit, and insurance.

Business Education Curriculum Standards:

Economics and Personal Finance

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Members may not have participated in this event at a previous NLC.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline. Members may not have participated in this event at a previous NLC. Only members enrolled in Middle Level and 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. Local advisers and chapter volunteers 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 will be used. No microphone or lectern 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 from 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 will be recorded, noting a deduction for five (5) points for any time under 3:31 or over 4:29 minutes. No microphone or lectern will be used.

Final Round

A maximum of fifteen (15) finalists—an equal number from each group—will be scheduled for the 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
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	
Sustainability 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.
Time Penalty	Deduct five (5) points for presentations under 3:31 or over 4:29				
Dress Code Penalty	Deduct five (5) points when dress code is not followed				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Public Speaking II

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

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

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Only members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline are eligible to compete. No member may have participated in this event at a previous NLC.

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. 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 will be used. No microphone or lectern will be used.

The winning presenter will give their speech at the Awards of Excellence Session.

Preliminary Round

Participants will be divided into groups, depending on the number of entries. The order of performance will be drawn at random from 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 will be recorded, noting a deduction for five (5) points for any time under 4:31 or over 5:29 minutes.

Final Round

A maximum of fifteen (15) finalists—an equal number from each group—will be scheduled for the 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	
Sustainability 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.
Time Penalty	Deduct five (5) points for presentations under 4:31 or over 5:29				
Dress Code Penalty	Deduct five (5) points when dress code is not followed				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Sports Management

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

Competencies

The written objective test may include question on sports management principles related to sports marketing/strategic marketing, facility and event management, human resource management (labor relations), financing and economic input, management and leadership in sport, sports law, overview of sports industry, communications in sports, ethics, licensing, history, and sport governance.

Business Education Curriculum Standards:

Management: Business Organization, Ethics, Human Resource Management, Financial Decision Making, and Marketing.

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Members may not have participated in this event at a previous NLC.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Spreadsheet Applications

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

Competencies

This event is composed of one-hour school site test and a one-hour online objective test.

Participants should be well prepared in basic mathematical concepts as well as data organization concepts. Participants should be prepared to utilize data by creating formulas, using functions, generating graphs for analysis purposes, using pivot tables, creating macros, and filtering and extracting data.

The objective test participants may be tested on their knowledge of data entry techniques, editing capabilities, creating formulas, using functions (including those containing absolute values), formatting, charting, and analyzing chart data.

Business Education Curriculum Standards:

Computation, Information Technology

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

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 school site test. 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.

Objective Test

The online written test will constitute 50% of the final score.

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 and business equipment.

Business Education Curriculum Standards:

Information Technology

Eligibility

In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. No member may have participated in this event at a previous NLC.

Procedure

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

A calculator function is included in the online testing software. No additional calculator or other device may be used during testing.

Website Design

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

2012 State & National Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating websites. The topic to be addressed by the website developed for competition at the 2012 NLC will be:

Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Website that provides information about your local organizations such as FBLA-PBL and other service related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Website will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more assessable to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.

Competencies

Participation in this event will allow members to demonstrate proficiency in conceptualization, designing, and creating websites.

The website should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, in a professional format.

Business Education Curriculum Standards:

Communication, Information Technology, Marketing

Eligibility

Each chapter may submit up to two (2) entries. Entries may be created by an individual or a team of two (2) or three (3) members from the same chapter. Participants must be members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for 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. No member can participate in more than one team.

Entries should be made using the online entry form. Do not mail anything to the state office.

Website Design continued...

Procedure

Pre-Judged Website

1. Entries will be judged according to the rating sheet.
2. An official entry form via the online submission tool must be submitted by the deadline. The form will provide the following information: school, member name(s), URL.
3. This is not a chapter website. The topic must be incorporated into the website design.
4. The website must be available for viewing on the internet at the time of judging. No changes can be made to the website after the official entry date. Judging of the website will take place prior to the State Business 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 website. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
6. The use of templates must be identified at the bottom of the home page.
7. Websites should be designed to allow for viewing by as many different platforms as possible.

Oral Presentation

Members submitting the top scoring websites will be invited to present an oral presentation in support of their entry.

The oral presentation is an explanation of the website and the website should be shown when explaining the site. The explanation should include, but not be limited to:

- ∇ development of the topic
- ∇ development and design process
- ∇ use and implementation of innovative technology
- ∇ use and development of media elements
- ∇ copyright issues with pictures, music, etc.

Participants will need to provide their own computer and projector. A screen, table, and extension cord (if needed) will be provided. No additional visual aids are allowed. Members will have five (5) minutes to set up and an additional five (5) minutes to present. A timekeeper will stand at four (4) minutes. When the team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (5) minutes. Following each oral presentation, the judges may conduct a three (3) minute question-and-answer period during which the presenters should be prepared to defend all aspects of their multimedia presentation,.

Note: The times and procedures allowed for presentation and setup at the SBLC in this event are different from those allowed at the National Leadership Conference. Members who earn the right to represent Oregon FBLA at the NLC should check the national guidelines for the revised times/procedures.



Website Design 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 Website	0	1 – 3	4 – 7	8 – 10	
Final Score	/100 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Website Design

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Explanation of the development of the topic in the presentation	0	1 – 3	4 – 7	8 – 10	
Explanation of the development and design process	0	1 – 7	8 – 15	16 – 20	
Explanation of the use and implementation of innovative technology	0	1 – 7	8 – 15	16 – 20	
Explanation of the use and development of media elements (graphics, video, audio, etc.)	0	1 – 7	8 – 15	16 – 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 – 7	8 – 10	
Organization of oral presentation	0	1 – 3	4 – 7	8 – 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 2	3 – 4	5	
Total Points					/100 max.
Time Penalty	Deduct five (5) points for presentations over 5 minutes Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed				
Pre-Judged Website					/100 max.
Final Score					/200 max.

Names: _____

School: _____

Judge's Name: _____

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.

This event is sponsored by the Oregon Business Education Association (OBEA). A \$200 scholarship is provided to the winner if their chapter adviser is a member of OBEA upon receipt of a thank you letter by the current OBEA president.

Eligibility

Each chapter may enter one (1) participant who is a member of an active local chapter and is on record in the Oregon FBLA-PBL Online Registration System as having paid dues by the officially published deadline for the current school year.

Regulations

The entry materials must be submitted as a PDF file in the online submission tool by the deadline. Do not mail anything to the state office.

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

State and National officers automatically earn recognition in this event; therefore, chapters with State and National officers may submit another nominee. However, if a state officer wishes to be considered as the state chapter nominee, all materials need to be completed and submitted.

Each chapter's nominee will be recognized as a Who's Who in Oregon FBLA. The nomination form and criteria will be used to determine Oregon's state chapter nominee.

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 the nominee.

Procedure

Each participant needs to complete a resume not to exceed two pages highlighting the following:

- ▽ Years of participation in FBLA activities
- ▽ Extent of participation in conference 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, academics, and career development
- ▽ Awards, honors, and achievements

Participants can also submit any supporting material with their resume.

National Awards

One (1) member from each state and all national officers will be recognized as recipients of the national Who's Who in FBLA award at the National Leadership Conference.



Who's Who in FBLA

Application Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
FBLA Experiences					
Extent of participation in conference at the local, state, and national levels.	0	1-4	5-9	10-15	
Offices, chairmanships, and committee memberships held	0	1-4	5-9	10-15	
Contributions to local, state, and national projects	0	1-4	5-9	10-15	
Participation in other activities	0	1-4	5-9	10-15	
Supporting Material					
Outline of FBLA career	0	1-4	5-9	10-15	
Publicity received	0	1-3	4-7	8-10	
Recommendations supportive of the member's involvement in FBLA	0	1-3	4-7	8-10	
FBLA Career					
Years in FBLA	1 (1 Year)	2 (2 Years)	3 (3 Years)	5 (4 Years)	
Final Score	/100 Max.				

Name: _____ School: _____

Judge's Signature: _____ Date: _____

Judge Comments:

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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

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

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 school site skill test. 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.

Participants must recognize the necessity for accurate proofreading. The Format Guide and Dictionaries may be used as references.

Objective Test

The online written test will constitute 15% of the final score.

Word Processing II

A high level of word processing skills 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, reports, tables, resumes, statistical reports 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

In order to compete in the event, students must either qualify at a Regional Skills Conference or be declared a wild card. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

No member may have competed in this event at a previous National Leadership Conference.

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.

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.

Objective Test

The online written test will constitute 15% of the final score.