KENTUCKY AWARDS PROGRAM
FUTURE BUSINESS LEADERS OF AMERICA

COMPETITIVE EVENTS GUIDELINES

Kentucky Department of Education

2013-2014
KENTUCKY AWARDS PROGRAM
FUTURE BUSINESS LEADERS OF AMERICA

Event Guidelines – All events are Regional, State, and National unless specified differently.

COMPETITIVE EVENTS

Individual Accounting I
Individual Accounting II
Individual Agribusiness
Chapter American Enterprise Project
Team Banking and Financial Systems
Chapter Bulletin Board (Regional/State)
Individual Business Calculations
Individual Business Communication
Team Business Ethics
Chapter Business Financial Plan (State/National)
Individual Business Law
Individual Business Math
Chapter Business Plan Project (State/National)
Individual or Team Business Presentation
Individual Business Procedures
Individual Client Service
Chapter Community Service Project
Individual Computer Applications
Individual or Team Computer Game & Simulation Programming
Individual Computer Problem Solving
Individual Cyber Security
Individual Database Design & Applications
Individual Desktop Application Programming
Individual or Team Desktop Publishing
Individual or Team Digital Design & Promotion
Individual or Team Digital Video Production
Individual or Team E-Business
Individual Economics
Individual Electronic Career Portfolio
Team Emerging Business Issues
Team Entrepreneurship
Individual Ethel M. Plock Scholarship (Regional/State)
Individual Eugene H. Smith Scholarship (Regional/State)
Individual FBLA Principles and Procedures
Team Global Business
Individual Health Care Administration
Individual | Help Desk
---|---
Team | Hospitality Management
Individual | Impromptu Speaking
Individual | Insurance and Risk Management
Individual | Introduction to Business
Individual | Introduction to Business Communication
Individual | Introduction to Information Technology
Individual | Introduction to Parliamentary Procedure
Individual | Job Interview
Team | LifeSmarts (National)
Chapter | Local Chapter Annual Business Report
Chapter | Local Chapter Name Tag (Regional/State)
Chapter | Local Chapter Newsletter (Regional/State)
Chapter | Local Chapter Scrapbook (Regional/State)
Team | Management Decision Making
Team | Management Information Systems
Team | Marketing
Individual or Team | Mobile Application Development
Individual | Mr. Future Business Leader
Individual | Ms. Future Business Leader
Team | Network Design
Individual | Networking Concepts
Team | Parliamentary Procedure
Chapter | Partnership with Business Project (State/National)
Individual | Personal Finance
Individual or Team | Public Service Announcement
Individual | Public Speaking I
Individual | Public Speaking II
Team | Sports and Entertainment Management
Individual | Spreadsheet Applications
Individual | Talent Show (Regional/State)
Individual or Team | Virtual Business Challenge (National)
Individual or Team | Website Design
Individual | Word Processing

**RECOGNITION EVENTS**

Individual | Who's Who in FBLA
Local Chapter | Gold Seal Chapter Award of Merit
| Commonwealth Award of Merit
| Largest Local Chapter Membership
| Largest Percentage of Increase in Local Chapter Membership
| Local Chapter Businessperson of the Year
| Local Recruitment of Chapters

**APPENDICES**

Listing of Business/Business-Related Jobs
NO PROGRAMMABLE CALCULATORS, PDA’s, or PHONES ARE ALLOWED IN ANY EVENT.

CALCULATORS WILL BE PROVIDED IN THOSE EVENTS WHERE THEY ARE USED. NO CELL PHONES ARE TO BE IN ANY HOLDING, PREPARATION, OR PERFORMANCE ROOMS (EVEN IF THEY ARE TURNED OFF).
The FBLA competitive events are divided into three categories: individual, team, and chapter events. The following general regulations apply to participation in FBLA regional, state, and national competitive events.

- A member may participate in any number of chapter events.

- A member may enter only one individual or team event; they may not enter both an individual and team event. Four exceptions to this regulation apply. Members may enter the following events in addition to one individual or team event and any number of chapter events—Who's Who, Eugene H. Smith Scholarship, Ethel M. Plock Scholarship, and Talent Show. Also, members competing in all but one pre-judged event can now enter one (1) other event. Those pre-judged events are:

  - Accounting II
  - Computer Applications
  - Computer Game & Simulation Programming
  - Database Design & Applications
  - Desktop Application Programming
  - Desktop Publishing
  - Digital Design and Promotion****
  - Digital Video Production
  - E-business
  - Mobile Application Development
  - Spreadsheet Applications
  - Website Design
  - Word Processing

****Note: Students competing in Digital Design and Promotion CANNOT compete in another individual or team event due to the performance component required during state competition.

- A local chapter may have only one entry in each individual, team, or chapter competitive event.

- If a student enters a prejudged event and one other event and qualifies at the State Conference to compete at the National Conference, the student must choose which event he/she will compete in at NLC. No student can compete in two events at the National Conference.

- Members’ dues must be posted as paid to the FBLA-PBL Inc. (state and national dues) by February 1 to be eligible to participate in regional, state, or national competitive events. Membership in FBLA is unified on local, state, and national levels and is not available separately.

- All event guidelines have been updated. These guidelines and rating sheets will replace all others and will be in effect with the 2014 Kentucky Regional Leadership Conferences.

- Review each guideline for eligibility requirements, regulations, procedures, and awards recognition.

- “Readme” file information must be submitted on the “Statement of Assurance” along with copyright notations.
● These competitive event guidelines are to be utilized for participation in regional and state conference events. **For competition at the National Leadership Conference, use the National Awards Program event guidelines.**

● Students who have competed in a "higher level" event may not then compete in the associated "introductory level" event, such as Accounting I/II, Introduction to Parliamentary Procedure/Parliamentary Procedure, etc.

● A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.

● Participation in a pilot event does not disqualify a member for competing in the same event once it becomes an official competition. A person participating in a pilot event is eligible to compete in another individual or team event.

● The individual and/or team are responsible for providing all of the equipment (including laptops, LCD projectors) for the appropriate performance events. Microphones will not be used in any events nor will podium/lecterns be provided. Screens, carts, and Internet access (where needed) will be provided for all performance events.

● The top three winners at the State Leadership Conference in all events will be eligible to compete at the National Leadership Conference.

**Online Testing**

● **Regional Leadership Conferences** – Online testing is conducted for all our objective test events at their Regional Leadership Conferences. Ties will be broken based on the time the test is completed.

● **State Leadership Conferences** – Online testing will be held at each individual school for all objective tests. Information will be sent to the test proctors at the schools as to when the testing window will open and close. Ties will be broken based on the time the test is completed.

● Voice recognition software may be used where appropriate in all skill event production tests. The local chapter must provide the software.

● **The Format Guide can be used as a reference when taking the Computer Applications, Spreadsheet Applications, Word Processing tests.**

  . Copyright and Fair Use Information: It is the policy of FBLA-PBL to comply with state and federal copyright laws. Copyright guidelines are included in the Format Guide which can be found on the Kentucky FBLA website: [www.kyfbla.org](http://www.kyfbla.org)
ACCOUNTING I

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

CONTENT

The objective test will focus on basic practices of accounting for the sole proprietorship, partnership, and corporations; types of ownership, the basic accounting cycle, terminology, account classification, journalizing, posting, income statement, balance sheet, worksheet, bank reconciliation, payroll; depreciation, repairs, improvements; manual and computerized accounting software; and ethical standards.

Career Cluster(s): Business, Management & Administration; Finance

Business Education Curriculum Standards: Accounting, Computation, Economics & Personal Finance

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

1. The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

2. The participant must not have completed more than two (2) semesters (or one semester in a block scheduling program) of high school accounting instruction nor be enrolled in or have completed any additional accounting courses.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
ACCOUNTING 1

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: _____________________________________________________________

SCHOOL: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  
Signature of Competitor

________________________________________  
Date

________________________________________  
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

ACCOUNTING II

Proctor Name: _________________________________________________________________

School:  ______________________________________________________________________

Event(s):  ____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

__________________________________________________________________________  __________
Signature of Proctor                                   Date

Address of Proctor: _____________________________________________________________

Phone Number:  ________________________________________________________________

Email: ________________________________________________________________
ACCOUNTING II

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

CONTENT

This event is composed of two (2) parts: an objective test and a school-site application test.

The objective test will focus on the principles and practices of accounting for the sole proprietorship, the partnership, and the corporation. The objective test may include accounts receivable and accounts payable questions and problems on financial statements, journalizing and posting, partnerships and corporate accounting, ratios and analysis, purchases and sales, worksheets, account classification, bank reconciliation, income tax, payroll, inventory, plant assets and depreciation, cost accounting/manufacturing, budgeting and cash flow, departmentalized accounting, and ethics. Participants should be prepared to complete problems for financial statements, bank reconciliation, payroll, trial balance, journalizing and posting, inventory, depreciation, adjusting/closing entries, etc.

The production test will consist of financial statements, bank reconciliation, payroll, trial balance, journalizing, inventory, depreciation, and adjusting/closing entries.

Career Cluster(s): Business, Management & Administration; Finance
Business Education Curriculum Standards: Accounting, Computation, Economics & Personal Finance

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.
ACCOUNTING II

3. The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator. Chapter advisers are NOT allowed to administer the test.

4. Participants failing to report on time for the event will be disqualified.

PROCEDURE

Objective Test: A one-hour objective test will be administered based on the previously listed CONTENT. The score received on this portion of the event will constitute 50 percent of the final event score.

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

School-Site Testing: Sixty (60) minutes will be allowed for the production portion of the test at the school-testing site. Any accounting or spreadsheet software may be used. 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. Calculators are not allowed on the production portion of the test. In case of a tie, the production test will be used to break the tie.

Students may use prepared templates which may include, but are not limited to a general journal, bank reconciliation, financial statements, and a worksheet.

No reference materials are allowed.

The chapter adviser will designate on the appropriate form the person who will administer the test and when the test will be administered. The FBLA State Adviser will send the test packet to the designated person. This test administrator must be an individual who is not an FBLA adviser, who is not associated with FBLA in any capacity, and who is not a business teacher.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
Competitor Name: _____________________________________________________________

School: _________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Date

Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

ACCOUNTING II

Proctor Name: ____________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ______________________
Signature of Proctor  Date

Address of Proctor: _____________________________________________________________

_________________________________________
_____________________________________

Phone Number: ________________________________________________________________

Email: ________________________________________________________________
AGRIBUSINESS

This event recognizes FBLA members who demonstrate an understanding of and skill in basic agribusiness concepts and procedures.

CONTENT

The objective test will focus on economics, finance and accounting, health, safety, and environmental management, management analysis and decision making, marketing, and terminology and trends.

Career Clusters: Agriculture, Food, and Natural Resources (AFNR)

Business Education Curriculum Standards: Accounting: accounting process, financial statements; Economics & Personal Finance: managing finances and budgeting; Entrepreneurship: management, business plans, aggregate supply and demand; Management: business organization, financial decision making, technology and information management; Marketing: consumers and their behavior, external factors, marketing research

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

A one-hour objective test will be administered based on the previously listed CONTENT.
AGRIBUSINESS

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: ________________________________

SCHOOL: ________________________________________

As a competitor in the online test ____________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Name of School

_____________________________________
Date
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

AGRIBUSINESS

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________ ______________________________
Signature of Proctor Date
Address of Proctor: __________________________________________________________

Phone Number: ______________________________________________________________
Email: ______________________________________________________________________
AMERICAN ENTERPRISE PROJECT

This event 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.

CONTENT

The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and to then share their expertise in some way with others inside and/or outside of the school.

Career Cluster(s): Business, Management & Administration; Information Technology
Business Education Curriculum Standards: Communication, Management, Economics & Personal Finance, Entrepreneurship, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter must submit two (2) copies of the report from its members who are posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three reports per region are eligible for competition at the State Leadership Conference.

REGULATIONS

1. The American Enterprise Project report must be listed on the Event Participation Summary Form.

2. The main emphasis of the project is to increase knowledge and awareness of the American enterprise system. It cannot be fundraising.

3. For the State Leadership Conference, a PDF of the report must be uploaded by the chapter adviser and received by the state office for judging by the designated deadline. Refer to your regional guidelines for information on how the project is to be received for the Regional Leadership Conference.

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

5. The report must have the following:
   a. Table of Contents with page numbers.
AMERICAN ENTERPRISE PROJECT

b. 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.

c. Pages are numbered and must be sized for 8 ½” x 11”

d. Reports must not exceed fifteen (15) pages (a title page, divider pages, and appendices are optional and must be included in the page count).

6. Reports must be prepared by student members, not advisers. Advisers should serve as consultants to ensure that the reports are well organized, contain substantiated statements, and are written in a business style.

7. Reports must describe ONE CHAPTER PROJECT of the local chapter that was conducted between the previous State Leadership Conference and the current Regional Leadership Conference.

8. Entries must adhere to all regulations or penalty points will be deducted.

PROCEDURE

- Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, an appropriate statement should be included in the report. 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.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

A panel of judges will select the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
Judges: Before evaluating the contents of the report, please check to see the regulations listed below were followed. Place a checkmark by any item(s) that is not in compliance, then judge the report.

Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

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

- Missing table of contents & page numbers

- Over fifteen (15) pages
  - Reports must not exceed 15 pages (a title page, divider pages, and appendices are optional and must be included in the page count).

  No page numbers in report.

- Report format does not follow rating sheet
  - Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
  - Pages are numbered and must be sized for 8 ½” x 11” paper.

Judge's Initials _______________ School __________________
# Written Report Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purpose of Project</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Project designed specifically to promote local understanding of and support for the American Enterprise system.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research into school and/or community needs</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Planning and development of project</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Implementation of project</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Evaluation and results.</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>• Benefits to and impact on the school and/or community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FORMAT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear and concise presentation with logical arrangements of information following the rating sheet categories</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Professional report design appropriate to audience</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Correct grammar, punctuation, spelling, and acceptable business style</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td>Penalty Points</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points each for not adhering to the Report Guidelines (maximum of twenty [20] points):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>__cover incorrect; __missing table of contents; __over fifteen (15) pages: __no page numbers in report; __report format does not follow rating sheet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

School: ________________________________________________________________

City: ______________________________ State: ____________________________

Judge's Signature: ____________________________________________________

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.

CONTENT

The objective test will focus on concepts and practices of banking and financial systems, government regulation of financial services, basic terminology, impact of technology on financial services, types and differences between various institutions, ethics, careers in financial services, and taxation.

The performance will focus on demonstration of the understanding of a case; understanding the role of the judge as a component of the presentation; provide an introduction and an overview; explain, discuss, and describe recommendations. Additionally, critical thinking/reasoning, use of correct grammar, tone and style, and the ability to make a professional presentation will be utilized.

Career Cluster(s): Business, Management and Administration; Finance


ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guidelines are met:

- The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Only one participant may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
PROCEDURE

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

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

State 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 eight (8) teams with the highest scores on the objective test will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office.

State Performance
A maximum of eight (8) teams with the highest score on the objective test will advance to the performance round.

Individuals will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments. **Teams who do not show up to be sequestered for the performance event will be disqualified.** NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

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

Two (2) 4”X6” 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 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.
Teams should introduce themselves, describe the situation, make their recommendations, and summarize the case. All team members are expected to actively participate in the performance.

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

A five (5) point deduction will be made when dress code is not followed.

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

**JUDGING**

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ____________________________________
Signature of Competitor                      Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BANKING AND FINANCIAL SYSTEMS

Proctor Name: ____________________________

School: ______________________________________

Event(s): ______________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the login information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

_________________________  ________________
Signature of Proctor            Date

Address of Proctor: ________________________________

Phone Number: ________________________________

Email: ________________________________________
# Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well-defined</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>implementation given</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates knowledge and understanding of banking and financial systems</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>concepts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business language</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>used</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members participate actively during the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td>Penalty points: Deduct 5 points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dress Code Penalty: Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FINAL SCORE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

Member(s): _____________________________________________________________

School: ___________________________________________________________________

City: __________________________ State: _________________________________

Judge's Signature: __________________________ Date: _______________________

Judge’s Comments:
**BULLETIN BOARD**

(REGIONAL AND STATE EVENT ONLY)

FBLA activities should encourage creative thinking and promotion of the organization. The theme for the bulletin board design will be the FBLA state (not national) theme for the year. This is announced in the State Program of Activities.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

**ELIGIBILITY**

**Regional Conference Eligibility:** Each chapter may enter one bulletin board if the following eligibility requirements are met:

- The bulletin board must be the work of the chapter

- The members working on the bulletin board must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three bulletin boards per region are eligible for competition at the State Leadership Conference.

**REGULATIONS**

1. The person responsible for the Bulletin Board must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Failure to adhere to the following guidelines will result in the disqualification of the bulletin board.

   a. The current FBLA state theme **must be stated in full** on the bulletin board in the correct order. FBLA must appear somewhere on the bulletin board but **NOT** as a part of the theme name. Theme may only be in the following format:

      AIMING FOR EXCELLENCE
      Aiming For Excellence
      Aiming for Excellence

   b. The bulletin board, including the size of the frame, **must not exceed 24" x 36"**.

   c. The chapter name **must be on the back** of the bulletin board.
BULLETIN BOARD
(REGIONAL AND STATE EVENT ONLY)

d. All parts of the bulletin board **must be affixed within the 24" x 36" dimensions** (no parts extending outside the frame).

PROCEDURE

The bulletin board must be brought to the designated area at the Regional and State Leadership Conferences. It must be left at the time indicated in the program. No one will be permitted to be present in the room before and during judging. Bulletin boards will be open for viewing once all judging has been completed.

JUDGING

A panel of judges will select the winners. All judges' decisions are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum for the State Leadership Conference is five.
BULLETIN BOARD
(REGIONAL AND STATE EVENT ONLY)

DISQUALIFICATIONS: The following items will be verified before actual judging begins. If any of the items are checked, the bulletin board will be disqualified.

*List Bulletin Board dimensions (including frame) below:

_________________" x ________________"

___a. Bulletin board does not meet size guidelines –exceeds 24" x 36".

___b. FBLA state theme is not stated in full on bulletin board.

___c. FBLA does not appear anywhere on the bulletin board.

___d. Chapter name is not on the back of the bulletin board.

___e. All parts of the bulletin board are not affixed within the 24" x 36" dimensions of the bulletin board.

_____ DISQUALIFIED

Judge's Initials _______________________

Up to 20 pts per item | Excellent 16-20 pts | Good 11-15 pts | Fair 6-10 pts | Poor 0-5 pts
--- | --- | --- | --- | ---
Creative: Design
Content: Conveys Theme
Neatness
Accuracy
Overall: Appearance and Arrangement

Maximum Total Score (100) _____________

School ________________________________

Judge's Initials ________________________________

Judge's Comments:

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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.

CONTENT

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

Career Cluster(s): Finance
Business Education Curriculum Standards: Accounting and Computation

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
BUSINESS CALCULATIONS

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: ________________________________________________________________

SCHOOL: ______________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ________________________________
Signature of Competitor                          Date

_____________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS CALCULATIONS

Proctor Name: _________________________________________________________________

School:  ______________________________________________________________________

Event(s): ______________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ______________________________
Signature of Proctor                        Date

Address of Proctor:  _____________________________________________________________
______________________________________________________________________________

Phone Number:  ________________________________________________________________
Email: ____________________________________________________________
BUSINESS COMMUNICATION

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

CONTENT

The objective test may include English skills, including nonverbal and oral communication concepts, communication concepts; written and report applications, grammar, reading comprehension; editing and proofreading; word definition and usage, capitalization, punctuation, spelling, and digital communications.

Career Cluster(s): Business, Management & Administration; Marketing, Sales & Service
Business Education Curriculum Standards: Communication

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
BUSINESS COMMUNICATION

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS COMMUNICATION

Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                  Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS COMMUNICATION

Proctor Name: _____________________________________________________________

School: __________________________________________________________________

Event(s): __________________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  __________________________
Signature of Proctor                          Date

Address of Proctor: ________________________________

Phone Number: __________________________________
Email: __________________________________________
BUSINESS ETHICS

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

CONTENT

Teams will make ethical business decisions in the business world and workplace, will provide a rational for ethical decisions presented, will perform critical thinking and problem solving, will have outstanding verbal communication skills, and effectively answer questions.

The topic to be developed for competition at the 2014 Regional, State and National Conferences will be:

**Workplace Ethics in Information Technology—Copyright and Fair Use**

Career Cluster(s): Business, Management & Administration

Business Education Curriculum Standards: Business Law, Career Development, Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one (1) team, comprised of two to three (2-3) members. No more than one (1) team member may have competed in this event at a prior NLC.

- The participants must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. Teams consisting of two (2) to three (3) members must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Only one (1) team member may have entered this event at a prior National Leadership Conference.

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

   a. The relationship between the employee and employer
   b. The relationship between the business and customer
   c. The relationship between the business and the economy
BUSINESS ETHICS

4. Participants must answer judges’ questions about their presentation.

5. All team members must participate in the presentation.

6. Participants must research case study prior to the conference and be prepared to present their findings and solutions.

7. Student members (not advisers) must prepare their presentation. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).

8. One member must introduce the team and describe the ethical situation.

9. Submit six (6) copies of a written synopsis on the selected case, which does not exceed 500 words. Include a reference section (not counted in the 500 word limit). All copies must be submitted in six (6) standard file folders. Label the folder tab with the participants’ names, state, school, and event title.

10. Teams are permitted to bring prepared notes.

11. Books, other bound materials, props, and equipment are prohibited.

12. The team will have seven (7) minutes to present the ethical dilemma. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute remains. At seven (7) minutes, the timekeeper will stand and display a card indicating time is up. At the end of the presentation, the timekeeper will record the time used. A five (5) point deduction will be made for presentations over seven (7) minutes.

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

14. No lectern/podium or microphone will be provided.

12. Team members must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Preliminary Round: Performance Only – No Objective Exam is Given

Teams may be divided into preliminary groups.

NO CELL PHONES ARE ALLOWED.

At the time of the performance, one member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
BUSINESS ETHICS

The team will have seven (7) minutes to present the ethical dilemma. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute remains. At seven (7) minutes, the timekeeper will stand and display a card indicating time is up. At the end of the presentation, the timekeeper will record the time used. A five (5) point deduction will be made for presentations over seven (7) minutes.

The preliminary performance is not open to conference attendees.

For the Regional Leadership Conference, an equal number of participants will be selected from each group for the final presentation, not to exceed a total of six (6) finalists.

For the State Leadership Conference, a maximum of eight (8) participants, or an equal number from each group, will be selected for the final round.

**Final Round: Performance Only – No Objective Exam is Given**

**NO CELL PHONES ARE ALLOWED.**

Participants will be assigned times at random for their final case. All other procedures as outlined in the preliminary round will be followed for the final round.

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

**JUDGING**

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conferences is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
# BUSINESS ETHICS

## BUSINESS ETHICS
### Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Situation is understood and effectively defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Ethical dimensions of the problem are clearly defined</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Team’s position is clearly stated</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Effective ethical solution is offered</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Quality of Research</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Written case synopsis; clearly written with references</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>All team members actively participate in the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL POINTS**

/100 max

**Time Penalty:** Deduct five (5) points for presentations over seven (7) minutes time. Time:

**Dress Code Penalty:** Deduct five (5) points when dress code is not followed.

**Penalty:** Deduct five (5) points for failure to follow guidelines.

**FINAL SCORE**

/100 max

Name: ________________________________________________________________

School: ______________________________State: ____________________________

Judge's Signature: ______________________________________________________

Judge’s Comments:
BUSINESS FINANCIAL PLAN
(STATE AND NATIONAL EVENT ONLY)

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.

CONTENT

Participation in this event will allow members to demonstrate proficiency in creating a business financial plan. Members will work as a team in creating a plan that addresses a specific topic.

The topic to be addressed by the Business Financial Plan developed for competition at the 2014 State and National Conferences will be:

You are planning to open an independent retail store selling personalized clothing and accessories in your hometown. Customers will be able to purchase a variety of shirts, pants, tote bags, cups, and accessories in a variety of colors and, for an additional charge, can have words or images printed onto the items. Customers can purchase one item or if they purchase in bulk they can receive a discount. There are two other suppliers in the local area that offer personalized merchandise, but they only offer bulk orders and they do not offer a store front or popular accessories. You are planning to open your facility in a 10,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse for bulk orders.

Career Cluster(s): Business, Management & Administration; Finance
Business Education Curriculum Standards: Accounting, Communication, Computation, Economics & Personal Finance, Management

ELIGIBILITY

State Conference Eligibility: Each chapter must upload a PDF of their plan from its members whose dues are posted as paid by February 1 of the current school year.

REGULATIONS

1. The Business Financial Plan must be listed on the Event Participation Summary Form and uploaded as a PDF file to the state office by the designated date.

2. Plan formats must adhere to the following guidelines:
BUSINESS FINANCIAL PLAN

(STATE AND NATIONAL EVENT ONLY)

a. Student members, not advisers, must prepare reports.

b. A PDF of the report must be uploaded by the chapter adviser and received by the state office for judging by the designated deadline.

c. Penalty points will be given if the plan does not adhere to the guidelines.

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

e. A one page description of the plan should be the first page of the report.

f. Table of contents with page numbers.

g. 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.

h. Pages are numbered and must be sized for 8 ½” x 11”.

i. Reports must not exceed fifteen (15) pages excluding front and back cover and the description. (A title page, divider pages, and appendices are optional and must be included in the page count.)

A maximum of five (5) chapters will be presented awards at the State Leadership Conference. The top three reports will be submitted to the FBLA National Office for consideration.

Written Report

Report formats should follow the same sequence shown on the rating sheet. If the information is not available for a particular criterion, an appropriate statement should be included 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.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

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

AWARDS

The judges will determine the number of awards presented at the State Leadership Conference. The maximum number will be five.
BUSINESS FINANCIAL PLAN

PRELIMINARY CHECK SHEET

Judges: Before evaluating the contents of the report, please check to see the regulations listed below were followed. Place a checkmark by any item(s) that is not in compliance, then judge the report.

Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

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

☐ Missing table of contents & page numbers

☐ Over fifteen (15) pages
   ▪ Reports must not exceed 15 pages excluding front and back cover and the description. (A title page, divider pages, and appendices are optional and must be included in the page count.)

No page numbers in report.

☐ Report format does not follow rating sheet
   ▪ Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
   ▪ Pages are numbered and must be sized for 8 ½” x 11” paper.

Judge’s Initials _________________ School __________________
# BUSINESS FINANCIAL PLAN

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REPORT CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Description of business, assumptions, and strategies to obtain loan (one page)</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td>Company Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Legal form of business</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>• Company governance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company location (s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Long- and short-term goals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operations and Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Business facilities described</td>
<td>0</td>
<td>1-8</td>
<td>9-18</td>
<td>19-25</td>
<td></td>
</tr>
<tr>
<td>• Management personnel identified</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Workforce described (current &amp; projected)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Market</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Target market defined (size, growth potential, needs)</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td>• Risks and potential adverse results identified, analyzed, and planned for</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Institution</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Name and type of financial institution to which loan application is being made</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Loan Request</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Purpose of loan and amount requested</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td>• Itemized planned expenditures</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Projections for future stability of company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supporting Documents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Works cited page</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>Format of Report</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear and concise presentation with logical arrangement of information following the rating sheet categories</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Correct grammar, punctuation, spelling, and acceptable business style</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>/200</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Penalty Points** Deduct five (5) points each for not adhering to the Report Guidelines (maximum of twenty [20] points):
- ___ cover incorrect; ___ missing table of contents; ___ over fifteen (15) pages; ___ no page numbers; ___ report format does not follow rating sheet

**Total Points** /200

School: ________________________________________________________________

City: ______________________________ State: _______________________________

Judge's Signature: _______________________________________________________

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.

CONTENT

The objective test may consist of both objective questions and case problems. Questions may address commonly recognized areas of business law including the legal system; contracts and sales, business organization, property laws; agency and employment laws; negotiable instruments, insurance, secured transactions, bankruptcy; consumer and product/personal liability, computer law; domestic and personal law.

Career Cluster(s): Business, Management & Administration; Law, Public Safety

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

A one-hour objective test will be administered based on the previously listed CONTENT.
BUSINESS LAW

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM

FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS LAW

Competitor Name: ________________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ________________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ____________________________________
Signature of Competitor                      Date

________________________________________
Name of School


FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS LAW

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________ __________________________
Signature of Proctor Date

Address of Proctor: ______________________________________________________________________

Phone Number: ________________________________________________________________

Email: ____________________________________________________________________________
BUSINESS MATH

Acquiring the ability to solve common business mathematical problems is a basic skill needed by all prospective business employees. This event provides recognition for FBLA members who are secondary students in grades 9 and 10 and who demonstrate an understanding of basic math functions needed in business.

CONTENT

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

Career Cluster(s): Business, Management & Administration; Finance

Business Education Curriculum Standards: Computation

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
BUSINESS MATH

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS MATH

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test _____________________________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                     Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS MATH

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

___________________________________________  ____________________________
Signature of Proctor                              Date

Address of Proctor: ______________________________

Phone Number: __________________________________

Email: __________________________________________
BUSINESS PLAN PROJECT  
(STATE AND NATIONAL EVENT ONLY)

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

CONTENT

Business plans must not have been in operation for a period exceeding twelve (12) months before the state conference. Reports should not be submitted that evaluate ongoing business ventures.

An effective business plan should include the following information:

- **Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.

- **Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.

- **Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.

- **Target Market.** Provides a brief overview of the nature and accessibility of the target market.

- **Competitive Analysis.** Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.

- **Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.

- **Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, utilization of technology, and processes followed to ensure delivery of products or services.

- **Management and Organization.** Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the roles each will play in the businesses development. Discusses compensation and incentives and details decision-making processes.
BUSINESS PLAN PROJECT
(STATE AND NATIONAL EVENT ONLY)

- **Long-Term Development.** Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.

- **Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.

- **Appendix.** In addition, many business plans include copies of key supporting documents in an appendix (e.g., certifications, licenses, tax requirements, codes) in an appendix. Examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, etc.

**Career Cluster(s):** Business, Management & Administration; Finance; Marketing, Sales & Service

**Business Education Curriculum Standards:** Accounting, Career Development, Communication, Entrepreneurship, Management, Marketing, Economics and Personal Finance

**ELIGIBILITY**

**State Conference Eligibility:** Each chapter must upload the report in PDF form from its members whose dues are posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**REGULATIONS**

1. The Business Plan Project report must be listed on the Event Participation Summary Form and submitted by the designated date.

2. Report formats must adhere to the following guidelines:

   - Student members, not advisers, must prepare reports.

   - A PDF of the report must be uploaded by the chapter adviser and received by the state office for judging by the designated date.

   - Penalty points will be given if the written plan doesn’t adhere to the guidelines.

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

   - Table of contents with page numbers.
BUSINESS PLAN PROJECT  
(STATE AND NATIONAL EVENT ONLY)

- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.

- Pages are numbered and must be sized for 8 ½” x 11”.

- Reports must not exceed thirty (30) pages excluding front and back cover and the description. (A title page, divider pages, and appendices are optional and must be included in the page count.)

3. Reports must describe proposed business ventures. The business venture must also be currently viable and realistic. The business described in the project must not have been in operation for a period exceeding 12 months prior to the State Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.

4. Entries must adhere to all regulations or penalty points will be deducted.

5. A maximum of five (5) chapters will be presented awards at the State Leadership Conference. The top three reports will be submitted to the FBLA National Office for consideration.

PROCEDURE

Written Report

Report formats should follow the same sequence shown of the rating sheet. If the 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.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

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

AWARDS

The judges will determine the number of awards presented at the State Leadership Conference. The maximum number will be five.
PRELIMINARY CHECKSHEET

Judges: Before evaluating the contents of the report, please check to see the regulations listed below were followed. Place a checkmark by any item(s) that is not in compliance, then judge the report.

Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

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

- Missing table of contents & page numbers
  - Over thirty (30) pages
    - Reports must not exceed 30 pages excluding front and back cover and the description (a title page, divider pages, and appendices are optional and must be included in the page count).

- No page numbers in report.

- Report format does not follow rating sheet
  - Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
  - Pages are numbered and must be sized for 8 ½” x 11” paper..

Judge's Initials _____________ School _________________
# BUSINESS PLAN PROJECT

## BUSINESS PLAN

### Written Report Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Summary</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>• Convinces reader that business concept is sound and has a reasonable chance of success</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>• Is concise and effectively written</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Description</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• Legal form of business</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>• Effective date of business</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>• Company mission statement /vision</td>
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<td></td>
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<tr>
<td>• Company governance</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• Company location(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Immediate development goals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Overview of company's financial status</td>
<td></td>
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<tr>
<td>Industry Analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Description of industry (size, growth rates, nature of competition, history)</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>• Trends and strategic opportunities within industry</td>
<td></td>
<td></td>
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<tr>
<td>Target Market</td>
<td></td>
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</tr>
<tr>
<td>• Target market defined (size, growth potential, needs)</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>• Effective analysis of market's potential, current patterns, and sensitivities</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Competition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Key competitors identified</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>• Effective analysis of competitors’ strengths and weaknesses</td>
<td></td>
<td></td>
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<tr>
<td>• Potential future competitors</td>
<td></td>
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<td></td>
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<tr>
<td>• Barriers to entry for new competitors identified</td>
<td></td>
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<tr>
<td>Marketing Plan and Sales Strategy</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• Key message to be communicated identified</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
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<tr>
<td>• Options for message delivery identified and analyzed including Web process</td>
<td></td>
<td></td>
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<tr>
<td>• Sales procedures and methods defined</td>
<td></td>
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<tr>
<td>Operations</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>• Business facilities described</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>• Production plan defined and analyzed</td>
<td></td>
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<tr>
<td>• Workforce plan defined and analyzed</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>• Impact of Technology</td>
<td></td>
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</tr>
</tbody>
</table>

*Continued on next page*
# BUSINESS PLAN PROJECT

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Key employees/ principals identified and described</td>
<td></td>
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</tr>
<tr>
<td>● Board of directors, advisory committee, consultants, and other human resources identified and described</td>
<td></td>
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</tr>
<tr>
<td>● Plan for identifying, recruiting, and securing key participants described</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>● Compensation and incentives plan</td>
<td></td>
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<tr>
<td>Long-term Development</td>
<td></td>
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<tr>
<td>● Goals for three-, five-, or more years are identified and documented</td>
<td></td>
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<tr>
<td>● Risks and potential adverse results identified and analyzed</td>
<td></td>
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</tr>
<tr>
<td>● Strategy in place to take business toward long-term goals</td>
<td></td>
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</tr>
<tr>
<td>Financials</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>● Type of accounting system to be used is identified</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>● Financial projections are included and reasonable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>○ 1st year monthly cash flow</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>○ 1st year monthly income statement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>○ Yearly income statements for years 1, 3 &amp; 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Financial assumptions clearly identified</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supporting Documents</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>● May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FORMAT OF REPORT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear and concise presentation with logical arrangement of information following the rating sheet categories</td>
<td></td>
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</tr>
<tr>
<td>Professional written presentation appropriate to audience</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct grammar, punctuation, spelling, and acceptable business style</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Subtotal** /200 max

**Penalty Points**  Deduct five (5) points each for not adhering to the Report Guidelines (maximum of twenty [20] points): ___ cover incorrect; ___ missing table of contents; ___ over thirty(30) pages; ___ no page numbers in report; ___ report format does not follow rating sheet

**TOTAL POINTS** /200 max

Member(s): ____________________________________________________________

School: ____________________________________________________________

City: _____________________________ State: ____________________________

Judge’s Signature: __________________________________________________

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.

CONTENT

The topic to be developed in this presentation and submitted for competition at the 2014 Regional, State, and National Leadership Conferences will be:

You have been asked to give a presentation to a group of small business leaders in your community on how the Affordable Care Act’s rules, costs, and tax implications will likely impact their businesses.

Career Cluster(s): Business, Management and Administration; Information Technology
Business Education Curriculum Standards: Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one individual or team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guideline is met:

- The participant(s) must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three individuals/teams per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant(s) must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Only one participant on a team may have entered this event at a prior National Leadership Conference.

3. Participant(s) must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

4. Student members, not advisers, must prepare the presentations. Advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are presented in a professional manner.

5. Entries may be created by an individual or a team of two or three members.
BUSINESS PRESENTATION

PROCEDURE

Preliminary Performance

1. A maximum of eight (8) finalists—or an equal number from each group—will advance to the final round.
2. Student members, not advisers, must prepare presentations.
3. The chapter must provide all equipment for the presentation.
4. The participant(s) must use a presentation software program as an aid in delivering the business presentation.
5. Five minutes (5) will be allowed to set up equipment or presentation items.
6. The participant(s) must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
7. The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
8. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a card indicating one minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
11. Preliminary performances are not open to conference attendees.

Final Performance

The final performance 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.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
# BUSINESS PRESENTATION

## Presentation Rating Sheet

### Evaluation Item

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation clearly related to topic</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Purpose clearly stated</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Effectively uses a variety of formatting and effect features of program such as text, graphics, and transitions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Technology is effectively integrated into overall presentation</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Suitability and accuracy of statements in presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>ORGANIZATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic adequately developed</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Logical sequence of ideas</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Accomplished purpose</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation and statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

### SUBTOTAL

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.

Penalty: Deduct five (5) points for failure to follow guidelines

### FINAL SCORE

Name: ________________________________________________________________

School: ______________________________________________________________

State: ______________________________________________________________

Judge's Signature: ____________________________________________________

Judge’s Comments:
BUSINESS PROCEDURES

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

CONTENT

The objective test may include questions on human relations, technology concepts, business operations, communication skills, information processing, decision making, career development, database management; ethics and safety finance.

Career Cluster(s): Business, Management & Administration; Information Technology


ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
BUSINESS PROCEDURES

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS PROCEDURES

Competitor Name: _____________________________________________________________

School: __________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                        Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

BUSINESS PROCEDURES

Proctor Name: _______________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ________________________
Signature of Proctor                        Date

Address of Proctor: _____________________________________________________________

____________________________________________________  __________________________
Phone Number: ________________________________________________________________
Email: __________________________________________________________________________
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.

CONTENT

This event consists of an individual interactive simulation related to client service. Members must be able to multitask; have outstanding verbal communication skills, translate case into effective, efficient, and spontaneous action; possess good decision-making and problem solving skills; have a positive and outgoing personality; be responsible, reliable, achieve conflict resolution and trustworthy.

Career Cluster(s): Business, Management & Administration

Business Education Curriculum Standards: Career Development, Communications

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
CLIENT SERVICE

PROCEDURE

Regional Preliminary Performance

A maximum of six (6) finalists—or an equal number from each group—will advance to the final round.

State Preliminary Performance

A maximum of eight (8) finalists—or an equal number from each group—will advance to the final round.

Regional and State Performances

Individuals will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments. Teams who do not show up to be sequestered for the performance event will be disqualified. NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

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

Two (2) 4”X6” 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.

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 and again at five (5) minutes.

This is a role play event.

The preliminary performance is not open to conference attendees.

State 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

JUDGING

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

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
## CLIENT SERVICE

**Client Service**

### Preliminary Round

### Final Round

### Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scenario is understood and well-defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Participant’s position is clearly stated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Effective solution is offered</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Participant displays empathy/diplomacy when responding to situation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to ask and answer questions effectively</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Participant actively interacts with judges</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL**

 Penalty: Deduct five (5) points for failure to follow guidelines

Dress Code Penalty: Deduct five (5) points when dress code is not followed.

**FINAL SCORE**

Member(s): ____________________________

School: ____________________________

City: ____________________________ State: ____________________________

Judge's Signature: ____________________________ Date: ____________________________

Judge’s Comments: 
# COMMONWEALTH AWARD OF MERIT

To receive the Commonwealth Award of Merit, a chapter must acquire a minimum of 100 points by completing listed activities and submit this application to the State Adviser by the deadline date for State Conference registration.

<table>
<thead>
<tr>
<th>Maximum Points</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 pts</td>
<td>Participate in the State Project (attach description of means of participation)</td>
</tr>
<tr>
<td>10 pts</td>
<td>Participate in Unite to Read</td>
</tr>
<tr>
<td>10 pts (max)</td>
<td>Work to achieve the State Goals (1 pt for each goal achieved)</td>
</tr>
<tr>
<td>10 pts</td>
<td>Community Service Activity</td>
</tr>
<tr>
<td>5 pts</td>
<td>Nominate an Outstanding Local Adviser</td>
</tr>
<tr>
<td>5 pts</td>
<td>Raise money for the March of Dimes</td>
</tr>
<tr>
<td>5 pts</td>
<td>Contribute to the State Scholarship Fund</td>
</tr>
<tr>
<td>5 pts</td>
<td>Increase chapter membership by 5 members</td>
</tr>
<tr>
<td>5 pts</td>
<td>Public Relations Activity (send copy of newspaper article, etc)</td>
</tr>
<tr>
<td>5 pts</td>
<td>Chapter Building Activity (send description of activity or report)</td>
</tr>
<tr>
<td>5 pts</td>
<td>Compete in at least 10 Regional Competitive Events</td>
</tr>
<tr>
<td>10 pts</td>
<td>FBLA Week Activities (2 pts each)</td>
</tr>
<tr>
<td>5 pts</td>
<td>School-To-Career Activity</td>
</tr>
<tr>
<td>10 pts</td>
<td>Use a State-Participating Fundraiser who donates a percentage from a fund-raising activity to the state chapter</td>
</tr>
<tr>
<td>5 pts</td>
<td>Promote American Enterprise Day</td>
</tr>
<tr>
<td>10 pts</td>
<td>Recruit/Maintain Professional Division Members</td>
</tr>
<tr>
<td>5 pts</td>
<td>Have a local businessperson speak at a chapter meeting</td>
</tr>
<tr>
<td>5 pts</td>
<td>Present FBLA members with information on PBL (speaker, handout, etc.)</td>
</tr>
<tr>
<td>5 pts</td>
<td>Environmental Project</td>
</tr>
<tr>
<td>10 pts</td>
<td>Charter or Reactivate a Middle or High School Chapter</td>
</tr>
<tr>
<td>10 pts</td>
<td>Attend National Conference</td>
</tr>
<tr>
<td>10 pts</td>
<td>Attend Leadership Development Camp</td>
</tr>
<tr>
<td>5 pts</td>
<td>Attend Regional Fall Leadership Conference</td>
</tr>
<tr>
<td>10 pts</td>
<td>Attend National Fall Leadership Conference</td>
</tr>
<tr>
<td>5 pts</td>
<td>Attend Regional Conference</td>
</tr>
<tr>
<td>5 pts</td>
<td>Attend State Conference</td>
</tr>
<tr>
<td>5 pts</td>
<td>Attend Pre-NLC</td>
</tr>
<tr>
<td>10 pts</td>
<td>Run candidate for a Regional Office</td>
</tr>
<tr>
<td>10 pts</td>
<td>Run candidate for a State Office</td>
</tr>
<tr>
<td>10 pts</td>
<td>Submit an application for Gold Seal Award</td>
</tr>
<tr>
<td>10 pts</td>
<td>Submit an application for one of the four Business Achievement Awards</td>
</tr>
<tr>
<td>7 pts</td>
<td>Submit Monthly Activity Reports by 10th of each month (1 pt for each report)</td>
</tr>
<tr>
<td>5 pts</td>
<td>Junior Achievement</td>
</tr>
</tbody>
</table>

| Total Points   | Chapter Name: ____________________ Region Number: ____________ |

All Commonwealth Award of Merit Chapters will be designated with a special ribbon at State Conference. The names of these chapters will be listed in the State Conference program, and each of these chapters will receive a certificate during the Opening General Session.
COMMUNITY SERVICE PROJECT

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

CONTENT

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities but to focus on one project in detail for this report.

Career Cluster(s): Business, Management & Administration; Information Technology

Business Education Curriculum Standards: Communication, Management, Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter must submit two (2) copies of the report from its members who are posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three reports per region are eligible for competition at the State Leadership Conference.

REGULATIONS

1. The Community Service Project report must be listed on the Event Participation Summary Form and submitted by the designated date.

2. For the State Leadership Conference, a PDF of the report must be uploaded by the chapter adviser and received by the state office for judging by the designated deadline. Refer to your regional guidelines for information on how the project is to be received for the Regional Leadership Conference.

3. Report formats must adhere to the following guidelines:
   a. Student members, not advisers, must prepare reports.
   b. Reports must describe the activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the Current State Leadership Conference.
   c. Penalty points will be given if the written project doesn’t adhere to the guidelines.
   d. Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of the student(s), and year (201x-1x).
COMMUNITY SERVICE PROJECT

e. Table of contents with page numbers.

f. 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.

g. Pages are numbered and must be sized for 8 ½” x 11”.

h. Reports must not exceed fifteen (15) pages (a title page, divider pages, and appendices are optional and must be included in the page count.)

PROCEDURE

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, an appropriate statement should be included in the report. 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.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

A panel of judges will select the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMMUNITY SERVICE PROJECT

PRELIMINARY CHECKSHEET

Judges: Before evaluating the contents of the report, please check to see the regulations listed below were followed. Place a checkmark by any item(s) that is not in compliance, then judge the report.

Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

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

□ Missing table of contents & page numbers

□ Over fifteen (15) pages
  ▪ Reports must not exceed 15 pages (a title page, divider pages, and appendices are optional and must be included in the page count).

□ No page numbers in report

□ Report format does not follow rating sheet
  ▪ Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
  ▪ Pages are numbered and must be sized for 8 ½” x 11” paper.

Judge’s Initials _________________ School _______________
# COMMUNITY SERVICE PROJECT

## Written Report Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purpose of Project</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Statement of project goals</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>- Service to the community and its citizens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning and development of project</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Implementation of project</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Impact and benefits to the community</td>
<td>0</td>
<td>1-8</td>
<td>9-18</td>
<td>19-25</td>
<td></td>
</tr>
<tr>
<td>Evidence of publicity</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>REPORT FORMAT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear and concise presentation with logical</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>arrangement of information following the rating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>sheet categories</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional report &amp; design appropriate to</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>audience</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct grammar, punctuation, spelling, and</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>acceptable business style</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Penalty Points</strong> Deduct five (5) points each for</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>not adhering to the Report Guidelines (maximum of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>twenty [20] points): __cover incorrect; __missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>table of contents; __over fifteen (15) pages; ____</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no page numbers in report; ____ report format does</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>not follow rating sheet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

School: ____________________________________________

City: ___________________________ State: ____________________________

Judge's Signature: ____________________________________________

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

CONTENT

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

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

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

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

4. **Presentation**—Participants will be responsible for preparing text slides with graphics and background.

5. **Business Graphics (charts)** – Participants will be responsible for creating charts such as bar, line, pie, exploded pie, and stacked bar.

Participants will be responsible for formatting each problem and must recognize the necessity for accurate proofreading.

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

Results will be based on accuracy of printed copy.

**Career Cluster(s):** Information Technology  
**Business Education Curriculum Standards:** Information Technology

ELIGIBILITY

**Regional Conference Eligibility:** Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.
COMPUTER APPLICATIONS

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator. Chapter advisers are NOT allowed to administer the test.

4. Participants failing to report on time for the event will be disqualified.

PROCEDURE

Regional Conference: Two (2) hours will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Participants will complete problems in each of the following areas: word processing, database, spreadsheets, graphics, and presentation. Problems are weighted according to difficulty and may be completed in any order.

The following reference materials are allowed at the test site: dictionaries and the Format Guide.

The chapter adviser will designate on the appropriate form the person who will administer the test and when the test will be administered. The FBLA State Adviser will send the test packet to the designated person. This test administrator must be an individual who is not an FBLA adviser, who is not associated with FBLA in any capacity, and who is not a business teacher.

Documents produced for this event must be prepared by the FBLA competitors, without the help from the adviser or any other person.

State Leadership Conference: Two (2) hours will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Participants will complete problems in each of the following areas: word processing, database, spreadsheets, graphics, and presentation. Problems are weighted according to difficulty and may be completed in any order.

The following reference materials are allowed at the test site: dictionaries and the Format Guide.

The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator. Chapter Advisers are NOT to administer the test.
COMPUTER APPLICATIONS

There will also be a one (1) hour objective test given for the State Leadership Conference at the individual school. **Participants cannot use programming calculators or cell phones for the online test at their respective school.** **Participants should use the calculator on the computer or a non-programmable calculator provided by the school.** The score received on the objective portion will constitute fifteen (15) percent of the final event score.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

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

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPUSER APPLICATIOS:

FUTURE BUSINESS LEADERS OF AMERICA
EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

Competitor Name: _____________________________________________________________
School: ____________________________________________________________________ 

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Date

______________________________
Name of School
Proctor Name: _________________________________________________________________

School:    ___________________________________________________________________  

Event(s):  ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

___________________________________________  ____________________
Signature of Proctor                        Date

Address of Proctor: _______________________________  _______________________________  

Phone Number:   ________________________________________________________________  
Email: ________________________________________________________________
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.

**CONTENT**

Students will demonstrate development of a computer game and simulation program.

The 2014 Regional, State, and National Leadership Conference program topic is:

> The player is an intern at a large company. He is navigating a six story office building as a career journey. Starting at the bottom level, the player will encounter business related obstacles that require new skills. Fortunately, the player can choose a high school FBLA competitive event to obtain these skills. The event choice will provide a small text segment of information related to the event skills that should lead to the correct answer or action. When the skills have been obtained, the player will level up to the next floor of the office building to take on more difficult obstacles and choices. The top floor is the goal, a full time job of his dreams. Other engaging gameplay may be incorporated during game navigation. This may include avoiding a distracting coworker, collecting knowledge points, or other creative and entertaining action that fits the theme. Minimum 5 skill enhancements per level. The Audience is Middle School technology students thinking about joining FBLA in high school. Games must conform to an ESRB rating of E for Everyone. (Game theme can be modified to fit financial literacy or other topic of interest).

**Career Cluster(s):** Business, Management & Administration; Information Technology  
**Business Education Curriculum Standards:** Information Technology, Management

**PROCEDURE**

**Regional and State Prejudged Program**

The participant may choose any programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.

Two (2) copies of program must be sent by the designated deadline date.
COMPUTER GAME & SIMULATION PROGRAMMING

The program must contain minimally the following:

- Minimum of five missions/tasks/levels to be completed before winning or completing the game.

- Must be graphical in nature, not text based.

- An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.

- A quit command programmed to the escape key. This is needed if the player wants to end the game before completing.

Two (2) DVDs or USB flash drives containing the executable object, data or support files needed to run the executable file, and files showing the programming code (can be text or flowchart files that can be opened using Microsoft Office 2007), must be received by the designated deadline for judging along with a Statement of Assurance. Label the media with the school, participant name, state, and event.

All data and programs should be contained in a master folder named STATE_SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.

Program must run on Windows XP or higher computer.

Data must be free of viruses/malware. Any entry with contaminated data will not be judged.

Program produced for this event must be prepared by the participants without help from the adviser or any other person.

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 of participant, school, and state; source of information; and instructions on running the program.

Program should run on Windows XP or higher computer including Vista.

DVDs or USB thumb drive should be free of viruses/malware.
**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

**PROJECT COMPETENCIES**

- program addresses the topic and is appropriate for the audience
- required information is effectively communicated
- user interface is intuitive and responsive to program operations
- navigation is logical and designed to lead the player to the intended objective
- program demonstrates a finished and well-tuned product free of artifacts and glitches
- gameplay incorporates both entertainment and edutainment play within topic specifications
- game world graphics, text treatment, and special effects show creativity and cohesiveness of design
- artistry, character, overall layout, color choice and design is creative and appealing to the target audience
- program contains some element of skill, chance, competition, or random actions that will inspire replay more than once
- player interactions with other characters, objects, obstacles, and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world
- storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- player tasks are non-trivial and receive appropriate rewards
- copyright laws are followed

**ELIGIBILITY**

**Regional Conference Eligibility:** Each chapter may enter one participant or team of two (2) or three (3) members at the Regional Leadership Conference if the following guideline is met:

- The participant(s) must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

**JUDGING**

The submitted program for this event will be evaluated by a panel of judges. All decisions of the judges are final.
COMPUTER GAME & SIMULATION PROGRAMMING

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FBLA RATING SHEETS

FBLA Statement of Assurance

National Event Entry Form

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state adviser.

Check one:  [ ] Computer Game & Simulation Programming  [ ] E-business (URL to State Adviser)
[ ] Desktop Application Programming  [ ] Mobil Application Development
[ ] Digital Video Production (URL to State Adviser)  [ ] Public Service Announcement
[ ] Digital Design & Promotion  [ ] Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State:  
School:  
Website URL Address:  
(whites appropriate)
Member(s) Name:  

Local Chapter Contact

Name:  
Daytime/Cell Number:  
Home E-mail:  

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/We agree that this event may be linked, promoted, and used in any way by the national FBLA-PBL, Inc. for purposes of promoting the association. (Typed name is accepted for signature)

Name of Team Member  Adviser’s Name

Name of Team Member  Name of Team Member

Complete this Document Section for the Above Events (replaces Resume file):

Software Used:  
Source of Information:  
Copyright Notations:  
Instructions for Running Project:  
Template(s) Used (source)  

RATING SHEETS-52  CHAPTER MANAGEMENT HANDBOOK ©2013
# COMPUTER GAME & SIMULATION PROGRAMMING

## Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Usability and Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storage media, uploaded folder, and shortcuts formatted properly</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Instructions clear and executable launches from shortcut without modification</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>Game Play Evaluation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of Rules—rules present well and player knows what to do</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>User Interface—game controls are easy to use without much explanation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Navigation—the player can get to the end of game and knows how to get there</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Performance—no errors, bugs, or glitches</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Play—game is challenging, the game can be completed</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Artistry—color, backgrounds, characters, sounds are attractive and visible</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Player Interactions—player participates in the story and the actions are consistent with the concept</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Immersion—player feels connected to the gameplay and is not distracted or removed from interaction</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Rewards—player is rewarded properly for taking game risks</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>Game Concept &amp; Design Evaluation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fully addresses concept and topic</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Game play and graphics appropriate for concept and age group</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Incorporates entertainment and education elements</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Title slide is attractive with working direction, quit, and start buttons</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Contains all levels required</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Errors did not crash game or prevent continuing game play</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Code is well written and logically designed</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Code or game engine events are well commented to explain logic used and reason for a block of code</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**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 /200 max

**FINAL SCORE**

Member(s): _____________________________________________________________

School: _____________________________________________________________

Signature: __________________________________________________________

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.

CONTENT

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

Career Cluster(s): Information Technology
Business Education Curriculum Standards: Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
COMPUTER PROBLEM SOLVING

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

COMPUTER PROBLEM SOLVING

Competitor Name: ______________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Name of School

__________________________
Signature of Competitor

__________________________
Date
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

COMPUTER PROBLEM SOLVING

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

Signature of Proctor: ____________________________________________________________
Address of Proctor: _____________________________________________________________
Phone Number: __________________________________________________________________
Email: ________________________________________________________________________
**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.

**CONTENT**

The objective test may consist of questions on firewalls, intrusion detection, network and physical security, cryptography, public key, authentication, computer attacks (virus, spam, spyware, trojans, hijackers, worms, etc.), e-mail security, disaster recovery, and forensics security.

Career Cluster(s): Information Technology  
Business Education Curriculum Standards: Information Technology

**ELIGIBILITY**

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

**REGULATIONS**

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
CYBER SECURITY

PROCEDURE

A one hour objective test will be administered based on the previously listed CONTENT.

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: _____________________________________________________________

SCHOOL: ____________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________                           _______________________
Signature of Competitor                                     Date

__________________________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

CYBER SECURITY

Proctor Name: ____________________________________________________________

School: __________________________________________________________________

Event(s): __________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

_________________________________________  __________________________
Signature of Proctor  Date

Address of Proctor: ______________________________________________________

Phone Number: __________________________________________________________
Email: __________________________________________________________________
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.

CONTENT

Participants should be prepared in data entry techniques; 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.

Career Cluster(s): Business, Management & Administration; Information Technology
Business Education Curriculum Standards: Computation, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. Regional Leadership Conference: The Database Design & Applications event entry form must be signed and returned to the FBLA State Adviser by the designated date.

2. The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator. Advisers are NOT to administer the test.

3. Participants must not have entered this event at a prior National Leadership Conference.

4. No reference materials are allowed.

5. Calculators are not allowed on the school-site production test.
DATABASE DESIGN & APPLICATIONS

PROCEDURE

Regional Conference: One (1) hour will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Problems are weighted according to difficulty. Calculators are not allowed on the production portion of the test.

The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator. Advisers are NOT to administer the test.

Participants must recognize the necessity for accurate proofreading.

There will also be a one (1) hour objective test given for the State Conference at the individual school. Participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school. The score received on the objective portion will constitute fifteen (15) percent of the final event score.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

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

AWARDS

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
Competitor Name: ____________________________________________________________

School: _____________________________________________________________________

As a competitor in the online test ____________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Name of School

________________________________________
Signature of Competitor

________________________________________
Date
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

DATABASE DESIGN & APPLICATIONS

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

__________________________________________________________________________  ______________
Signature of Proctor                                                 Date

Address of Proctor: _____________________________________________________________

Phone Number: ________________________________________________________________

Email: ____________________________________________________________
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.

CONTENT

Students will demonstrate development of a desktop application program. The program must be logical and creative; the code is commented at appropriate points; interface is a logical arrangement and contains all necessary information; program runs without errors; and show that the readme file is complete.

The 2014 topic for the Regional, State, and National Leadership Conference program is:

You have been contracted to develop the conference registration program for the 2014 FBLA National Fall Leadership Conferences—Washington, DC, November 7-8; Minneapolis, MN, November 14-15; and New Orleans, LA, November 21-22. Your program will allow chapters to register members, advisers, and guests for one of the three NFLCs. It also will allow each registered participant to preregister for the workshops they will attend during the conference.

You may use any programming language you desire to develop your program, but your program must read from and write to comma separated text files (*.txt). Your program must have a graphical user interface (not run from a command prompt) and must contain sample data. You must submit your code as text files (i.e., paste your code into a Notepad document and save as a *.txt file – place all text files of code in a folder called TEXTCODE). You also must supply all necessary supplemental programs/updates/addons necessary to run your program (full installs – not links to downloads). The program must run from a standalone executable file and should not require installation (i.e., your executable should not install the application on a computer—just run the program).

DATA FILES

For this program you will create five 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. Participants can register for any of the three NFLC conferences. You will create a data file called CONFERENCES that contains one record for each of the three conferences. This data file should contain four fields as follows:

• unique code for the conference (abbreviation)
• location of conference
• begin date of conference
• end date of conference

There are three different types of conference participants: members, advisers, and guests. You will create a data file called TYPE that contains one record for each of the three participant types. This data file should contain two fields as follows:

• unique code for the participant type (single letter)
• description of participant type
It is necessary to keep track of all the conference participants; therefore, you will need to create a data file called PARTICIPANTS that contains one record for each registered participant. This data file should contain six fields as follows:

- unique number for each participant (can be an auto number)
- conference code (must match a code from the CONFERENCES data file)
- participant type (must match a code from the TYPES data file)
- participant first name
- participant last name
- chapter number

In order to allow participants to preregister for workshops, you must keep track of the workshops for each conference. You will create another data file called WORKSHOPS that will contain data on every workshop offering at all three NFLCs and will contain one record for each workshop time. This data file should contain six fields as follows:

- unique number for each workshop (can be an auto number)
- conference code (must match a code from the CONFERENCES data file)
- workshop name
- workshop description
- workshop date
- workshop start time

Finally, you must keep track of the workshop registrations. You will create a data file that tracks these registrations called WKSHP_REGISTRATIONS with a record for each workshop registration containing two fields as follows:

- workshop ID (populated from the WORKSHOPS data file)
- participant ID (populated from the PARTICIPANTS data file)

Career Cluster(s): Business, Management & Administration; Information Technology

Business Education Curriculum Standards: Information Technology, Management

PROCEDURE

Regional and State Prejudged Program

The participant may choose any programming language.

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

Program must run on Windows XP or higher.

Data must be free of viruses/malware. Any entry with contaminated data will not be judged.

Program produced for this event must be prepared by the participant without help from the adviser or any other person.

Entries will be judged according to the rating sheet.

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

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

- All conference participants by conference (i.e., select conference and only see associated records) sorted by each of the following:
  - participant type, last name
  - chapter number, participant type, last name (i.e., generate a chapter registration confirmation—each chapter should begin on a new page)
- Participant list for each workshop sorted by last name (each workshop should begin on a new page)
- Participant schedule showing all preregistered workshops, opening and closing sessions, and other major conference events (suggested formats include grid/matrix or agenda—each participant should begin on a new page)

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

**PROJECT COMPETENCIES**

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

**JUDGING**

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final.
DESKTOP APPLICATION PROGRAMMING

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FBLA RATING SHEETS

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National Event Entry Form

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state adviser.

Check one: ☐ Computer Game & Simulation Programming ☐ E-commerce (URL to State Adviser)
☐ Desktop Application Programming ☐ Mobile Application Development
☐ Digital Video Production (URL to State Adviser) ☐ Public Service Announcement
☐ Digital Design & Promotion ☐ Website Design (URL to State Adviser)

Provide the complete URL for E-commerce, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: 
Check One: ☐ FBLA

School:
Website URL Address:
(where appropriate)

Member(s) Name:

Local Chapter Contact
Name:
Daytime/Cell Number:
House E-mail:

I/we, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/we agree that this event may be linked, promoted, and used in any way by the national FBLA-FBLI, Inc. for purposes of promoting the association. (Typed name is accepted for signature)

Name of Team Member
Advisor’s Name

Name of Team Member
Name of Team Member

Complete this Document Section for the Above Events (replaces Readme file):

Software Used:

Source of Information:

Copyright Notations:

Instructions for Running Project:

Template(s) Used (source):
# DESKTOP APPLICATION PROGRAMMING

## Production Programming Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM READABILITY AND STYLE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate identifiers used for variables, constants, arrays, objects, etc.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Commentary provided line-by-line and/or section is readable, useful, and complete</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>General program documentation is readable, useful, and complete (i.e. execution instructions, system requirements, etc.)</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td><strong>PROGRAM STRUCTURE AND CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program is concise, does not contain unnecessary complexity or repetitive blocks of code (uses functions and sub routines as necessary)</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Appropriate data types are used for data storage to avoid drain on system resources</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Program follows a logical sequence to accomplish required tasks (unusual approaches are well documented)</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>RESULTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program produces desired results (free of logic errors)</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Program handles user and/or data input errors well (coded to avoid run-time errors)</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Resulting output/feedback (onscreen and/or printed reports, alert/error messages, etc.) were useful</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td><strong>USABILITY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program provides instructions or a help menu for user assistance</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>User is able to navigate the program intuitively using a logical sequence (appropriate tab order for user input, asks for input in a logical sequence, etc.)</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Program interface, feedback, reports, etc. are free of spelling, punctuation, and grammatical errors</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Program aesthetics maintain user interest</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>/200 max</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

## FINAL SCORE

Member(s): __________________________________________________________

School: __________________________________________________________________

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 recognizes FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.

CONTENT

Participants should be well prepared to create, design, and produce useable copy on a computer using desktop publishing software; have understanding and mastery of basic desktop terminology and concepts, and have related desktop application knowledge and desktop layout rules and standards. Message presentation, accuracy, and proofreading are also included.

This event may include application of the following: graphics, text creation and text flow/wrap, lay-out creativity, selection of appropriate fonts and type sizes, and printing.

The topic to be developed for competition at the 2014 Regional, State, and National Leadership Conferences will be:

A renowned publishing firm has hired you to join their executive marketing team for the upcoming release of White Tiger, Yellow Tiger—a novel written by the esteemed author, Christopher Li. The firm asks that you design the book jacket (includes the front and back covers), an event flyer, and a full-color newspaper advertisement. All documents should be prepared to print in color. The promotional summary for the novel is as follows:

Two star-cross’d lovers meet in the blossoming Southeast Asian landscape during an historic era of great political upheaval. Their romantic circumstance, though secret, drives them to take up refuge in the dark, mysterious Khmer jungle where, according to local folklore, the mythic white and yellow tigers convened to make peace with the world. As a consequence of their generational divide, their recluse reflects the external turmoil, igniting furious tensions over social expectation and meaningful, productive existence. As the climate, both political and emotional, slides from their grip, the space in which they hoped peace would manifest becomes a sight for intense reckoning.

Reviews from major publishers and syndicated news sources include:

“Never have I been so wrenched by a novel. The essence of poetry in the most tumultuous of moments literally stole my breath.”–Mark Golden, The Associated Print

“Mr. Li is on to something here. He crafts a political discourse that should be read by every young person confronting the world on a grand scale. Definitely a worthy addition to every high school summer reading list.”–Kathy Murphy, Harper and Lee Publishing
“A tale of the ages. A true classic. Mr. Li establishes himself as the foremost voice of his generation. His prose and poised composition of political conflict intertwined with environmental and social dialogues yields a striking narrative comparative to the Transcendentalists of the nineteenth century.” – Kelly Page, The Literary Scholar

“Tantalizing. The exotic backdrops and poignant detail tell a terrifying tale of individuals responding to political disintegration in the only way they know they can. You experience pure human emotion in Mr. Li’s work.” – Al Samuels, University Press and Co.

“His crafty diction subjects each of his characters’ to a mysterious, almost sinister representation of human conditions. Every object from the main characters to the architecture of each precipice comments on the astounding nature of our existence. We need more writers like Li who can compose such relevant discourses on art and human nature.” – Pierce Hanson, News of the Hour

[insert short author biography]

Career Cluster(s): Business, Management & Administration; Information Technology; Marketing, Sales & Service
Business Education Curriculum Standards: Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one individual or a team of two (2) participants who are posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of six participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. Participant(s) may use any desktop publishing software to complete the project.

2. The document must be prepared by the FBLA participant(s) without help from the adviser or any other person.

3. No more than one (1) member of a team may have participated in this event at a prior National Leadership Conference.

4. Finished product must be in color.

5. Refer to copyright guidelines found in Format Guide.
DESKTOP PUBLISHING

PROCEDURE

Regional Conference:

The finished product must be in color.

Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

Participants must recognize the necessity for accurate proofreading.

State Leadership Conference:

The finished product must be in color.

Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

There will also be a one (1) hour collaborative objective test given for the State Conference at the individual school. Participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school. The score received on the objective portion will constitute fifteen (15) percent of the final event score.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

EQUIPMENT

A computer and printer must be used for this competitive event. The contestants may also choose to use a scanner and/or clip art. NO OTHER EQUIPMENT MAY BE USED.

JUDGING

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

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

DESKTOP PUBLISHING

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________________
Signature of Competitor                    Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

DESKTOP PUBLISHING

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________ ____________________________
Signature of Proctor Date

Address of Proctor: _______________________________________________________________________

Phone Number: _______________________________________________________________________

Email: ________________________________________________________________________________
# DESKTOP PUBLISHING

## Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Output effectively meets goals of the project</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Content appropriately addresses the intended target audience</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>All pieces show a cohesive tie to one another</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Clear connection to theme throughout materials</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Included all information required in project instructions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>USE OF SOFTWARE FEATURES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate font selection and application (including size, spacing, type, etc.)</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.)</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Appropriate use of technology to enhance design and accomplish project goals</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>LAYOUT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective use of margins, columns, and white space</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Appropriate selection, placement, and manipulation of graphics</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Applied appropriate alignment, text wrapping, indenting, and bullets</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Overall design impact is appealing and relates to target audience</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL** /100 max

**Penalty:** Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error

**Penalty Points:** Deduct five (5) points for failure to follow guidelines

**FINAL SCORE** /100 max

Member(s): ____________________________________________________________

School: ______________________________________________________________

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.

CONTENT

The topic to be developed for competition at the 2014 Regional, State, and National Conferences will be:

You, as a designer, will develop a logo design for Cupcake Genius, a cupcake and specialty bakery, which gives the company a corporate identity. You also will create several business documents including (save as appropriate pdf, eps, docx, etc.):

- Labels for the packaging. Cupcake boxes, cake boxes, etc. Approximate size of the label needs to be 4” wide x 3” tall
- Business Cards 3.5” wide x 2” tall – standard size
- Gift Certificates 8.5” wide x 3.5” tall
- In addition Cupcake Genius needs some promotional items. Pleases develop the design for:
  - Decals for the store front windows, window size is 4’ wide x 5’ tall-- must be vector-based artwork (acceptable formats: eps, pdf)
  - Banner for Special Events – 6’ wide x 2’ tall—must be vector-based artwork (acceptable formats: eps, pdf)
  - One-quarter page (5.14” x 10.5”) grayscale newspaper advertisement to appear in the Bakery News (acceptable formats: pdf, jpg, tiff, eps)
  - Design for the front of an apron – approximate area size is 4” x 4” (acceptable format is pdf or jpg)

Career Cluster(s): Information Technology

Business Education Curriculum Standards: Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may submit one (1) pre-judged promotional piece from an individual or a team composed of two (2) or three (3) members whose dues are posted as paid by the membership deadline of February 1.

State Conference Eligibility: Based on competitive events results, a maximum of three promotional pieces per region are eligible for competition at the State Leadership Conference.

REGULATIONS

1. The Digital Design & Promotion entry must be listed on the Event Participation Summary Form which must be submitted by the designated date with the name of the event, school name, individual or team member’s names, school city, and state.

2. Student members, not advisers, must prepare the digital design & promotion piece. Advisers should serve as consultants to ensure that the performance component is well organized, contains substantiated statements, and is presented in a professional manner.

3. Digital design & promotion pieces not adhering to these regulations will be disqualified.
DIGITAL DESIGN & PROMOTION

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

5. It may be an individual event or a team composed of two members.

PROCEDURE

1. Projects must address the given topic. Student members, not advisers, must prepare the projects.
2. Entries will be judged according to the rating sheet.
3. Participants should place emphasis on graphic interpretation of the topic and design.
4. You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
5. Logo must be saved in JPEG, GIF, EPS, or AI format. Graphics should be computer generated.
6. Readme file information and copyright notations must be submitted on the Statement of Assurance.
7. Submit two (2) DVDs or USB thumb drives containing the project along with a Statement of Assurance form. The DVDs or USB thumb drives may be labeled using any method, but must include name of event, state, school, and participant(s) name.
8. Members are expected to follow all applicable copyright laws.

State Leadership Conference Performance:

Preliminary Performance:

1. The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
2. Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.
3. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
4. The individual or team must provide all equipment necessary to make the presentation. Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
5. The individual or team has seven (7) minutes to present to a panel of judges and sell the logo and tag line concept.
6. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five points for any time over seven (7) minutes.
7. Following each presentation, judges will conduct a three (3) minute question-answer period.
8. Preliminary performances are not open to conference attendees.
DIGITAL DESIGN & PROMOTION

Final Performance:
1. The top eight (8) individuals or teams or an equal number from each group will be selected to perform in the finals.
2. The final guidelines are the same as the preliminary guidelines described above.
3. The final performances are open to conference attendees except performing participants of this event.

JUDGING
Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS
The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FBLA RATING SHEETS

FBLA Statement of Assurance
National Event Entry Form

Check one: ☐ Computer Game & Simulation Programming ☐ E-business (URL to State Adviser)
☐ Desktop Application Programming ☐ Mobile Application Development
☐ Digital Video Production (URL to State Adviser) ☐ Public Service Announcement
☐ Digital Design & Promotion ☐ Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: ____________________________ Check One: ☐ FBLA

School: ____________________________
Website URL Address: ____________________________ (where appropriate)
Member(s) Name: ____________________________

Local Chapter Contact
Name: ____________________________
Daytime/Cell Number: ____________________________
Home E-mail: ____________________________

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/We agree that this event may be linked, promoted, and used in any way by the national FBLA-FBLA Inc. for purposes of promoting the association. (Typed name is accepted for signature)

Name of Team Member: ____________________________ Adviser’s Name: ____________________________

Name of Team Member: ____________________________ Name of Team Member: ____________________________

Complete this Document Section for the Above Events (replaces Readme file):

Software Used: ____________________________
Source of Information: ____________________________
Copyright Notation: ____________________________
Instructions for Running Project: ____________________________
Template(s) Used (source): ____________________________

RATING SHEETS-52  CHAPTER MANAGEMENT HANDBOOK ©2013
# Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme fully and properly developed. Solution properly addresses assigned topic.</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Elements included in presentation are suitable, appropriate, and directed toward a specific audience.</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td><strong>PRESENTATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layout has direction and balance.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Fonts and type style support the look and feel of the overall image</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Colors and graphics enhance aesthetic appeal</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Graphic design shows creativity, originality, and supports topic.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Format is consistent and appropriate.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Graphic design is clear and concise.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Design gains attention and has eye appeal.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Penalty Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 copies of media not received; Statement of Assurance not received; media labeled incorrectly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

School: ________________________________________________________________

City: ______________________________  State: ____________________________

Judge's Signature: _______________________________________________________

Judge's Comments:
# DIGITAL DESIGN & PROMOTION

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description of promotional piece</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Description of development and design ideas</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Create interest and desire for design</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Consistency in graphic design to theme</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Benefits matched to customer needs</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Penalty:</strong> Deduct five (5) points for failure to follow the guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dress Code Penalty:</strong> Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Time Penalty:</strong> Deduct five (5) points for presentations over seven (7) minutes Time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Prejudged Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/200 max</td>
</tr>
</tbody>
</table>

School: ________________________________________________________________

City: __________________________________ State: ____________________________

Judge's Signature: _______________________________________________________

Judge's 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 a specific audience.

CONTENT

The topic to be developed for competition at the 2014 Regional, State, and National Conferences will be:

Create a video on the importance of green practices (e.g., energy efficiency, hybrid technology, building certifications, etc.)

Career Cluster(s): Information Technology
Business Education Curriculum Standards: Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may submit one (1) digital video production entry from an individual or a team composed of two (2) or three (3) members whose membership dues are posted as paid by the membership deadline of February 1.

State Conference Eligibility: Based on competitive events results, a maximum of three digital video productions per region are eligible for competition at the State Leadership Conference.

REGULATIONS

1. The digital video production entry must be listed on the Event Participation Summary Form which must be submitted by the designated date with the name of the event, school name, individual or team member’s names, school city, and state.

2. Student members, not advisers, must prepare the digital video production. Advisers should serve as consultants to ensure that the digital video production is well organized, contains substantiated statements, and is presented in a professional manner.

3. Digital video productions not adhering to these regulations will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

5. The digital video production may include but not limited to, elements such as graphics, pictures, music, voiceover, sound, and text.

6. It may be an individual event or a team composed of two to three members.
DIGITAL VIDEO PRODUCTION

PROCEDURE

1. Presentations must properly develop the given topic. Student members, not advisers, must prepare the presentations.

2. Presentations should be at least two (2) and no more than four (4) minutes in length.

3. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.

4. Videos must be uploaded to YouTube or SchoolTube, marked unlisted with comments disabled. This is for the State Leadership Conference. Refer to your regional guidelines for information on how the project is to be received for the Regional Leadership Conference.

5. The description area of the video must contain copyright information as well as the name of the event, state, names of participants, and school.

6. The complete video URL must be sent to the state adviser with the Statement of Assurance via an active link on an email/state level electronic form.

7. Readme file information and copyright notations must be submitted on the Statement of Assurance.

8. Refer to your regional guidelines for information on how the project is to be received for the Regional Leadership Conference.

9. Members are expected to follow all applicable copyright laws.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FBLA RATING SHEETS

DIGITAL VIDEO PRODUCTION

FBLA Statement of Assurance

National Event Entry Form

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state adviser.

Check one:  
- Computer Game & Simulation Programming
- Desktop Application Programming
- Digital Video Production (URL to State Adviser)
- Digital Design & Promotion
- E-business (URL to State Adviser)
- Mobil Application Development
- Public Service Announcement
- Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: 

School: 

Website URL Address (where appropriate): 

Member(s) Name: 

Local Chapter Contact

Name: 

Daytime/Cell Number: 

Home E-mail: 

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/We agree that this event may be linked, promoted, and used in any way by the national FBLA-PBL, Inc. for purposes of promoting the association. (Typed name is accepted for signatures)

Name of Team Member: 

Adviser’s Name: 

Complete this Document Section for the Above Events (replaces Readme File):

Software Used: 

Source of Information: 

Copyright Notices: 

Instructions for Running Project: 

Template(s) Used (source): 

RATING SHEETS 52
## DIGITAL VIDEO PRODUCTION

### Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme fully and properly developed. Solution properly addresses assigned topic</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Elements included in presentation are suitable, appropriate, and directed towards a specific audience</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Copyright information is noted in credits</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Presentation is clear and concise</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Effective use of technology</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Proper use of grammar, spelling, punctuation, etc.</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>PRESENTATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation shows creativity and originality</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Presentation includes an effective opening, body, and conclusion</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Transitions are effective and appealing</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Audio and visual elements coordinated and complimentary</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Audio Editing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Good Quality</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>*Appropriate volume</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proper Use of Video Technology</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>*Video uses multiple camera angles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Video is smooth and steady</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Video is in focus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Titles and graphics enhance overall quality of presentation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Presentation effective at motivating audience to action</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/200 max</td>
</tr>
<tr>
<td><strong>Penalty Points:</strong> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statement of Assurance not received; audio labeled incorrectly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Time Penalty:</strong> Deduct up to five (5) points for presentations over four (4) minutes Time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Points /200 max

School: ________________________________
City: _____________________ State: _____________________
Judge's Signature: ________________________________
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.

CONTENT

Participation is this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-business sites. The topic to be addressed by the site developed for competition at the 2014 Regional, State, and National Leadership Conferences will be:

Create a site for a touring band, speaker, or author. Include event schedules, blog, music/book sales, social media links, individual/group biography, ticket purchasing interface, etc. Information may be fictitious.

Career Cluster(s): Business, Management & Administration; Finance; Information Technology; Marketing, Sales & Service

Business Education Curriculum Standards: Communication, Economics & Personal Finance, Entrepreneurship, Information Technology, Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter may submit one (1) individual or team composed of two (2) or three (3) members whose membership dues are posted as paid by the deadline of February 1.

State Conference Eligibility: Based on competitive events results, a maximum of three digital video productions per region are eligible for competition at the State Leadership Conference.

REGULATIONS

1. The E-business site entry must be listed on the Event Participation Summary Form which must be submitted by the designated date with the name of the event, school name, participants’ names, school city, state, and URL.

2. Student members, not advisers, must prepare the E-business site. Advisers should serve as consultants to ensure that the E-business site is well organized, contains substantiated statements, and is presented in a professional manner.

3. Only one (1) team member may have competed in this event at a prior National Leadership Conference.

4. E-business sites not adhering to these regulations will be disqualified.

5. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
E-BUSINESS

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

7. It may be an individual event or a team composed of two to three members.

PROCEDURE

1. E-business sites must address the given topic.

2. Entries will be judged according to the rating sheet.

3. The website must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date. Judging of the E-business site will take place before the Regional and State Conferences.

4. 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.

5. The use of templates must be identified.

6. E-business sites should be designed to allow for viewing by as many different platforms as possible.

7. A Statement of Assurance must be submitted by the regional and state deadlines with copyright notations and URL included.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
**E-BUSINESS**

**FBLA RATING SHEETS**

---

**FBLA Statement of Assurance**

*National Event Entry Form*

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state adviser.

Check one:
- [ ] Computer Game & Simulation Programming
- [ ] Desktop Application Programming
- [ ] Digital Video Production (URL to State Adviser)
- [ ] Digital Design & Promotion
- [ ] E-business (URL to State Adviser)
- [ ] Mobile Application Development
- [ ] Public Service Announcement
- [ ] Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: ___________________________  Check One: [ ] FBLA

School: ___________________________

Website URL Address: ___________________________

(Where appropriate)

Member(s) Name: ___________________________

Local Chapter Contact

Name: ___________________________

Daytime/Cell Number: ___________________________

Home E-mail: ___________________________

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/We agree that this event may be linked, promoted, and used in any way by the national FBLA-PBL, Inc. for purposes of promoting the association. (Typed name is accepted for signature)

Name of Team Member: ___________________________  Adviser’s Name: ___________________________

Name of Team Member: ___________________________  Name of Team Member: ___________________________

Complete this Document Section for the Above Events (replaces Readme file):

**Software Used:**

**Source of Information:**

**Copyright Notations**

**Instructions for Running Project:**

**Template(s) Used (source):**

---

**CHAPTER MANAGEMENT HANDBOOK ©2013**
## E-BUSINESS

### Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PAGE LAYOUT AND DESIGN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Graphic design shows creativity, originality, and supports topic</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Page elements are effective without being distracted</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SHOPPING EXPERIENCE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Product information is useful, informative, and adequate. If product images are used, they download quickly</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Site clearly explains shipping and handling procedures, return policies, and product or service guarantees</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Site allows customer to provide feedback/comments</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SHOPPING CART IMPLEMENTATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping cart is easy to use and understandable and features are clearly explained</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Customer can easily add items to and delete items from the shopping cart</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Obvious navigation path to the cash register</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Customer can get back to shopping easily from shopping cart</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Order form is easy to understand and complete</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Adequate information is provided for confirmation of a successful transaction</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>TECHNICAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proper use of grammar, spelling, punctuation, etc.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Site is free of broken links and error messages</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Site is compatible with multiple browsers &amp; platforms</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**Subtotal** /200 max

**Penalty Points:** Deduct five (5) points for not following guidelines.

**Penalty Points:** Deduct five (5) points for not submitting Statement of Assurance.

**Total Points** /200 max

School: ________________________________________________________________
City: ______________________________  State: ____________________________
Judge's Signature/Comments: ______________________________________________
ECONOMICS

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

CONTENT

The objective test may include questions on economic principles related to the policies and goals of the United States economy and a comparison of the American economic system to other systems. Topics covered may include basic economic concepts and principals, productivity, macroeconomics, market structures (monopoly, oligopoly, etc.); investments and interest rates, roles of government; monetary and fiscal policy, types of businesses/economic institutions, business cycles/circular flow; supply and demand, and international trade/global economics.

Career Cluster(s): Business, Management & Administration; Finance; Marketing, Sales & Service

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
**ECONOMICS**

**PROCEDURE**

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

**Online Testing:** Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

**JUDGING**

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

**AWARDS**

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM

FOR STATE LEADERSHIP CONFERENCE ONLY

ECONOMICS

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ____________________________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ____________________________________
Signature of Competitor                  Date

_____________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

ECONOMICS

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

___________________________________________  ________________  __________________
Signature of Proctor  Date  Address of Proctor: __________________________________________________________________________

Phone Number: ____________________________  __________________
Email: ______________________________________________________________________
ELECTRONIC CAREER PORTFOLIO

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

CONTENT

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

For Regional Competition, this event is Pre-judged only.

For State Competition, this is a Performance Event only.

Career Cluster(s): Business, Management & Administration; Information Technology; Marketing, Sales & Service

Business Education Curriculum Standards: Career Development, Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may submit one (1) Electronic Career Portfolio entry from its members whose membership dues are posted as paid by the deadline of February 1.

State Conference Eligibility: Based on competitive events results, a maximum of three Electronic Career Portfolio entries per region are eligible for competition at the State Leadership Conference.

REGULATIONS

1. The Electronic Career Portfolio web-based entry must include a Statement of Assurance form submitted by designated date and include URL and copyright notations.

2. Student members, not advisers, must prepare the Electronic Career Portfolio. Advisers should serve as consultants to ensure that the portfolios are well organized, contain substantiated statements, and are presented in an acceptable business style.

3. The portfolio must be available for viewing on the Internet at the time of judging. No changes can be made to the site after the official entry date.

4. All information should reflect the student’s accomplishments and experiences. No fictitious information should be presented.
ELECTRONIC CAREER PORTFOLIO

5. Electronic Career Portfolios not adhering to these regulations will be disqualified.

6. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Preliminary Performance (SLC only):

A maximum of eight (8) participants will advance to the final round.

The presentation is an explanation of the chosen career search and supporting materials.

The participant may present his/her portfolio using a DVD, USB flash drive, or by accessing it via Internet.

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

The participant must provide all equipment needed to make the presentation. Five (5) minutes will be allowed to set up and remove the equipment.

All information should reflect the student’s accomplishments and experiences. No fictitious information should be presented.

The portfolio must include: a resume or data sheet and a career summary. The career summary should include the career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).

Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following:

- **Career-Related Education**: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.

- **Educational Enhancement**: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
ELECTRONIC CAREER PORTFOLIO

- **Examples of Special Skills:** Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

The individual has seven (7) minutes to present.

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

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

Preliminary performances are not open to conference attendees.

**Final Performance (SLC only):**

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

For **Regional Competition**, this event is **Pre-judged** only.

For **State Competition**, this is a **Performance Event only**.

**JUDGING**

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
## ELECTRONIC CAREER PORTFOLIO

### Production Rating Sheet (Regional Only)

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
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<tr>
<td>Data Sheet</td>
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<td>4-7</td>
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<tr>
<td>Career Research Summary:</td>
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<tr>
<td>• Career description</td>
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<tr>
<td>• Skills &amp; education needed for the career</td>
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<td>• Money/salary &amp; outlook for the career</td>
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<tr>
<td>• Evidence of research in career summary</td>
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<td>Sources of information cited pertaining to copyright standards</td>
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<tr>
<td><strong>SAMPLES</strong></td>
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<tr>
<td>Career-Related Education</td>
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<td>• School activities</td>
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<td>• Career research project</td>
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<td>• Application of business education and/or related occupational skills and their relationships to the job</td>
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<tr>
<td>Educational Enhancement</td>
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<td>• Summarize any job shadowing, internships, informational interviews, or community service projects</td>
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<tr>
<td>Examples of Special Skills</td>
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<tr>
<td>• Includes up to five examples of special skills and/or abilities related to job and career goals.</td>
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<td><strong>DELIVERY</strong></td>
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<tr>
<td>Statements are well-organized and clearly stated; appropriate business language used</td>
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<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
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<tr>
<td>Demonstrates the ability to effectively answer questions</td>
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<td>3-4</td>
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<tr>
<td><strong>Time Penalty:</strong> Deduct five (5) points for presentations over seven (7) minutes. Time:</td>
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Name: ____________________________________________
School: __________________________________________
City: ___________________________ State: __________
Judge's Signature: _______________________________
Judge's Comments: ________________________________
# ELECTRONIC CAREER PORTFOLIO

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</table>

Name: ____________________________________________
School: ____________________________________________
City: ____________________________ State: ____________________________
Judge's Signature: ____________________________________________
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.

CONTENT

The topic to be researched and presented during the 2014 Regional, State, and National Leadership Conference will be

Consumers are shopping at traditional brick and mortar stores, on Web sites, and increasingly through mobile applications. Does the availability of a mobile application provide a business with a stronger consumer base and higher revenue? Argue either the affirmative or negative that having a mobile application increases consumer base and revenue for businesses.

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

Career Cluster(s): Business, Management & Administration; Information Technology

ELIGIBILITY

Each state may enter one (1) team composed of two (2) or three (3) members. The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

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

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have competed in this event at a prior national conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
EMERGING BUSINESS ISSUES

PROCEDURE

General Information

Each team’s presentation must be the result of their own, independent work. Facts and working data may be secured from any source. Presentations must be prepared by the student members, not advisers. All members of the team must participate in the advance research of the topic and in the actual presentation.

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

Participants will be expected to research the topic prior to the conferences and be prepared to present either an affirmative or negative argument, based on random selection.

Books, other bound materials, and props will NOT be allowed.

No lectern/podium or microphone will be provided.

Following each oral presentation, the judges will conduct a three (3) minute question and answer period during which the presenters should be prepared to defend their argument.

Preliminary Round

Each team’s presentation must be the result of its own independent work. Facts and working data may be secured from any source.

The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.

Participants may be divided into two (2) or three (3) groups, depending on the number of participants. The order of performance will be drawn at random by an impartial person in the event office. All participants must report for instructions at the designated time. They will be sequestered until it is their time to prepare. **Teams who do not show up to be sequestered for the performance event will be disqualified.** NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

Ten (10) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) 4” x 6” blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.

No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
Teams will have five (5) minutes to present the case. All team members must participate in the presentation.

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

A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.

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

The preliminary performance is not open to conference attendees.

A maximum of six (6) – an average number from each group -- will be selected for the final round for the Regional Leadership Conference.

A maximum of eight (8) – an average number from each group -- will be selected for the final round for the State Leadership Conference.

**Final Round**

The order of performances 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.

The final performance is open to conference attendees who are not performing participants of this event.

**JUDGING**

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
# EMERGING BUSINESS ISSUES

**Preliminary Round**

**Final Round**

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
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<td><strong>CONTENT</strong></td>
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<td>4-7</td>
<td>8-10</td>
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<td>Flow and logic of content</td>
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<tr>
<td>Quality of evidence</td>
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<td><strong>ABILITY TO TAKE A POSITION</strong></td>
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<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Relevance of arguments</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly state; appropriate business language used</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>All team members actively participate in the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
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<td>/100 max</td>
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<tr>
<td><strong>Time Penalty:</strong> Deduct five (5) points for presentations over five (5) minutes. Time:</td>
<td></td>
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</tr>
<tr>
<td><strong>Penalty:</strong> Deduct five (5) points for failure to follow guidelines.</td>
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<tr>
<td><strong>Dress Code Penalty:</strong> Deduct five (5) points when dress code is not followed.</td>
<td></td>
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</tr>
<tr>
<td><strong>FINAL SCORE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

*Check One: _____ Affirmative Presentation; _____ Negative Presentation*

Member(s): __________________________________________________________

School: _____________________________________________________________

City: ____________________________ State: _________________________________

Judge's Signature: __________________________ Date: _______________________

Judge’s Comments:
ENTREPRENEURSHIP

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

CONTENT

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

- Only the objective test will be given at the Regional Leadership Conference.

Objective Test:

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

Interactive Role Play:

At the State Leadership Conference, a maximum number of eight (8) teams will be selected based on the objective test scores to present the decision-making problem.

The interactive 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 of the questions raised in the case must be addressed during the oral presentation. The presentation must include the positive and negative aspects of implementation.

Career Cluster(s): Business, Management & Administration; Finance; Marketing, Sales & Service
Business Education Curriculum Standards: Accounting, Communication, Entrepreneurship, Management, Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one (1) team composed of two to three (2 to 3) members if the following requirements are met:

- One (1) team member may have entered this event at a prior National Leadership Conference.
The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Two (2) 4"x6" index cards will be provided to 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. Note cards will be collected following the presentation.

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

6. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Objective Test:

At the Regional Leadership Conference, a one-hour collaborative objective test will be administered based on the previously listed CONTENT. At the State Leadership Conference, both the objective test and the interactive case study problem will be administered. Team members will take one objective test cooperatively.

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.
ENTREPRENEURSHIP

At the State Leadership Conference, the eight (8) teams with the highest scores on the objective test will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the conference headquarters.

**Interactive Case Study Problem (STATE ONLY):**

Members of the eight (8) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. **Teams who do not show up to be sequestered for the performance event will be disqualified.** **No cell phones are allowed to be in the holding room.**

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

Two (2) 4"x6" index cards will be provided to 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. 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.

Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.

The team members will be allowed to use their note cards to explain their decisions and rationale to the judges.

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

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

**JUDGING**

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

ENTREPRENEURSHIP

Competitor Name: ___________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Name of School

__________________________
Date
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

ENTREPRENEURSHIP

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

___________________________________________ ____________________________
Signature of Proctor Date

Address of Proctor: _____________________________________________________________
____________________________________________________________________________

Phone Number: ________________________________________________________________

Email:  ________________________________________________________________

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# ENTREPRENEURSHIP

## ENTREPRENEURSHIP Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well-defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Issues presented in case are addressed completely</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Anticipated results are based on correct reasoning</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language is used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Team members demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>All team members participate actively during the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Penalty:</strong> Deduct five (5) points for presentations over 7 minutes. Time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dress Code Penalty:</strong> Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FINAL SCORE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

Name: ________________________________________________________________________

School: ____________________________ State: _________________________________

Judge's Signature: ____________________________________________________________

Judge’s Comments:
ETHEL M. PLOCK SCHOLARSHIP
EUGENE H. SMITH SCHOLARSHIP
(REGIONAL AND STATE EVENT ONLY)

The Eugene H. Smith Scholarship was established to assist students who intend to pursue a four-year college program in the business field.

The Ethel M. Plock Scholarship was established to assist students who do not intend to pursue a four-year business curriculum but do plan further business training beyond high school. This training could include business college, vocational school, or one- or two-year programs at a college or university.

Scholarships will be awarded to the regional and state winners; amounts for each scholarship will be determined by the State Executive Council and will be based on the amount of money in the Scholarship Fund. Scholarship stipends are paid one time and are non-renewable. The scholarship must be used during the year for which it was presented, or it will be awarded to the alternate winner.

Since these events are regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: One member from a local chapter may apply for the Eugene H. Smith and one member may apply for the Ethel M. Plock Scholarship if the following requirements are met:

1. The member must be a senior.
2. The same member may not apply for both scholarships. The individual may compete in one other individual or team competitive event.
3. The member must be posted as having paid local, state, and national dues by the membership deadline of February 1.
4. The member's chapter must have contributed to the FBLA State Scholarship fund during the current year by the deadline date.

State Conference Eligibility: Based on competitive event results, the regional winner and alternate in each region are eligible to compete for each scholarship at the State Leadership Conference.
ETHEL M. PLOCK SCHOLARSHIP
EUGENE H. SMITH SCHOLARSHIP
(REGIONAL AND STATE EVENT ONLY)

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. At the registration desk on the day of the Regional Leadership Conference, each scholarship applicant must submit three (3) manila folders, each containing a single copy of the following items (unattached, paper clipped, or stapled):
   a. A Smith/Plock Scholarship Application
   b. A high school transcript
   c. A resume (not to exceed two pages) including the following items:
      a. personal data
      b. involvement in FBLA
      c. other school and community activities
      d. work experience
      e. business career objective

3. The folders must be labeled with the participant's name, school, and event.

4. Participants failing to report on time for the event may be disqualified.

5. Participants failing to submit the required materials will be disqualified.

6. Participants must adhere to the dress code established by the State Executive Council, or they will not be permitted to participate in the competitive event.

PROCEDURE

Each applicant will be interviewed for ten (10) minutes by a panel of judges. The judges will select the scholarship recipients on the basis of the interview, the information on the application form and resume, and the scholastic record. (See Rating Sheet) A winner and an alternate will be selected.
If there are 15 or more competitors at the Regional Leadership Conference, preliminaries may be conducted.

If a preliminary round is held, the candidates must be divided into three (3) random groups. The preliminary interview is to be conducted for a total of ten (10) minutes with a five-(5) minute interval between candidates. A maximum of six candidates (two from each preliminary group) will advance to the final interview segment.

Finalists will be assigned times at random for their ten-minute interview. All other procedures as outlined for the preliminary interviews will be followed for the final interview.

The scholarship application, transcript, and resume will be transferred from the region for use in judging at the state conference. Regional winners may contact the state adviser to update their materials after the Regional Leadership Conference. Both the region winner and the alternate will be interviewed for the state scholarships at the State Leadership Conference.

### JUDGING

A panel of judges will determine the winners. All decisions of the judges are final.

### AWARDS

A regional winner and alternate will be selected in each event. Both will advance to competition at the State Leadership Conference where similar judging will occur. In the event the winner does not pursue a post-secondary education during the year for which the award was presented, the alternate will receive the scholarship.

A state winner and alternate will be selected in each event at the State Leadership Conference. In the event that the winner does not pursue a post-secondary education during the year for which the award was presented, the alternate will receive the scholarship.
EUGENE H. SMITH SCHOLARSHIP
ETHEL M. PLOCK SCHOLARSHIP
(REGIONAL AND STATE EVENT ONLY)

PRELIMINARY CHECKSHEET

The following items will be used to verify that materials are properly prepared for submission at the Regional Leadership Conference registration. If any of the items are checked, the participant will be disqualified.

___a. Three copies (original and/or copy) of a Smith/Plock Scholarship Application must be submitted.

___b. Three copies of a high school transcript signed or stamped by a school official must be submitted.

___c. Three copies (original and/or copy) of a brief resume of the participant (not to exceed two pages) must be submitted.

___d. One copy of the Smith/Plock Scholarship Application, one copy of the high school transcript, and one copy of the resume make one set of materials. Each set may be unattached, paper clipped, or stapled.

___e. Each set must be placed in a letter-size manila folder. The participant must have a total of three folders.

___f. Each folder must be properly labeled: student's name, school, and event title/event number.

___g. Photographs or facsimiles or photographs must not be included.
EUGENE H. SMITH SCHOLARSHIP
ETHEL M. PLOCK SCHOLARSHIP

EUGENE H. SMITH AND ETHEL M. PLOCK SCHOLARSHIPS RATING SHEET

INVolVEMENT IN FBLA (Based on resume and interview—up to 35 points)
- FBLA offices held (local, regional, state)
- Committee involvement
- Years of membership in FBLA
- Participation in FBLA conferences/workshops
- Participation in chapter activities __________ 35

INvolVEMENT IN OTHER SCHOOL/COMMUNITY ACTIVITIES
(Based on resume and interview—up to 10 points)
- Extent of involvement
- Leadership role __________ 10

INTERVIEW (Up to 15 points)
- Poise, confidence
- General appearance and grooming
- Manners
- Personality
- Speech and grammar __________ 15

REALISTIC PLANNING FOR A BUSINESS CAREER
(Based on interview, resume, class preparation—up to 5 points) ________ 5

FINANCIAL NEED (Based on application and interview—up to 20 points) ________ 20

SCHOLASTIC STANDING IN HIGH SCHOOL (Based on application and transcript—up to 10 points) Business and other subjects ________ 10

APPLICATION AND RESUME (Up to 5 points)
- Appearance and completeness of application and resume ________ 5

FINAL SCORE ________ 100

DISQUALIFICATION
*Required materials are not submitted properly:
____ a. Not submitting three letter-size manila folders properly labeled with the student's name, school, and event title/event number.
____ b. Each folder not containing one copy of the Smith/Plock Scholarship Application, a high school transcript signed or stamped by a school official, and a resume (not to exceed two pages).

______________________ *DISQUALIFIED __________ Judge's Initials_______________________
Name__________________________ School______________________________

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 secondary students in grades 9 and 10 and who are interested in learning about the background and current information of FBLA.

CONTENT

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

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
FBLA PRINCIPLES AND PROCEDURES

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

FBLA PRINCIPLES AND PROCEDURES

Competitor Name: _____________________________________________________________

School: _____________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ____________________________________
Signature of Competitor                      Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

FBLA PRINCIPLES AND PROCEDURES

Proctor Name: ________________________________________________________________

School: _____________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

__________________________________________________________________________________________
Signature of Proctor                                      Date

Address of Proctor: _________________________________________________________________

Phone Number: _________________________________________________________________
Email: _________________________________________________________________
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.

CONTENT

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

- **Only the objective test** will be given at the Regional Leadership Conference.

**Objective Test:**

The objective test may include questions on basic international concepts; ownership and management, marketing, finance, communication (including culture and language); treaties and trade agreements, legal issues, human resource management, ethics; taxes and government regulations, currency exchange, international travel and career development.

**Case Study:**

At the State Leadership Conference, a maximum number of eight (8) teams will be selected based on the objective test scores to present the decision-making problem.

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

**Career Cluster(s):** Business, Management & Administration; Finance; Government and Public Administration; Marketing, Sales & Service

**Business Education Curriculum Standards:** Accounting, Economics and Personal Finance; Entrepreneurship, International Business, Management, Marketing

ELIGIBILITY

**Regional Conference Eligibility:** Each chapter may enter one (1) team composed of two to three (2 to 3) members if the following requirements are met:

- One (1) team member may have entered this event at a prior National Leadership Conference.
GLOBAL BUSINESS

- The participants must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Two (2) 4"x6" index cards will be provided to 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. Note cards will be collected following the presentation.

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

6. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

**PROCEDURE**

**Objective Test:**

- At the Regional Leadership Conference, a one-hour objective test will be administered based on the previously listed CONTENT. At the State Leadership Conference, both the objective test and the interactive case study problem will be administered. **Team members will take one objective test collaboratively.**

- **Online Testing:** Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

- **A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.**

- At the State Leadership Conference, the eight (8) teams with the highest scores on the objective test will be scheduled for the performance portion. The order of performance will be drawn at random by an impartial person in the conference headquarters.
GLOBAL BUSINESS

Case Study Problem  (STATE ONLY):

Members of the eight (8) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty (20) minutes before their performance time each team will receive the case study. **Teams who do not show up to be sequestered for the performance event will be disqualified.** NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

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.

Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case study. All team members are expected to actively participate in the performance. The team members will be allowed to use their note cards to explain their decisions and rationale to the judges.

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

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

**JUDGING**

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

GLOBAL BUSINESS

Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                        Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

GLOBAL BUSINESS

Proctor Name: __________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

• Can the students log onto the computers?
• Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
• I am not the FBLA adviser or a business teacher in this school system.
• I remained in the room the entire time the competitor(s) was taking the online test.
• No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

_________________________________________ ______________________
Signature of Proctor Date

Address of Proctor: ______________________________________________________________________

Phone Number: ________________________________________________________________

Email: ______________________________________________________________________
# GLOBAL BUSINESS

## GLOBAL BUSINESS Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Anticipated results are based on correct reasoning</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>All team members participate actively during the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstration of ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL**

Dress Code Penalty: Deduct five (5) points when dress code is not followed.

Time Penalty: Deduct up to five (5) points for presentations over seven (7) minutes Time:

**FINAL SCORE**

School: ____________________________________________

City: ___________________________ State: ___________________________

Judge's Signature: ____________________________________________

Judge's Comments: ____________________________________________
The Hollis and Kitty Guy Gold Seal Chapter Award of Merit recognizes outstanding local chapters which have actively participated in projects and programs identified with the goals of FBLA-PBL.

**ELIGIBILITY**

Active local chapters must be nominated by the state chair and be on record in the FBLA-PBL national office as having paid dues by February 1 of the current school year.

**REGULATIONS**

1. Each state may select up to 15 percent of active local chapters to receive this honor.

2. Prior to nomination, each local chapter that wishes to be considered must submit an application and a copy of the Local Chapter Annual Business Report to the state office by April 21.

3. The state chair or state adviser must complete the entry form and certify that the chapters listed have met the Gold Seal Award of Merit criteria. This entry must be submitted to the National Office by the state chair or state adviser.

**PROCEDURE**

At the beginning of the school year, FBLA chapters should review the Gold Seal Chapter Award of Merit Application for required activities and other suggested activities for the Gold Seal Award of Merit. This list serves as a guide for the state office in the evaluation process.

An application will be sent to each chapter. Those chapters which wish to be considered must return the completed application and a copy of the Local Chapter Annual Business Report to the FBLA state office by April 21. Those chapters which have completed the required activities and accumulate the greatest number of points from other activities will be selected up to the limit of 15 percent of the local chapters.

**AWARDS**

The number of awards presented at the National Leadership Conference is determined by the number of nominations verified by the national office.
GOLD SEAL CHAPTER AWARD OF MERIT
FBLA RECOGNITION AWARD
(NATIONAL ONLY) Hollis and Kitty Guy Award

To be considered for the Gold Seal Chapter Award of Merit, mail this form with a copy of your Local Chapter Annual Business Report to the FBLA state office by state conference deadline.

CHAPTER ____________________________
CITY AND ZIP ________________________ CHAPTER NO. __________

GOLD SEAL CHAPTER AWARD OF MERIT APPLICATION

Required Activities: (Attach additional pages if needed)

Please check the following required criteria that your chapter has met this year. ALL ARE NECESSARY TO BE ELIGIBLE FOR THE GOLD SEAL:

1. Submitted a copy of Local Annual Business Report to the state office.  
   (This must be prepared according to the guidelines for this event. Can be submitted electronically.)

2. Paid initial state and national dues by October 20

3. Sent representatives to the State Leadership Conference

4. Officer and Adviser attended FBLA Officer Leadership Development Camp

5. Promoted FBLA through FBLA Week/Month Activities.
   Itemized promotional activities:

6. Conducted projects or programs identified with the FBLA-PBL goals
   Itemize:

7. Entered participants in at least ten of the competitive events at the Regional Leadership Conference

8. Participated in FBLA Scholarship Month and sent contributions to the state treasurer

9. Conducted activities related to the current State Project
   Itemize:

10. Held fund-raising project using state-participating fund-raising suppliers OR donated a percentage from a fund-raising activity to the state chapter.
   List supplier(s) used or amount donated:
GOLD SEAL CHAPTER  
FBLA  
AWARD OF MERIT  
RECOGNITION AWARD

Other Activities: (Attach additional pages if needed)

Please check the following criteria that your chapter has met this year:

_____ Sent Monthly Activity Reports every month by stated deadline (14 points)

_____ Sent representatives to the National Leadership Conference (5 points)

_____ Ran a candidate for regional or state office (8 points) Itemize:

_____ Encouraged other schools to organize or reactivate FBLA chapters (5 points) List school(s) contacted:

_____ Have a Local Business Adviser, Local FBLA Advisory Council, and/or have affiliation with Chamber of Commerce (8 points) Itemize:

_____ Invited business and professional men and women to become involved in chapter activities (10 points) Describe:

_____ Nominated a Businessperson of the Year at Regional Leadership Conference (8 points)

_____ Conducted field trips to business and industry (5 points) Itemize:

_____ Sent news items for the regional newsletter; this must be in addition to the Monthly Activity Report (5 points) (Attach copy)

_____ Sent news items for The FBLA Highlights, the state newsletter (5 points) (Attach copy)

_____ Sent news items for Tomorrow's Business Leader, the national newsletter (5 points) (Attach copy)

_____ Enlisted at least four Professional Members for current year (5 points) List names:
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.

CONTENT

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

Career Cluster(s): Business Management & Administration; Health Science

Business Education Curriculum Standards: Career Development, Communication and Management

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
HEALTH CARE ADMINISTRATION

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM

FOR STATE LEADERSHIP CONFERENCE ONLY

HEALTH CARE ADMINISTRATION

Competitor Name: ______________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ________________________________
Signature of Competitor                      Date

________________________________________
Name of School
Proctor Name: _________________________________________________________________

School:  ______________________________________________________________________

Event(s):  _______________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

_________________________________________  __________________
Signature of Proctor                        Date

Address of Proctor: ____________________________

Phone Number: ________________________________

Email: _________________________________________
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.

CONTENT

The objective test will focus on introduction to help desk concepts, help desk operations; people component: help desk roles & responsibilities (customer service, difficult customers, stress, listening & communication skills); process component: help desk process and procedures – (training, user needs analysis & assessment); information component: help desk performance measures (troubleshooting, solving & preventing problems, types of software—call management, resolution, reporting tools, common problems); help desk setting, and customer support as a profession.

The performance will focus on demonstration of good communication and listening skills; translating case into effective, efficient, and spontaneous action; demonstrate good decision-making and problem-solving skills; show a positive and professional demeanor; provide ways for client to solve their own problem; be responsible, reliable, and trustworthy; resolve conflict resolution.

Career Cluster(s): Business, Management and Administration; Information Technology
Business Education Curriculum Standards: Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
HELP DESK

PROCEDURE

Regional Objective Test:
A one-hour objective test will be administered based on the previously listed competencies.

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

State Objective Test:
A one-hour objective test will be administered based on the previously listed competencies.

Online Testing: For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

The eight (8) individuals with the highest score on the objective test will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office.

State Performance
A maximum of eight (8) finalists will advance to the final round.

Finalists will meet for instructions and time assignments twenty (20) minutes before the first performance is scheduled to begin. All participants will be sequestered until their performance times. *Teams who do not show up to be sequestered for the performance event will be disqualified.* **NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.**

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

Two (2) 4”X6” 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 in a clear and effective way 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 and again at five (5) minutes indicating time is up. This is a role play event.
HELP DESK

The final performance is open to conference attendees who are not performing participants in this event.

JUDGING

Online Testing:  Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

HELP DESK

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                      Date

______________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

HELP DESK

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

__________________________________________  ________________
Signature of Proctor                    Date

Address of Proctor: _____________________________________________________________
______________________________________________________________________________

Phone Number: ________________________________________________________________
Email: _______________________________________________________________________

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# HELP DESK

## Help Desk

**Performance Rating Sheet**

- **Final Round**

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROBLEM IDENTIFICATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describes the situation (s)</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Problem/incident properly documented</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Issues a solution or recommendation(s); resolved problem</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>TECHNOLOGY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic hardware/software knowledge, used correct terminology</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer client’s technical questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Meets the needs of the client/customer</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrated troubleshooting skills and effective investigative methods</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, initiative, and assertiveness</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates conflict resolution skills</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Brings to closure</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**Dress Code Penalty:** Deduct five (5) points when dress code is not followed.

**Penalty:** Deduct five (5) points for failure to follow guidelines.

Name: ________________________________________________________________

School: ______________________________ State: __________________________

Judge's Signature: ___________________________________________________

**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.

CONTENT

This event is composed of two (2) parts: a collaborative objective test and a case study.

- Only the objective test will be given at the Regional Leadership Conference.

The 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 industry trends; and types of hospitality markets & customers.

Case Study:

At the State Leadership Conference, a maximum number of eight (8) teams will be selected based on the objective test scores to present the case study.

Career Cluster(s): Hospitality & Tourism, Business Management & Administration
Business Education Curriculum Standards: Accounting, Business Law, Communication, Information Technology Management, and Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one team of two (2) or three (3) participants at the Regional Leadership Conference if the following guidelines are met:

- The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) member may have participated in this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.
4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Objective Test:

- At the Regional Leadership Conference, a one-hour objective test will be administered based on the previously listed CONTENT. At the State Leadership Conference, both the objective test and the interactive case study problem will be administered. **Team members will take one objective test collaboratively.**

- **Online Testing:** Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

- A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

- At the State Leadership Conference, the eight (8) teams with the highest scores on the objective test will be scheduled for the performance portion. The order of performance will be drawn at random by an impartial person in the conference headquarters.

Case Study Problem:

The top eight (8) teams with the highest objective test score advance to the finals. Test scores will be used to break a tie.

- All teams will be sequestered 30 minutes before the first performance to receive instructions and time assignments. **Teams who do not show up to be sequestered for the performance event will be disqualified.** No cell phones are allowed to be in the holding room.

- Each team will receive the case study twenty (20) minutes before the performance.

- Two (2) 4” x 6” note cards will be provided for each team member and may be used during event preparation and performance. Members may write on both sides of the card. Note cards will be collected after the performance. No other reference materials, visual aids, or electronic devices may be brought to or used during preparation or performance.

- Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case.
HOSPITALITY MANAGEMENT

- Judges will role-play the second party in the presentation and refer to the case for specifics.

- Teams must introduce themselves, describe the situation, make recommendations, and summarize the case. All team members must actively participate in the performance.

- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute remains. At seven (7) minutes, the timekeeper will hold up a time card indicating time is up.

- The final performance is open to conference attendees, who are not participants in the final round of the event.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

HOSPITALITY MANAGEMENT

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ________________________________
Signature of Competitor                      Date

________________________________________
Name of School
Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

Signature of Proctor: _______________________________ Date: _______________________________
Address of Proctor: ____________________________________________________________
Phone Number: __________________________________________ Email: ________________________
HOSPITALITY MANAGEMENT

Performance Rating Sheet

Final Round

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>implementation given</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anticipated results are based on correct reasoning</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>language used</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer questions</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Dress Code Penalty:</strong> Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty:</strong> Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FINAL SCORE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

Name: ________________________________________________________________

School: ____________________________ State: ____________________________

Judge's Signature: ______________________________________________________

Judge’s Comments:
IMPROMPTU SPEAKING

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

CONTENT

Each participant will be given the same topic that will relate to FBLA-PBL goals, activities, and/or current programs. In addition, topics for this event can be drawn from current events and relevant topics.

Career Cluster(s): Business, Management & Administration; Marketing, Sales & Service
Business Education Curriculum Standards: Communication

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Two (2) 4"x 6" note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Participants must furnish their own pens and pencils. Note cards will be collected following the presentation.

5. The speech should be four (4) minutes in length.
IMPROMPTU SPEAKING

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

7. No lectern/podium or microphone will be provided.

8. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Preliminary Round:

Participants may be divided into preliminary groups.

Participants must report for instructions at the designated time to draw for performance times. Participants will be sequestered until their presentation times. **Participants who do not show up to be sequestered for the performance event will be disqualified.** NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

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

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

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

Two (2) 4” x 6” note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Note cards will be collected following the presentation.
IMPROMPTU SPEAKING

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

Each speech should be four (4) minutes in length. At the end of three (3) minutes, a timekeeper will stand until noticed and hold up a time card indicating one minute is left. At four (4) minutes, the timekeeper will stand and hold up a time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.

The preliminary performance (if needed) is not open to conference attendees.

For the Regional Leadership Conference, an equal number of participants will be selected from each group for the final presentation, not to exceed a total of six (6) finalists.

For the State Leadership Conference, a maximum of eight (8) participants, four (4) from each group, will be selected for the final round.

**Final Round:**

Finalists must report for instructions at the designated time to draw for performance times. Finalists will be sequestered until their presentation times. *Participants who do not show up to be sequestered for the performance event will be disqualified.* NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

Finalists will be assigned times at random for their final speech. All other procedures as outlined in the preliminary round will be followed for the final round.

The final performance is open to conference attendees who are not performing participants in this event.

**JUDGING**

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conferences is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
# IMPROMPTU SPEAKING

**IMPROMPTU SPEAKING**  
Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relation to the topic</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Memorable central theme stated and repeated</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Supporting information is accurate and appropriate</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>ORGANIZATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate introduction of topic</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Strong support (body) for topic</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Effective and memorable conclusion</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extemporaneous delivery; i.e., not merely read from the notes</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Effective posture, body language, eye contact, and gestures</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Presentation is sincere, interesting, creative, and convincing</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL**

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>/100 max</th>
</tr>
</thead>
</table>

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

**Penalty**: Deduct five (5) points for failure to follow guidelines

**Dress Code Penalty**: Deduct five (5) points when dress code is not followed.

**FINAL SCORE**

Name: ________________________________________________________________

School: ______________________________ State: ______________________________

Judge’s Signature: _______________________________________________________

Judge’s Comments:

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INSURANCE AND RISK MANAGEMENT

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

CONTENT

The objective test may include questions on risk management process, property and liability insurance, health, disability, and life insurance, insurance knowledge, decision making, careers, and ethics.

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

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school.
Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM

FOR STATE LEADERSHIP CONFERENCE ONLY

INSURANCE AND RISK MANAGEMENT

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test _____________________________________________ (name of event), I

certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                  Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

INSURANCE AND RISK MANAGEMENT

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

______________________________________________________________________________  ______________
Signature of Proctor                                      Date

Address of Proctor: _____________________________________________________________

Phone Number: ________________________________________________________________
Email: ________________________________________________________________
INTRODUCTION TO BUSINESS

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

CONTENT

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

Career Cluster(s): Business, Management & Administration; Finance; Marketing, Sales & Service


ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
INTRODUCTION TO BUSINESS

PROCEDURE

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

**Online Testing:** Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

INTRODUCTION TO BUSINESS

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ________________________________
Signature of Competitor                      Date

________________________________________
Name of School

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FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

INTRODUCTION TO BUSINESS

Proctor Name: _________________________________________________________________

School: _____________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ______________________________
Signature of Proctor                                Date

Address of Proctor: _____________________________________________________________

Phone Number: __________________________________________________________________

Email: _______________________________________________________________________

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INTRODUCTION TO BUSINESS COMMUNICATION

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who are secondary students grades 9 and 10 and who demonstrate an understanding of basic communication skills and concepts.

CONTENT

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

Career Cluster(s): Business, Management & Administration; Marketing, Sales & Service
Business Education Curriculum Standards: Communication

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
INTRODUCTION TO BUSINESS COMMUNICATION

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

INTRODUCTION TO BUSINESS COMMUNICATION

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

INTRODUCTION TO BUSINESS COMMUNICATION

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ______________________________
Signature of Proctor                        Date

Address of Proctor: _____________________________________________________________

Phone Number: ________________________________________________________________

Email: _________________________________________________________________
INTRODUCTION TO INFORMATION TECHNOLOGY

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

CONTENT

The objective test may include questions on computer hardware and software, operating systems, common program functions, word processing, spreadsheets, presentation software, networking concepts, e-mail and electronic communication.

Career Clusters: Information Technology
Business Education Curriculum Standards: Information Technology: computer architecture, operating systems, environments, and utilities, application software, input technologies

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

A one-hour objective test will be administered based on the previously listed CONTENT.
INTRODUCTION TO INFORMATION TECHNOLOGY

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: ________________________________________________________________

SCHOOL: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________________
Signature of Competitor  Date

________________________________________
Name of School
INTRODUCTION TO INFORMATION TECHNOLOGY

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
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CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-
2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

______________________________________________________________________________

Signature of Proctor

Address of Proctor: _____________________________________________________________

Phone Number: _______________________________________________________________

Email: _________________________________________________________________
INTRODUCTION TO PARLIAMENTARY PROCEDURE

This event recognizes FBLA members who demonstrate knowledge of basic principles of parliamentary procedure along with an understanding of FBLA’s organization and procedures. This event provides recognition for FBLA members who are secondary students in grades 9 and 10 and who are interested in learning more about parliamentary procedure.

CONTENT

The objective test will consist of parliamentary procedure principles from the 11th edition of Roberts Rules of Order and FBLA National Bylaws.

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

Non-graphing calculators will be provided.

Objective Test Competencies

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

Career Cluster: Business Management

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.
INTRODUCTION TO PARLIAMENTARY PROCEDURE

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

INTRODUCTION TO PARLIAMENTARY PROCEDURE

Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ____________________________________
Signature of Competitor                      Date

________________________________________
Name of School
INTRODUCTION TO PARLIAMENTARY PROCEDURE

Proctor Name: 

School: 

Event(s): 

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

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CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

___________________________________________  ____________________
Signature of Proctor                             Date

Address of Proctor: __________________________________________________________

Phone Number: ______________________________________________________________
Email: _____________________________________________
JOB INTERVIEW

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

CONTENT

This event consists of two (2) parts:

**Letter of Application, Resume, and Job Application:**

The letter of application, resume, and job application must be composed prior to the Regional Leadership Conference and submitted at the registration desk on the day of the Regional Leadership Conference. The letter of application, resume, and job application for the regional winners will be transferred from the region for use in judging at the State Leadership Conference. Regional winners may submit new copies to the state adviser by the State Leadership Conference deadline.

**Job Application Form:**

A job application form must be downloaded at [www.fbla-pbl.org](http://www.fbla-pbl.org). Click on FBLA, Competitive Events, Job Interview Application - National.

**Interviews:**

Participants will be scheduled for an initial simulated job interview. Finalists will be scheduled for a second interview.

**Career Cluster(s):** Business, Management & Administration; Finance; Marketing, Sales and Service

**Business Education Curriculum Standards:** Career Development, Communications

ELIGIBILITY

**Regional Conference Eligibility:** Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.
JOB INTERVIEW
REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

5. Each participant must apply for a business-related job with the Merit Corporation. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.

6. At the registration desk on the day of the Regional Leadership Conference, the participants must submit three (3) letter-size manila folders, each containing a single copy of the following items:
   a. A one-page letter of application (original or copy) from the participant addressed to:
      
      Dr. Terry E. Johnson  
      Director of Human Resources  
      Merit Corporation  
      1640 Franklin Place  
      Washington, DC  20041  
      
   b. A brief resume (original or copy) not to exceed two (2) pages.
   c. Photographs are not allowed.

7. The tab of the folders must be labeled with the event title, participant's name, state and school. Include participant’s name on all pages submitted.

8. No other materials may be submitted to the judges.

9. Participants failing to submit materials at their regional registration will be disqualified.

10. The letters of application, resumes, and job applications must be prepared by the student members, not advisers. 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. Include participant’s name on all pages submitted. Local advisers should review the job application as well.
JOB INTERVIEW

PROCEDURE

This event consists of two (2) parts: submission of a letter of application, resume, job application, and participation in a simulated interview.

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

Letter of Application and Resume:

A letter of application, resume, and job application must be submitted as previously listed under CONTENT and REGULATIONS.

REGIONAL LEADERSHIP CONFERENCE

Preliminary Interviews:

Participants will be divided into groups for the initial interviews.

Participants will be scheduled for a five-minute (5) initial interview. Based upon the initial interview, letter of application and resume, and application form, a maximum of six (6) finalists—an equal number from each group—will be selected for a final interview.

Final Interviews:

Participants will be assigned times at random for their final eight-minute (8) interview.

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

STATE LEADERSHIP CONFERENCE

Initial Interviews:

1. Participants will be divided into two (2) groups for the initial interview.

2. Participants will be scheduled for a ten-minute (10) initial interview. Based upon the initial interview, the letter of application and resume, and the application form, a maximum of eight (8) finalists—four (4) from each group—will be selected for a final interview.
**JOB INTERVIEW**

**Final Interviews:**

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

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

**JUDGING**

In the initial interview, participants may be judged by only one interviewer or a panel of judges. In the final interview, finalists will be judged by a panel of judges. All decisions of the judges are final.

**AWARDS**

The number of awards presented at the Regional and State Leadership Conferences is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
JOB INTERVIEW

PRELIMINARY CHECKSHEET

The following items will be used to verify that materials are properly prepared for submission at the Regional Leadership Conference registration. If any of the items are checked, the penalty points will be deducted.

_____ a. Participant must apply for business-related job with the Merit Corporation.

_____ b. Three copies (original and/or copy) of a one-page letter of application for employment are submitted.

_____ c. Letter of application is addressed correctly.

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

_____ d. Three copies (original and/or copy) of a brief resume of the participant (not to exceed two pages) are submitted.

_____ e. Three copies of a completed job application.

_____ f. One copy of the letter of application, one copy of the resume, and one completed job application make one set of materials.

_____ g. Each set must be placed in a letter-size manila folder. The participant must have a total of three folders.

_____ h. The tab of each folder must be properly labeled: event title, student's name, state and school.

_____ i. No photographs or facsimiles of photographs are included.

_____ j. Include participant’s name on all pages submitted.
# JOB INTERVIEW

## Interview Rating Sheet

### Preliminary Round

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROFESSION PRESENTATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, takes initiative, and is enthusiastic</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>INTERVIEW</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to understand and respond to interview questions</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Relate previous experience/activities with position’s duties and skills necessary to succeed (realistic appraisal of self)</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Possess knowledge about the position and career field</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Possesses excellent communication skills and uses appropriate grammar and uses appropriate length of time to answer questions</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Participant asks questions that demonstrate interest in organization and understanding of position</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>APPLICATION MATERIALS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of application materials (resume, letter of application, and job application)</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
</tbody>
</table>

### SUBTOTAL

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>100 max</th>
</tr>
</thead>
</table>

### Penalty Points:

Deduct five (5) points for failure to follow guidelines

### FINAL SCORE

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>100 max</th>
</tr>
</thead>
</table>

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**DISQUALIFICATION** - Required materials are not submitted properly

- Three copies of a one-page letter of application properly addressed to Dr. Terry E. Johnson, three copies of a resume (not to exceed two pages) and three copies of a completed job application (downloaded from www.fbla-pbl.org) in three letter-size manila folders
- Folders not labeled with event title, student's name, state and school.
- Inclusion of photographs or facsimiles of photographs

Name: ________________________________________________________________

School: ______________________________ State: __________________________

Judge's Signature/Comments: __________________________________________

209
LARGEST LOCAL CHAPTER MEMBERSHIP
FBLA RECOGNITION AWARD

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

ELIGIBILITY

Regional Conference Eligibility: All active local chapters whose members are posted as having paid local, state, and national dues by the membership deadline of February 1 are eligible.

State Conference Eligibility: Based on competitive events results, a maximum of three chapters per region are eligible for competition at the State Leadership Conference.

PROCEDURE

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

Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of members posted as paid on the national website at the close of business on February 1 of the current school year.

AWARDS

Awards are presented at the Regional and State Leadership Conferences to the top three local chapters in each region and to the top five winners at the State Leadership Conference respectively.
LARGEST PERCENTAGE OF INCREASE IN LOCAL CHAPTER MEMBERSHIP
FBLA RECOGNITION AWARD

(STATE EVENT ONLY)

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

ELIGIBILITY

State Conference Eligibility: All active local chapters whose members are posted as having paid local, state, and national dues by the membership deadline of February 1 are eligible.

PROCEDURE

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

2. Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the percentage of increase in the number of members posted as paid on the national website at the close of business on February 1 of the current school year.

3. The chapter in each region with the largest percentage of increase in membership will be recognized at the State Leadership Conference.

AWARDS

The number of awards presented at the State Leadership Conference will be one per region.
LIFESMARTS

The LifeSmarts Competition encourages FBLA members to learn about economics, personal finance, and consumer issues.

ELIGIBILITY

During the school year, schools may participate in both the fall and spring online LifeSmarts Competition. Teams are made up of two (2) members from active local chapters, on record in the national center as having paid dues by February 1 of the current school year. A team member cannot be on more than one team. Teams may compete in both the fall and spring competitions, and more than one (1) team may compete per chapter. Team members cannot be changed once a team has registered. Because this event is a pilot, it does not count against other team participation at the NLC.

OVERVIEW

This event challenges students to integrate multiple areas of business knowledge and skills, using critical-thinking skills and teamwork during competition. Student teams will compete online during the fall and spring competitions. Teams will:

- Register online
- Compete individually, with both team members completing a 60-question quiz across all LifeSmarts topic areas
- Demonstrate leadership by completing a team personal finance assessment
- Complete a team consumer assessment
- Receive a cumulative score after completing all activities
- Be ranked against other participating FBLA teams

GUIDELINES

The top twelve (12) nationally ranked teams from each FBLA LifeSmarts Competition—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at NLC. These twenty-four (24) teams are determined by the standings in the fall and spring FBLA LifeSmarts Competition, which is administered via the Internet during the school year.

NLC teams will compete four times:

- Two (2) buzzer matches
- One (1) team activity
- One (1) individual assessment per team member

Scores are cumulative. The top six (6) teams advance to the semifinals, and the two (2) semifinal winners compete in the championship.

Note: FBLA LifeSmarts is sponsored by the LifeSmarts program of the National Consumers League, and the competition is modeled after the LifeSmarts consumer education competition
LIFESMARTS

available free of charge to schools across the country through www.lifesmarts.org. LifeSmarts focuses on personal finance, consumer rights and responsibilities, technology, the environment, and health and safety. Teams compete online and in live national competition.

NBEA Standards Reinforced by Event

• Business Law: consumer law, employment law, and business organization
• Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, buying goods and services, role of government, markets and prices, protecting against risk, saving and investing, and using credit
• Information Technology: impact on society, information retrieval, and privacy and ethics
• Marketing: consumers and their behavior
• Management: ethics and social responsibility, financial decision making, and technology and information management

CAREER CLUSTERS: Business Management and Administration, Finance, Information Technology, and Marketing

2013–14 Dates
Fall Competition: October 15–November 15, 2013
Spring Competition: February 3-28, 2014
LOCAL CHAPTER ANNUAL BUSINESS REPORT
HAMDEN L. FORKNER AWARD

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

CONTENT

The report should summarize the activities of the local chapter for the current school year. Projects used for other FBLA reports may be included. The report should include the chapter's profile, productivity, recognition, and businesslike procedures.

Career Cluster(s): Business, Management & Administration; Finance; Information Technology; Marketing, Sales & Service

Business Education Curriculum Standards: Communication, Information Technology, Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter must submit two (2) copies of the report from its members who are posted as having paid membership dues by February 1 of the current school year.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The Local Chapter Annual Business Report must be listed on the Event Participation Summary Form and submitted by the designated date.

2. Report formats must adhere to the following guidelines:
   a. Student members, not advisers, must prepare reports.
   b. A PDF of the report must be uploaded by the chapter adviser and received by the state adviser to be judged by the designated date. This is for the State Leadership Conference. Refer to your regional guidelines for information on how the project is to be received for the Regional Leadership Conference.
   c. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the Current State Leadership Conference.
LOC\(\text{AL CHAPTER ANNUAL BUSINESS REPORT HAMDEN L. FORKNER AWARD}\)

d. Penalty points will be given if the written project doesn’t adhere to the guidelines.

e. Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of the students (if applicable), and year (201x-1x).

f. Table of contents with page numbers.

g. Letter to membership by chapter president.

h. 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.

i. Pages are numbered and must be sized for 8 ½” x 11”.

j. Reports must not exceed thirty (30) pages. (A title page, divider pages, and appendices are optional and are included in the page count.)

3. Entries must adhere to all regulations or penalty points will be deducted.

PROCEDURE

Report Competencies

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

JUDGING

A panel of judges will select the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
LOCAL CHAPTER ANNUAL BUSINESS REPORT
PRELIMINARY CHECKSHEET

Judges: Before evaluating the contents of the report, please check to see the regulations listed below were followed. Place a checkmark by any item(s) that is not in compliance, then judge the report.

Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

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

☐ Missing table of contents & page numbers

☐ Over thirty (30) pages
  ▪ Reports must not exceed 30 pages (a title page, divider pages, and appendices are optional and must be included in the page count).

  No page numbers in report

☐ Report format does not follow rating sheet
  ▪ Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
  ▪ Pages are numbered and must be sized for 8 ½” x 11” paper.

Judge's Initials ____________  School __________________
## LOCAL CHAPTER ANNUAL BUSINESS REPORT
### Written Report Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
</table>

### CHAPTER PROFILE
- **Letter to chapter membership (by chapter officer)**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Chapter Information Included**
  - Number of members
  - Size of school and community
  - When and where chapter was organized
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

### PRODUCTIVITY
- **Recruitment of members and chapters**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Leadership development for officers and members**
  - 0 points
  - 1-3 points
  - 4-7 points
  - 8-10 points

- **Preparation of students for business careers**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Service to the school and community**
  - 0 points
  - 1-3 points
  - 4-7 points
  - 8-10 points

- **Cooperation with business, professional, and service groups**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Participation in public relations and activities**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Support of FBLA national and state projects**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Attendance and participation at state and nationally sponsored conferences**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

### RECOGNITION
- For FBLA competitive events and activities
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- For school, community, business, and industry activities
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

### BUSINESSLIKE PROCEDURES
- **Chapter management and organization**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Financial development, including fundraising and financial statement**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

### REPORT FORMAT
- **Clear and concise presentation with logical arrangement of information following the rating sheet categories**
  - 0 points
  - 1-3 points
  - 4-7 points
  - 8-10 points

- **Correct grammar, punctuation, spelling, and acceptable business style**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

- **Design and graphics**
  - 0 points
  - 1-2 points
  - 3-4 points
  - 5 points

### SUBTOTAL /100 max

### Penalty Points
- Deduct five (5) points each for not adhering to the Report Guidelines (maximum of twenty [20] points): ___cover incorrect; ___missing table of contents; ___over thirty(30) pages; ___no page numbers in report; ___report format does not follow rating sheet

### FINAL SCORE /100 max

---

School: ____________________  
City: ________________  State: ________________  
Judge's Signature: ________________  
Judge’s Comments: ________________
LOCAL CHAPTER BUSINESSPERSON OF THE YEAR
FBLA RECOGNITION AWARD

(REGIONAL EVENT ONLY)

This event recognizes outstanding business leaders from the private business sector throughout the state who have contributed to the success of Kentucky Future Business Leaders of America on the local level.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one (1) person in the Local Chapter Businessperson of the Year event at the Regional Leadership Conference. The nominees must be members of the private business sector.

REGULATIONS

1. Nominees must be members of the business community. Persons who are full-time employees of educational institutions or departments of education shall not be nominated for the award; such nominees will be disqualified.

2. Nominees must not have been named to this event at a previous FBLA Regional Leadership Conference.

3. The entry form must be completed by the local chapter and received with each nominee's biographical sketch form by the designated date.

PROCEDURE

Criteria for selection of nominees at the local level should include:

1. Years of participation in FBLA activities.

2. Promotion of FBLA through presentations and seminars

3. Contribution to chapter projects and activities

4. Financial assistance to local and/or state chapter(s)

AWARDS

All nominees will receive a certificate of recognition at the Regional Leadership Conference.
**LOCAL CHAPTER NAME TAG**

*(REGIONAL/STATE ONLY)*

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

**ELIGIBILITY**

**Regional Conference Eligibility:** Each chapter may enter this event if the following requirements are met:

- The local chapter name tags must be the work of chapter members.
- The members working on the local chapter name tags must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three local chapter name tag entries per region is eligible for competition at the State Leadership Conference.

**REGULATIONS**

1. The local chapter name tag must be prepared by chapter members, not advisers. Local advisers should serve as consultants.

2. The name tag must be **no** larger than 4” x 4”.

3. It must incorporate the current **State** theme in one of the following formats:

   AIMING FOR EXCELLENCE
   Aiming For Excellence
   Aiming for Excellence

   *Note:* FBLA must be on the name tag **BUT NOT** as part of the theme.

4. Submitted name tag for judging must include:
   a. A Member’s Name
   b. School
   c. Chapter Number
   d. The Current State Theme

5. Any name tag not adhering to these regulations will be disqualified.

**For Regional Conferences, please remember all members must wear a uniform name tag regardless of whether you enter this event.**
LOCAL CHAPTER NAME TAG

JUDGING

A panel of judges will select the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
LOCAL CHAPTER NAME TAGS

DISQUALIFICATIONS: The following items will be verified before actual judging begins. If any of the items are checked, the name tag will be disqualified.

____a. The name tag exceeds 4”x4” (Not including the form of attachment to the clothing)

____b. Name tag does not contain:
   ● A Member’s Name
   ● School
   ● Chapter Number

____c. Name tag does not include the current state theme in any of the following formats:

   AIMING FOR EXCELLENCE
   Aiming For Excellence
   Aiming for Excellence

**NOTE:** FBLA must appear somewhere on the name tag but NOT as a part of the theme name.

Judge's Initials_______________________

Up to 20 pts. per item | Excellent 16-20 pts | Good 11-15 pts | Fair 6-10 pts | Poor 0-5 pts

| CONTENT |
| OVERALL APPEARANCE |
| NEATNESS |
| ACCURACY—Free of spelling, keying or other errors |
| CREATIVE DESIGN |

MAXIMUM TOTAL SCORE (100) ________________

School: _________________________________________________________________

Judge's Initials: _________________________________________________________

Judge's Comments:

221
LOCAL CHAPTER NEWSLETTER
(REGIONAL/STATE ONLY)

FBLA activities should emphasize the importance of basic communication skills and promotion of the organization.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter this event if the following requirements are met:

- The local chapter newsletters must be the work of chapter members.
- The members working on the local chapter must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three local chapter newsletter entries per region is eligible for competition at the State Leadership Conference.

REGULATIONS

1. The local chapter must submit the original of two different newsletters in one letter-size manila folder properly labeled with school name and event title or event number. It must be received by the designated date.

2. The local chapter newsletters must be prepared by chapter members, not advisers. Local advisers should serve as consultants to ensure that the newsletters are well organized, contain substantial statements, and are written in a business style.

3. The newsletters must describe activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.

4. No professional publishing company is to be used in the creation of the local newsletter.

5. Newsletters are not to exceed four printed pages. (Four one-sided or two front and back)

6. The original newsletters must be submitted for judging.
LOCAL CHAPTER NEWSLETTER

7. Copies of the original should be distributed to the members.

8. Newsletters not adhering to these regulations will be disqualified.

JUDGING

A panel of judges will select the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
LOCAL CHAPTER NEWSLETTER

DISQUALIFICATIONS. The following items will be verified before actual judging begins. If any of the items are checked, the local chapter newsletters will be disqualified.

_____a. Two different issues of the local chapter newsletters are not submitted in one letter-sized manila folder.

_____b. Folder is not labeled: school name and event title.

_____c. Chapter name, chapter number, and date are not included in the masthead.

_____d. Newsletters exceed four printed pages (four one-sided or two front and back)

_____e. Newsletters do not describe the activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.

______ DISQUALIFIED  
Judge's Initials ____________________

Up to 25 pts per item | Excellent 20-25 pts | Good 14-19 pts | Fair 7-13 pts | Poor 0-6 pts
---|---|---|---|---
CONTENT—Appropriate news articles of chapter activities/business topics | | | | |
FORMAT OF NEWSLETTERS—Creative use of headlines/titles, type size/style | | | | |
OVERALL APPEARANCE AND ARRANGEMENT—Photos/graphics meaningfully and effectively displayed | | | | |
ACCURACY—Correct grammar/spelling, acceptable style | | | | |
TOTAL (Maximum 100) | | | | |

Chapter Name:________________________________________________________________________

Judge’s Signature:_____________________________________________________________________
Judge’s Comments:_____________________________________________________________________

224
LOCAL CHAPTER SCRAPBOOK
(REGIONAL AND STATE EVENT ONLY)

FBLA activities should encourage creative thinking and challenge the ingenuity of its members. These FBLA activities should be recorded in a historical manner to be kept as a permanent record of the FBLA chapter.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The scrapbook must be the work of chapter members.
- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three scrapbooks per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The scrapbook must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Failure to adhere to the following guidelines will result in disqualification of the scrapbook:

   a. Local chapter scrapbooks must be planned, constructed, and prepared by chapter members. Scrapbooks may not be prepared by advisers or persons outside the chapter.

      The scrapbook must be contained in the 12” x 12” or 11.75” x 12” FBLA scrapbook cover obtained through the FBLA-PBL Marketplace.

      Nothing may be written on or added to either side of the front or back covers of the 12” x 12” or 11.75” x 12” FBLA scrapbook.

   b. Pages must not be pre-printed with words, figures, designs, etc. Everything must be affixed to a blank scrapbook page. No computer generated pages are allowed.
LOCAL CHAPTER SCRAPBOOK
(REGIONAL AND STATE EVENT ONLY)

c. The scrapbook must **not exceed 100 pages**, excluding cover. Each side of the paper upon which information is given is counted as a page.

d. **All pages must be numbered** including title page, table of contents, and dividers.

e. The title page must be the **first page** and must contain **the name and number of the local chapter**. It may contain the names of the members who prepared the scrapbook and any other material.

f. Scrapbooks must have a **table of contents**.

3. Items included in the scrapbook should portray chapter activities **from Regional Leadership Conference to Regional Leadership Conference**. It may not be added to, changed, or brought up to date between the Regional and State Leadership Conferences.

4. Any quality and color paper may be used within the scrapbook.

5. A **general theme may be used** throughout the scrapbook.

PROCEDURE

Scrapbooks must be taken to the place specified at the Regional and State Leadership Conferences. They must be left at the time indicated in the program. Only one person should check in with the event coordinator to place the scrapbook for judging. No one from local chapters will be permitted to be present before or during judging.

JUDGING

A panel of judges will select the winners. All judges’ decisions are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conferences is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
LOCAL CHAPTER SCRAPBOOK  
(REGIONAL AND STATE EVENT ONLY)

**DISQUALIFICATIONS:** The following items will be verified before actual judging begins. If any of the items are checked, the scrapbook will be disqualified.

___a. Not contained in the **standard FBLA cover.**

___b. Pages must not be **pre-printed** with words, figures, designs, etc., or computer generated.

___c. Scrapbook **exceeds 100 pages**, excluding cover.

___d. All pages **not numbered** including title page, table of contents, and dividers.

___e. Title page is **not the first page** and does **not** contain the **name and number of the local chapter.**

___f. Scrapbook does not have a **table of contents.**

Judge's Initials_______________________

<table>
<thead>
<tr>
<th>Up to 20 pts. per item</th>
<th>Excellent 16-20 pts</th>
<th>Good 11-15 pts</th>
<th>Fair 6-10 pts</th>
<th>Poor 0-5 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS—Record of activities from regional to regional conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARRANGEMENT—Orderly presentation of contents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEATNESS—Smudge free, no visible glue spots, uniformity of lettering, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACCURACY—Free of spelling, keying or other errors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CREATIVITY—Creativity of page layout/theme</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MAXIMUM TOTAL SCORE (100) ____________________**

School: ____________________________________________________________

Judge's Initials: ___________________________________________________

Judge's Comments:
LOCAL RECRUITMENT OF CHAPTERS
FBLA RECOGNITION AWARD
(STATE EVENT ONLY)

This event honors local chapters that charter or reactivate a chapter of FBLA and/or PBL. Additional FBLA chapters provide more students with the opportunity to become better prepared for careers in business and make the expansion of services and activities possible.

ELIGIBILITY

State Conference Eligibility: All active local chapters are eligible.

REGULATIONS

1. The entry form must be completed and mailed to the state office by the designated date.

2. The chartering or reactivation of FBLA and/or PBL chapters will be used in the computation of this event.

3. Chapters that install officers and initiate members of currently active chapters do not qualify for this award.

4. A maximum of two (2) chapters can receive credit for chartering/reactivating the same chapter.

PROCEDURE

The entry form should include the following information for each chapter chartered or reactivated:

1. Chapter number

2. Name of school

3. City, State, Zip Code

4. Activities completed to charter or reactivate

5. Date chartered or reactivated
LOCAL RECRUITMENT OF CHAPTERS
FBLA RECOGNITION AWARD

(STATE EVENT ONLY)

Winners in this event are determined by the state office after the audits of the current year's membership records. The figures used in determining the winners will be the number of newly chartered or reactivated chapters on record in the FBLA state office at the close of business on February 1 of the current school year.

AWARDS

At the State Leadership Conference, recognition certificates will be presented to all local chapters which charter or reactivate chapters during the current school year.
MANAGEMENT DECISION MAKING

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

CONTENT

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.

- **Only the objective test** will be given at the Regional Leadership Conference.

**Objective Test:**

The objective test may include questions on information and communication systems, human resource management, financial management, business operations; management functions and the environment; business ownership and the law, strategic management; ethics and social responsibility, marketing, economics concepts and careers.

**Case Study:**

At the State Leadership Conference, a maximum number of eight (8) teams will be selected based on the objective test scores to present the decision-making problem.

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

**Career Cluster(s):** Business, Management & Administration; Marketing, Sales and Service

**Business Education Curriculum Standards:** Accounting, Business Law, Communications, Economics and Personal Finance, Entrepreneurship, Information Technology, and Management

**ELIGIBILITY**

**Regional Conference Eligibility:** Each chapter may enter one (1) team that must be composed of two to three (2 to 3) members if the following requirements are met:

- One (1) team member may have entered this event at a prior National Leadership Conference.
The participants must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Two (2) 4"x6" index cards will be provided to 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.

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

6. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

**PROCEDURE**

**Objective Test:**

At the Regional Leadership Conference, a one-hour objective test will be administered based on the previously listed CONTENT. At the State Leadership Conference, both the objective test and the case study problem will be administered. **Team members will take one objective test collaboratively.**

**Online Testing:** Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

At the State Leadership Conference, the eight (8) teams with the highest scores on the objective test will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the conference headquarters.
Management Decision Making

Case Study Problem (State Only):

Members of the eight (8) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. **Teams who do not show up to be sequestered for the performance event will be disqualified.** NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

Twenty (20) minutes before their performance time each team will receive an envelope containing the case study.

Two (2) 4” x 6” note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

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

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

Performances are open to conference attendees who are not performing participants of this event.

Judging

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

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

Awards

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: ____________________________________________________________

SCHOOL: ______________________________________________________________________

As a competitor in the online test _________________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Date

Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

MANAGEMENT DECISION MAKING

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ____________________________
Signature of Proctor  Date

Address of Proctor: _____________________________________________________________
____________________________________________________________________________

Phone Number: ________________________________________________________________
Email: _________________________________________________________________________
# MANAGEMENT DECISION MAKING

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Issues presented in case are addressed completely</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Management’s decision is clear</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>All team members participate actively during the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
<tr>
<td><strong>Dress Code Penalty:</strong></td>
<td>Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty:</strong></td>
<td>Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FINAL SCORE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

School: ____________________________________________________________

City: ___________________________ State: ____________________________

Judge's Signature: ________________________________________________

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.

CONTENT

Objective Test:
The objective test may include questions on system 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.

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

Career Cluster(s): Business, Management & Administration; Information Technology

Business Education Curriculum Standards: Communication, Information Technology and Management

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guidelines are met:

- The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Only one team member may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
Regional Objective Test:

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test. Participants cannot use their own calculators or cell phones.

State Objective Test:

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

Online Testing: For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

The eight (8) teams with the highest score on the objective test will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the event office.

State Performance

A maximum of eight (8) finalists—or an equal number from each group—will advance to the final round.

Teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments. 

*Teams who do not show up to be sequestered for the performance event will be disqualified.* NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

Twenty (20) minutes before the performance, each participant will receive the scenario.

Two (2) 4” X 6” note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

A flip chart and markers will be provided.
MANAGEMENT INFORMATION SYSTEMS

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

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

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

The final performance is open to conference attendees who are not performing participants of this event.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

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

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITOR NAME: ________________________________________________________________

SCHOOL: ______________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  ______________________________
Signature of Competitor   Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

MANAGEMENT INFORMATION SYSTEMS

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

__________________________________________________________  __________________________
Signature of Proctor                                             Date

Address of Proctor: ________________________________________________

Phone Number: ______________________________________________________

Email: _____________________________________________________________
# MANAGEMENT INFORMATION SYSTEMS

## Judges' Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describes the situation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Issues a solution or recommendation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Uses correct terminology</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Present effective strategy</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td><strong>EXPLANATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System appropriate for size of business</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>System solution is feasible and realistic given specified time frame</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Technology is currently available</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Future needs are considered</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Information security issues are addressed</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Meets the needs of the company</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>All team members participate actively during the presentation.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

## SUBTOTAL

/150 max

**Dress Code Penalty**: Deduct five (5) points when dress code is not followed.

**Penalty**: Deduct five (5) points for failure to follow guidelines

## FINAL SCORE

/150 max

School: 

City: _____________________ State: _____________________

Judge's Signature: 

Judge's Comments:
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.

CONTENT

The objective test may include questions on price, product, place, and promotion; channels of distribution; legal, ethical and social aspects of marketing; promotion and advertising media; e-commerce; international marketing; information marketing research and planning.

Career Cluster(s): Business, Management & Administration; Marketing, Sales & Service
Business Education Curriculum Standards: Entrepreneurship, Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guidelines are met:

- The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
MARKETING

PROCEDURE

Regional Objective Test:

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test. Participants cannot use their own calculators or cell phones.

State Objective Test:

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

Online Testing: For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

The eight (8) teams with the highest score on the objective test will be scheduled for the interactive case study. The order of performance will be drawn at random by an impartial person in the event office.

State Performance

A maximum of eight (8) finalists—or an equal number from each group—will advance to the final round.

Teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments. All team members will be sequestered until their performance times. Teams who do not show up to be sequestered for the performance event will be disqualified. No cell phones are allowed to be in the holding room.

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

Two (2) 4” x 6” note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

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

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.

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

The final performance is open to conference attendees who are not performing participants of this event.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test __________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Signature of Competitor

________________________________________
Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

MARKETING

Proctor Name: _________________________________________________________________

School:  ______________________________________________________________________

Event(s):  ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ______________________________
Signature of Proctor                     Date

Address of Proctor:  _____________________________________________________________
____________________________________________________________________________

Phone Number:  ________________________________________________________________
Email:  ________________________________________________________________
# MARKETING

## Performance Ratings Sheet

### Judges' Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well-defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Issues presented in case are addressed completely</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Management’s decision is clear</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business language used</td>
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<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>All team members actively participate during the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members demonstrate the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

**Dress Code Penalty:** Deduct five (5) points when dress code is not followed.

**Penalty Points:** Deduct five (5) points for failure to follow guidelines

**FINAL SCORE**

<table>
<thead>
<tr>
<th></th>
<th>/100 max</th>
</tr>
</thead>
</table>

School: _____________________________________________________________

City: ___________________________ State: ___________________________

Judge's Signature: _________________________________________________

Judge's Comments:
MOBILE APPLICATION DEVELOPMENT

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

CONTENT

The topic to be developed for competition at the 2014 Regional, State, and National Conferences will be:

Your adviser wants to help prepare members for the NLC competition in the chapter’s three subject areas that the members struggle with, and has asked for your help. Your adviser thinks a mobile application that combines a game, social media, and the opportunity for academic advancement through social networking and peer support will motivate and encourage members to improve in competition. Include a reward system built into the App with prizes based on point levels. The App should link to either Facebook or Foursquare to allow check-in functionality with location services.

Create an App for one of the following subjects:
- Business Communication
- Introduction to Information Technology
- Management

Members will share their current level of expertise in one of the given subject areas to include:
- I’m an expert and I want to help people!
- I’m doing okay and I don’t need help – but I’m not confident enough to help others
- I need help
- I need a tutor because–I just can’t get the hang of this subject

Members earn points in the following ways (App Developer to determine points earned for each accomplishment):
- Bravery Points (first time asking for help)
- Help Requested Points
- Help Given Points
- Tutoring Provided Points
- Teacher Study Session Points
- Additional points as determined by the App Developer
MOBILE APPLICATION DEVELOPMENT

The App should also give members the ability to share tips, tricks, and study resources with fellow App Users. Points could be awarded for tips that are appreciated by other users. The developer is welcome to add additional challenges and point earning opportunities.

Career Clusters: Information Technology
Business Education Curriculum Standards: Information Technology: computer architecture; operation systems, environments, and utilities; systems analysis and design; communications and networking infrastructures; network applications; Management: technology and information management

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one (1) individual or team composed of two to three (2 to 3) members if the following requirements are met:

- The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant(s) must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have entered this event at a prior National Leadership Conference.

3. Participant(s) failing to report on time for the event will be disqualified.

4. Participant(s) must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURES

The individual or team will research the topic, and then create a mobile application on the national topic.

Submit two DVDs containing the executable object, data, program documentation, including but not limited to, execution instructions, system requirements, and text files for all program code—and support files needed to run the executable file along with a Statement of Assurance.
MOBILE APPLICATION DEVELOPMENT

The DVD’s may be labeled using any method, but must include the name of the event, state, school, and participant(s) name.

The prejudged submission must include the source code and screen shots of the GUI in PDF format for review.

The solution must run standalone with no programming errors.

May use one of the following platforms to develop the mobile application: Google’s Android™, Apple iOS™ or Microsoft Windows Phone™.

- The application may not be deployed as a web application delivered over HTTP.
- The application may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- The application must be presented to the judges (projection equipment may be used).
- The application need not be available for download from a digital-distribution multimedia content service such as Google Play™, Apple Store, or Microsoft.
- The prejudged submission must include the source code and screen shots of the GUI in PDF format for review.
- Program produced for this event must be prepared by the participant(s) without help from other programmers or teachers.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
MOBILE APPLICATION DEVELOPMENT

FBLA RATING SHEETS

FBLA Statement of Assurance

National Event Entry Form

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state advisor.

Check one:
- Computer Game & Simulation Programming
- Desktop Application Programming
- Digital Video Production (URL to State Adviser)
- Digital Design & Promotion
- E-business (URL to State Adviser)
- E-business (URL to State Adviser)
- Mobil Application Development
- Public Service Announcement
- Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: 
Check One: ☐ FBLA

School: ___________________________
Website URL Address: ___________________________
(where appropriate)
Member(s) Name: ___________________________

Local Chapter Contact
Name: ___________________________
Daytime/Cell Number: ___________________________
Home E-mail: ___________________________

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/We agree that this event may be linked, promoted, and used in any way by the national FBLA-FBLA, Inc. for purposes of promoting the association. (Typed name is accepted for signature)

Name of Team Member: ___________________________
Adviser’s Name: ___________________________

Name of Team Member: ___________________________
Name of Team Member: ___________________________

Complete this Document Section for the Above Events (replaces Readme file):

Software Used: ___________________________
Source of Information: ___________________________
Copyright Notations: ___________________________
Instructions for Running Project: ___________________________
Template(s) Used (source): ___________________________

RATING SHEETS-52

CHAPTER MANAGEMENT HANDBOOK ©2013
# MOBILE APPLICATION DEVELOPMENT

## Production Ratings Sheet

### Judges' Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM USABILITY AND SUPPORT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downloadable to mobile device and functional on iPhone, Android, or Blackberry</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Instructions clear and application can be loaded on a phone</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>GAME CONCEPT &amp; DESIGN EVALUATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fully addresses concept and topic</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Graphics are appropriate and consistent for concept and age group</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Incorporates social media elements as appropriate to topic</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>ICON in store or on phone after downloaded is consistent with application</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Buttons within application include the landing page (index), a technical support button and at least one other button</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Errors did not crash application</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Code is well written and logically designed</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL**

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

**FINAL SCORE**

School: ________________________________________________________________

City: __________________________ State: __________________________

Judge's Signature: _______________________________________________________

Judge's Comments:
MR. FUTURE BUSINESS LEADER
MS. FUTURE BUSINESS LEADER

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

CONTENT

These events consist of three (3) parts:

Letters of Application and Resume:

The letter of application and resume must be composed prior to the Regional Leadership Conference and submitted at the registration desk on the day of the Regional Leadership Conference. The letter of application and resume for the regional winners will be transferred from the region for use in judging at the State Leadership Conference. Regional winners may submit updated materials by the State Leadership Conference deadline.

Objective Test:

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

Interviews:

Participants will be scheduled for a simulated interview.

Career Cluster(s): Business, Management & Administration; Information Technology; Marketing, Sales & Service


ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:
MR. FUTURE BUSINESS LEADER
MS. FUTURE BUSINESS LEADER

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

- The participant must be a **SENIOR**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three participants per region in each category are eligible to compete at the State Leadership Conference.

**REGULATIONS**

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

5. At the registration desk on the day of the Regional Leadership Conference, the participants must submit three (3) letter-size manila folders, each containing a single copy of the following items:
   
   a. A one-page letter of application (original or copy) for the award addressed to Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc.; 1912 Association Drive, Reston, VA 20191. The letter should state the reasons the participant is deserving of the honor of this award.

   b. A brief resume (original or copy) not to exceed two pages. Photographs are not allowed.

6. Each folder must be labeled with the participant's name, school, state, and event title.

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

8. No other material may be submitted to the judges.
9. The letters of application and resumes must be prepared by student members, not advisers. 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.

PROCEDURE

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

Letter of Application and Resume:

A letter of application and resume must be submitted as previously listed under CONTENT and REGULATIONS

Objective Tests:

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

Interviews:

The finalists are selected based on the objective test scores. Ten (10) finalists will be selected for a ten-minute (10) interview at region and a fifteen-minute (15) interview at state.

Participants will be assigned times at random for their interview.

The interview scores will be used in determining the winners. In the case of a tie, the objective test scores may be used to determine final rank.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

The interview portions of these events will be evaluated by a panel of judges. All decisions of the judges are final.
The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

MR/MS FUTURE BUSINESS LEADER

Competitor Name: ______________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I

certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to
  participate in the above indicated event.

________________________________________
Name of School

________________________________________
Signature of Competitor

Date
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

MR/MS FUTURE BUSINESS LEADER

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): ____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________ ________________________________
Signature of Proctor Date

Address of Proctor: ______________________________________________________________________

Phone Number: _________________________________ ________________________________

Email: ______________________________________________________________________
PRELIMINARY CHECKSHEET

The following items will be used to verify that materials are properly prepared for submission at the Regional Leadership Conference registration. If any of the items are checked, the participant will be disqualified.

___ a. Three copies (original and/or copy) of a one-page letter of application for the award are submitted.

___ b. Letter of application is addressed to Ms. Jean Buckley, President and CEO. FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191.

___ c. Three copies (original and/or copy) of a brief resume of the participant (not to exceed two pages) are submitted.

___ d. One copy of the letter of application and one copy of the resume make one set of materials.

___ e. Each set must be placed in a letter-size manila folder. The participant must have a total of three folders.

___ f. Each folder must be properly labeled: student's name, school, state, and event title.

___ g. No photographs or facsimiles of photographs are included.
# MR. FUTURE BUSINESS LEADER
## MS. FUTURE BUSINESS LEADER

## FUTURE BUSINESS LEADER
### Interview Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERVIEW</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates poise, maturity, and a good attitude</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, initiative, and assertiveness</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Professional appearance</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates proper greeting, introduction, and closing</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>LEADERSHIP ABILITY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illustrates participation and leadership in FBLA</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Explains participation in other school and/or community organizations</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Explains and shows areas of outstanding achievement</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Indicates understanding of career knowledge and career plans</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>APPLICATION MATERIALS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of application materials (e.g. resume, letter of application)</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
</tbody>
</table>

### SUBTOTAL /100 max

### Penalty Points
- Deduct five (5) points for failure to fully follow the guidelines.

### FINAL SCORE /100 max

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*DISQUALIFICATION* - Required materials are not submitted properly

- Three copies of a one-page letter of application for the award properly addressed to Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc. 1912 Association Drive, Reston, VA 20191; and three copies of a resume (not to exceed two pages) in three letter-size manila folders.
- Folders not labeled with student's name, school, state, and event title.
- Inclusion of photographs or facsimiles of photographs.

Name: ____________________________________________________________

School: ____________________________ State: ____________________________

Judge's Signature: ________________________________________________

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.

CONTENT

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

Objective Test:

The collaborative objective test may include questions on network installation – planning, configuration, and topology; problem solving and troubleshooting; network administrator functions; services; configuration of Internet resources; backup and disaster recovery.

Interactive Role Play:

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

Career Cluster(s): Information Technology

Business Education Curriculum Standards: Communication, Information Technology, Management

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guidelines are met:

- The participants must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- One (1) team member may have entered this event at a prior National Leadership Conference.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.
NETWORK DESIGN

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

4. Two (2) 4"x 6" index cards will be provided to each team member 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.

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

6. A flip chart and markers will be provided.

PROCEDURES

Regional Objective Test:
A one-hour collaborative objective test will be administered based on the previously listed competencies. Team members will take one objective test cooperatively.

Online Testing: Participants will be provided with a non-programmable calculator to use during the test. Participants cannot use their own calculators or cell phones.

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

Online Testing: For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

The eight (8) teams with the highest score on the objective test will be scheduled for the performance. The order of performance will be drawn at random by an impartial person in the event office.

State Case Study:
Members of the eight (8) finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. Teams who do not show up to be sequestered for the performance event will be disqualified. NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.
NETWORK DESIGN

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

Two (2) 4” x 6” note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. They will be collected following the presentation.

A flip chart and markers will be provided.

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.

Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute is left. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

The final performance is open to conference attendees who are not performing participants of this event.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

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

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

NETWORK DESIGN

Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test ________________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                      Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

NETWORK DESIGN

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:
- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

___________________________________________  ________________________________
Signature of Proctor  Date

Address of Proctor: _____________________________________________________________
____________________________________________________________________________

Phone Number: __________________________________________________________________

Email: _______________________________________________________________________

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## NETWORK DESIGN

Network Design

### Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describes the situation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Resolves problem</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Use correct terminology</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Presents an effective strategy</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td><strong>TECHNOLOGY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System appropriate for size of business</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Technology is currently available or being developed</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Future needs are considered</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Meets the needs of the company</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>All team members participate actively during the presentation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Team members demonstrate the ability to effectively answer questions</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL** /150 max

**Penalty:** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty:** Deduct five (5) points when dress code is not followed.

**FINAL SCORE** /150 max

Member(s): ____________________________________________________________

School: ____________________________________________________________

City: _____________________ State: ________________________

Judge's Signature: ______________________ Date: ______________________

**Judge’s Comments:**
NETWORKING CONCEPTS

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

CONTENT

The objective test will consist of questions on general network terminology, equipment for network access, network operating system concepts, OSI model and functionality, and network topologies, network security and connectivity.

Career Cluster(s): Information Technology
Business Education Curriculum Standards: Information Technology, Management

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
NETWORKING CONCEPTS

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM

FOR STATE LEADERSHIP CONFERENCE ONLY

NETWORKING CONCEPTS

Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________     ________________________________
Signature of Competitor                        Date

__________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

NETWORKING CONCEPTS

Proctor Name: ____________________________________________________________

School:  ______________________________________________________________________

Event(s):  _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  ______________________________
Signature of Proctor                       Date

Address of Proctor:  ____________________________________________________________

______________________________________________________________________________
Phone Number:  ________________________________________________________________
Email:  ________________________________________________________________
PARLIAMENTARY PROCEDURE

CHARLES W. YOUNG AWARD

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

CONTENT

This event is composed of two (2) parts:

Objective Test:

The majority of the objective test will consist of parliamentary procedure principles with additional questions on FBLA Bylaws. Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section of the exam will be drawn from NAP’s official test bank. The team score is determined by averaging the scores of its members.


Performance:

The case problem will be given to simulate a regular chapter meeting.

Career Cluster(s): Business Management and Administration
Business Education Curriculum Standards: Communication

ELIGIBILITY

Regional Leadership Conference: Each chapter may enter one (1) team, which must be composed of four (4) or five (5) persons—president, vice president, secretary, treasurer, and an additional member if the following guidelines are met:

- Only two (2) members may have participated in this event at a prior National Leadership Conference.
- The team members must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region is eligible to compete at the State Leadership Conference.
PARLIAMENTARY PROCEDURE

Regional/State Parliamentarian:

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

1. Are active members

2. Have one or more years remaining in FBLA

3. Score highest on the regional or state parliamentary procedure objective test at the Regional or State Leadership Conference

4. Have completed the application form for regional/state parliamentarian and submitted them by the designated date.

*An eligible regional candidate is the person who scores highest on the Parliamentary Procedure objective test at the Regional Leadership Conference and is not already a member of a regional team participating at the Regional Leadership Conference. This person is eligible to take the objective test at the State Leadership Conference solely for consideration as State Parliamentarian.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants failing to report on time for the event will be disqualified.

3. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

4. Chapters are allowed one (1) substitution of a team member on the original parliamentary procedure team who participated at the Regional Leadership Conference.
PARLIAMENTARY PROCEDURE

PROCEDURE

Objective Test:

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

The team score is determined by averaging the scores of its members. The five (5) teams with the highest average scores will be selected for the performance. The order of performance will be drawn at random by an impartial person in the conference headquarters.

Performance:

Members of the five (5) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. Teams who do not show up to be sequestered for the performance event will be disqualified. NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

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

The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer’s report, and a copy of the minutes from a preceding meeting. Participants are not to write on the copy of the problem.

Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance the secretary will take notes, but the notes will not be transcribed into minutes.

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

The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
PARLIAMENTARY PROCEDURE

Performance time may be from nine (9) to eleven (11) minutes. At the end of eight (8) minutes, a timekeeper will stand until noticed and hold up a time card. At eleven (11) minutes, the timekeeper will stand and hold up a time card indicating time is up.

When each team is finished, the time will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes and over eleven (11) minutes.

The final performances are open to conference attendees who are not performing participants of this event.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

The performance portion of the event will be evaluated by a panel of judges. Judges’ decisions will be based on new 11th edition of Robert's Rules of Order. All decisions of the judges are final.

Final rank will be determined by a weighting of 30 percent for the team average test score and 70 percent for the team performance score.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.

PARLIAMENTARY AUTHORITY REFERENCE

PARLIAMENTARY PROCEDURE  Performance Rating Sheet

MOTIONS
Instructions: 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)rivileged, (I)ncidental, (B)ring Again

<table>
<thead>
<tr>
<th>MOTIONS</th>
<th>M</th>
<th>S</th>
<th>P</th>
<th>I</th>
<th>B</th>
<th>Value</th>
<th>Score</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
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</tr>
<tr>
<td>Subsidiary</td>
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<td></td>
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</tr>
<tr>
<td>Privileged</td>
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<td></td>
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<td>6</td>
<td></td>
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</tr>
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<tr>
<td>Bring Again</td>
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<tr>
<td>Subtotal</td>
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<td></td>
<td></td>
<td>30</td>
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<td></td>
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BUSINESS OF THE MEETING

<table>
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<tr>
<th>Value</th>
<th>Score</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

FBLA Chapter: ____________________________
Judge’s Signature: ________________________
Judge’s Comments: ________________________

GENERAL PARLIAMENTARY PROCEDURE

<table>
<thead>
<tr>
<th>VALUE</th>
<th>SCORE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
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<tr>
<td>10</td>
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<td>5</td>
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</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PERFORMANCE CATEGORIES  TOTAL SCORES

Motions
Business of the Meeting
General Parliamentary Procedure

Time Penalty:
(Deduct 1 point per full half minute under 8:31 minutes and 11:29 minutes)
Time: _______________________

Penalty: Deduct five (5) points for not following directions
Penalty: _______________________

Dress Code Penalty: Deduct five (5) points when dress code is not followed.
Penalty: _______________________

Total Score /100
PARTNERSHIP WITH BUSINESS PROJECT
(STATE AND NATIONAL EVENT ONLY)

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

CONTENT

This report describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about successful businesses. This event should not be a chapter fundraising activity.

Career Cluster(s): Business, Management & Administration; Information Technology; Marketing, Sales & Service

Business Education Curriculum Standards: Career Development, Communication, Entrepreneurship, Information Technology Management

ELIGIBILITY

State Conference Eligibility: Each chapter uploads a PDF of the report from its members who are posted as having paid local, state, and national dues by the membership deadline of February 1.

REGULATIONS

1. The Partnership with Business Project report must be listed on the Event Participation Summary Form and submitted by the designated date.

2. Report formats must adhere to the following guidelines:
   a. Student members, not advisers, must prepare the report.
   b. A PDF of the report must be uploaded by the chapter adviser and received by the state office for judging by the designated date.
   c. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
   d. Front cover is not counted against the page limit and must contain the following information: name of the school, name of the event, name(s) of students (if applicable), and year (201x-1x).
   e. Table of contents with pages numbers.
   f. 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.
   g. Pages are numbered and must be sized for 8 ½” x 11”.

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PARTNERSHIP WITH BUSINESS PROJECT  
(STATE AND NATIONAL EVENT ONLY)

h. Reports must not exceed fifteen (15) pages. (A title page, divider pages, and appendices are optional and are included in the page count.)

3. Entries must adhere to all regulations or penalty points will be deducted.

4. A maximum of five (5) chapters will be presented awards at the State Leadership Conference. The top two reports will be submitted to the FBLA National Office for consideration.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

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

AWARDS

The judges will determine the number of awards presented at the State Leadership Conference. The maximum number will be five.
PARTNERSHIP WITH BUSINESS PROJECT

PRELIMINARY CHECKSHEET

Judges: Before evaluating the contents of the report, please check to see the regulations listed below were followed. Place a checkmark by any item(s) that is not in compliance, then judge the report.

Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):

Front Cover
- Front cover is not counted against the page limit and must contain the following information: name of the school, state, name of the event, name(s) of students (if applicable), and year (2-1x-1x)

Missing table of contents & page numbers

Over fifteen (15) pages
- Reports must not exceed 15 pages (a title page, divider pages, and appendices are optional and must be included in the page count).

No page numbers in report

Report format does not follow rating sheet
- Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be sized for 8 ½” x 11” paper.

Judge's Initials ______________ School ____________________
## PARTNERSHIP WITH BUSINESS PROJECT

### Written Report Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REPORT CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description of the partnership goals</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Description of the planning activities used to build a partnership</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Roles of business leaders and chapter members in developing the partnership</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Implementation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description of the activities implemented to learn concepts of business operations</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Roles of business leaders and chapter members in implementing the project</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Results, concepts learned, and impact of the project provided</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Degree of Involvement (e.g., hours spent, personal contact, and executives and department heads contacted)</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Examples of publicity and recognition received as a result of the partnership</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>FORMAT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear and concise presentation with logical arrangement of information following the rating sheet categories</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Professional report design appropriate to audience</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Correct grammar, punctuation, spelling, and acceptable business style</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100 max</td>
</tr>
<tr>
<td><strong>Penalty Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points each for not adhering to the Report Guidelines (maximum of twenty [20] points):</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>___ cover incorrect; ___ missing table of contents; ___ over fifteen (15) pages, ___ no page numbers in report, ___ report format does not follow rating sheet</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
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<td></td>
<td></td>
<td></td>
<td>100 max</td>
</tr>
</tbody>
</table>

School: ________________________________________________  City: ______________________________  State: ______________________________
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.

CONTENT

The objective test will focus on financial principles related to personal decision making, earning a living, income, taxes, managing budgets and finance; saving and investing; buying goods and services; banking, credit, and insurance.

Career Cluster(s): Business, Management and Administration; Finance
Business Education Curriculum Standards: Economics and Personal Finance

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
PERSONAL FINANCE

PROCEDURE

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

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participant and returned to the state office for online test completed at the school site.

JUDGING

Online Testing: Ties will be broken based on the order in which the tests were completed.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
COMPETITION NAME: ________________________________

As a competitor in the online test _______________________________ (name of event), I certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to participate in the above indicated event.

________________________________________
Name of School

________________________________________
Signature of Competitor

___________________________
Date
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

PERSONAL FINANCE

Proctor Name: _________________________________________________________________

School: ______________________________________________________________________

Event(s): _____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing
to serve as a proctor for this competitive event. Your involvement and commitment makes this
program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take
place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot
common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will
start. If for any reason the computer locks up, the timing will stop. The student should be able
to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming
calculators provided by the school or the calculator on the computer can be used. CELL
PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of
  the testing.

___________________________________________  _________________________
Signature of Proctor                               Date

Address of Proctor: ___________________________________________________________
__________________________________________________________________________

Phone Number: ______________________________________________________________
Email:  _____________________________________________________________________
PUBLIC SERVICE ANNOUNCEMENT

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

CONTENT

The topic to be developed in this presentation and submitted for competition at the 2014 Regional, State, and National Leadership Conferences will be:

**Exercising/Eating Right**

The presentation may include, but not limited to, elements such as graphics, pictures, music, voice over, sound and text.

**Career Cluster:** Arts, A/V Technology and Communications  
**Business Education Curriculum Standards:** Communication: technological, organizational; Information Technology: information technology and major business functions, application software, input technologies, information retrieval

ELIGIBILITY

**Regional Conference Eligibility:** Each chapter may enter one individual or team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guideline is met:

- The participant(s) must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

**State Conference Eligibility:** Based on competitive event results, a maximum number of three individuals/teams per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant(s) must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Only one participant may have entered this event at a prior National Leadership Conference.

3. Participant(s) must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.
PUBLIC SERVICE ANNOUNCEMENT

4. Student members, not advisers, must prepare the presentations. Advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are presented in a professional manner.

5. Entries may be created by an individual or a team of two or three members.

PROCEDURE

Preliminary Performance

1. A maximum of eight (8) finalists—or an equal number from each group—will advance to the final round.

2. The presentation is an explanation of the topic research, script development, and video production.

3. The PSA must be shown to the judges. The presentation should include, but not be limited to: the team’s objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used; and copyright issues with pictures, music or other items.

4. Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.

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

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

7. The chapter must provide all equipment needed for the presentation. Internet access will be available.

8. Teams will have five (5) minutes to describe the project and show their video.

9. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute is left, and at five (5) minutes, the timekeeper will stand and hold up a time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.

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

11. Preliminary performances are not open to conference attendees.
PUBLIC SERVICE ANNOUNCEMENT

Final Performance

The final performance 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.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FBLA RATING SHEETS

FBLA Statement of Assurance

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state adviser.

Check one:  
☐ Computer Game & Simulation Programming  ☐ E-commerce (URL to State Adviser)  
☐ Desktop Application Programming  ☐ Mobile Application Development  
☐ Digital Video Production (URL to State Adviser)  ☐ Public Service Announcement  
☐ Digital Design & Promotion  ☐ Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These event[s] will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State:  
Check One:  ☐ FBLA

School:  
Website URL Address:  
(whichever appropriate)

Member(s) Name:  

Local Chapter Contact  
Name:  
Daytime/Cell Number:  
Home E-mail:

I/we, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/we agree that this event may be linked, promoted, and used in any way by the national FBLA-FBL, Inc. for purposes of promoting the association. (Typed name is accepted for signature)

Name of Team Member  
Adviser’s Name  
Name of Team Member

Complete this Document Section for the Above Events (replaces Readme file):

Software Used:  
Source of Information:  
Copyright Notification:  
Instructions for Running Project:  
Template(s) Used (source):  

RATING SHEETS 52

CHAPTER MANAGEMENT HANDBOOK ©2013
PUBLIC SERVICE ANNOUNCEMENT

Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIDEO PRESENTATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic (social issue) fully and properly researched and demonstrated in video</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Video is clear and concise (does not exceed 30 seconds)</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Elements included in PSA video are suitable, appropriate, and directed towards a specific audience</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Audio and visual elements coordinated and complimentary</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Video is effective at informing and/or evoking a changed attitude towards the issue</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Presentation shows creativity and originality</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Presentation includes an effective opening, body, and conclusion</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Transitions are effective and appealing</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Audio Editing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Good quality</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>• Appropriate volume</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proper Use of Video Technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Video uses multiple camera angles</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>• Video is smooth and steady</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Video is in focus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Titles and graphics enhance overall quality of presentation</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>DELIVERY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thoughts and statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/150 max</td>
</tr>
</tbody>
</table>

Time Penalty: Deduct five (5) points for presentations over five (5) minutes. Time:

Penalty: Deduct five (5) points for failure to follow guidelines.

Dress Code Penalty: Deduct five (5) points when dress code is not followed.

FINAL SCORE | /150 max

Member(s): ____________________________________________________________

School: _____________________________________________________________
City: __________________________ State: __________________________
Judge’s Signature: __________________________ Date: ______________________
Judge’s Comments:
PUBLIC SPEAKING I

This event recognizes FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills. This event is for members who are secondary students grades 9 and 10.

CONTENT

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.

Career Cluster(s): Business, Management & Administration; Marketing, Sales & Service
Business Education Curriculum Standards: Communication

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- Only members who are secondary students in grades 9 and 10 are eligible.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

5. This event consists of a four (4) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.
6. The goals include:
   - Develop competent, aggressive business leadership.
   - Strengthen the confidence of students in themselves and their work.
   - Create more interest in and understanding of the American business enterprise.
   - Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
   - Develop character, prepare for useful citizenship, and foster patriotism.
   - Encourage and practice efficient money management.
   - Encourage scholarship and promote school loyalty.
   - Assist students in the establishment of occupational goals.
   - Facilitate the transition from school to work.

7. Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.

8. When delivering the speech, the participant may use notes or note cards.

9. No visual aids may be used.

10. No lectern/podium or microphone will be provided.

**PROCEDURE**

**Preliminary Round:**

Participants may be divided into preliminary groups.

Participants will report for instructions and will be assigned speaking times thirty (30) minutes prior to the first speech.

At the time of the performance, the event coordinator will introduce each participant by name only and will announce the title of his/her speech.

Each speech should be four (4) minutes in length. At the end of three (3) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute is left. At four (4) minutes, the timekeeper will stand and hold up a time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
PUBLIC SPEAKING I

Preliminary performances are not open to conference attendees.

For the Regional Leadership Conference, an equal number of participants will be selected from each group for the final presentation, not to exceed a total of six finalists.

For the State Leadership Conference, a maximum of eight (8) participants—four (4) from each group—will be selected for the final round.

**Final Round:**

Participants will be assigned times at random for their final performance.

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

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

**JUDGING**

Participants will be judged by a panel of judges. All decisions of the judges are final.

**STATE AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
PUBLIC SPEAKING I

PUBLIC SPEAKING I
Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Preliminary Round</th>
<th>Final Round</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not Demonstrated</td>
<td>Does Not Meet Expectations</td>
</tr>
<tr>
<td>CONTENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obvious incorporation of FBLA-PBL goals</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Memorable central theme stated and repeated</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Supporting information is accurate and appropriate</td>
<td>0</td>
<td>1-2</td>
</tr>
<tr>
<td>ORGANIZATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate introduction of topic</td>
<td>0</td>
<td>1-5</td>
</tr>
<tr>
<td>Strong support (body) for topic</td>
<td>0</td>
<td>1-5</td>
</tr>
<tr>
<td>Effective and memorable conclusion</td>
<td>0</td>
<td>1-5</td>
</tr>
<tr>
<td>DELIVERY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extemporaneous delivery, i.e., not merely read from a script or notes</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Professional tone, appropriate language</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Effective posture, body language, eye contact, gestures</td>
<td>0</td>
<td>1-2</td>
</tr>
<tr>
<td>Presentation is sincere, interesting, clear, creative, and convincing</td>
<td>0</td>
<td>1-2</td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Penalty:</td>
<td>Deduct five (5) points for presentations under 3:31 or over 4:29 minutes. Time:</td>
<td></td>
</tr>
<tr>
<td>Penalty:</td>
<td>Deduct five (5) points for failure to follow guidelines</td>
<td></td>
</tr>
<tr>
<td>Dress Code Penalty:</td>
<td>Deduct five (5) points when dress code is not followed.</td>
<td></td>
</tr>
<tr>
<td>FINAL SCORE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name: ________________________________________________________________

School: ______________________________ State: _____________________________

Judge's Signature: _______________________________________________________

Judge’s Comments: _______________________________________________________

Time: _______________________

Penalty: _______________________

Dress Code Penalty: _______________________

Subtotal: _______________________

/100 max

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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.

CONTENT

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.

Career Cluster(s): Business, Management & Administration; Marketing, Sales & Service
Business Education Curriculum Standards: Communication

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

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

6. The goals include:
   - Develop competent, aggressive business leadership.
   - Strengthen the confidence of students in themselves and their work.
   - Create more interest in and understanding of the American business enterprise.
   - Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
PUBLIC SPEAKING II

- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

7. Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.

8. When delivering the speech, the participant may use notes or note cards.

9. No visual aids may be used.

10. No lectern/podium or microphone will be provided.

PROCEDURE

Preliminary Round:

Participants may be divided into preliminary groups.

Participants will report for instructions and will be assigned speaking times thirty (30) minutes prior to the first speech.

At the time of the performance, the event coordinator will introduce each participant by name only and will announce the title of his/her speech.

Each speech should be five (5) minutes in length. At the end of four (4) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute is left. At five (5) minutes, the timekeeper will stand and hold up a time card indicating time is up. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 4:31 or over 5:29 minutes.

Preliminary performances are not open to conference attendees.

For the Regional Leadership Conference, an equal number of participants will be selected from each group for the final presentation, not to exceed a total of six finalists.

For the State Leadership Conference, a maximum of eight (8) participants—four (4) from each group—will be selected for the final round.
PUBLIC SPEAKING II

Final Round:

Participants will be assigned times at random for their final performance.

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

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

JUDGING

Participants will be judged by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
## PERFORMANCE RATING SHEET

**PUBLIC SPEAKING II**

**Performance Rating Sheet**

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Preliminary Round</th>
<th>Final Round</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obvious incorporation of FBLA-PBL goals</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Memorable central theme stated and repeated</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Supporting information is accurate and appropriate</td>
<td>0</td>
<td>1-2</td>
</tr>
<tr>
<td><strong>ORGANIZATION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate introduction of topic</td>
<td>0</td>
<td>1-5</td>
</tr>
<tr>
<td>Strong support (body) for topic</td>
<td>0</td>
<td>1-5</td>
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<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extemporaneous delivery, i.e., not merely read from a script or notes</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Professional tone, appropriate language</td>
<td>0</td>
<td>1-3</td>
</tr>
<tr>
<td>Effective posture, body language, eye contact, gestures</td>
<td>0</td>
<td>1-2</td>
</tr>
<tr>
<td>Presentation is sincere, engaging, original, creative and convincing</td>
<td>0</td>
<td>1-2</td>
</tr>
</tbody>
</table>

**SUBTOTAL**

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

 Penalty: Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty:** Deduct five (5) points when dress code is not followed.

**FINAL SCORE**

Name: ____________________________________________________________

School: ____________________________ State: ____________________________

Judge's Signature: __________________________________________________

Judge’s Comments: ____________________________
SPORTS AND ENTERTAINMENT MANAGEMENT

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

CONTENT

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

- **Only the objective test** will be given at the Regional Leadership Conference.

**Objective Test:**

The objective test may include questions on management basics, events management, management functions, decision making, management strategies, strategic planning tools, networking and delegating, careers in entertainment industry, leadership, managing groups and teams, ethics, management for entertainment industry, marketing concept and buyer behavior, marketing information management and research, marketing mix and product life cycle, distribution, pricing, and market conditions, promotion, advertising, and sponsorship, sales, entrepreneurship, human resource management

**Interactive Role Play:**

At the State Leadership Conference, a maximum number of eight (8) teams will be selected based on the objective test scores to present the case study.

**Career Cluster(s):** Hospitality & Tourism, Business Management & Administration

**Business Education Curriculum Standards:** Management: business organization, ethics, human resource, management; Marketing: the marketing plan

**ELIGIBILITY**

**Regional Conference Eligibility:** Each chapter may enter one (1) team composed of two to three (2 to 3) members if the following requirements are met:

- One (1) team member may have entered this event at a prior National Leadership Conference.

- The participants must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.
SPORTS AND ENTERTAINMENT MANAGEMENT

State Conference Eligibility: Based on competitive event results, a maximum number of three teams per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participants must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. No more than one (1) team member may have entered this event at a prior National Leadership Conference.

3. Participants failing to report on time for the event will be disqualified.

4. Two (2) 4” x 6” index cards will be provided to 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. Note cards will be collected following the presentation.

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

7. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Objective Test:

At the Regional Leadership Conference, a one-hour collaborative objective test will be administered based on the previously listed CONTENT. At the State Leadership Conference, both the objective test and the interactive case study problem will be administered. **Team members will take one objective test cooperatively.**

Online Testing: Participants will be provided with a non-programmable calculator to use during the test at the Regional Conference. For the State Conference, participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school.

A certification form must be signed by the proctor and participants and returned to the state office for the online test completed at the school site.

At the State Leadership Conference, the eight (8) teams with the highest scores on the objective test will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the conference headquarters.
SPORTS AND ENTERTAINMENT MANAGEMENT

Interactive Case Study Problem (STATE ONLY):

Members of the eight (8) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. **Teams who do not show up to be sequestered for the performance event will be disqualified.** NO CELL PHONES ARE ALLOWED TO BE IN THE HOLDING ROOM.

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

Two (2) 4" x 6" index cards will be provided to 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. 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 case study. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.

Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.

The team members will be allowed to use their note cards to explain their decisions and rationale to the judges.

At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a time card indicating one (1) minute remains. At seven (7) minutes, the timekeeper will stand and hold up a time card indicating time is up.

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

**JUDGING**

**Online Testing:** Ties will be broken based on the order in which the tests were completed.

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

SPORTS AND ENTERTAINMENT MANAGEMENT

Competitor Name: _____________________________________________________________

School: ____________________________________________________________________

As a competitor in the online test ______________________________________ (name of event), I
certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to
  participate in the above indicated event.

________________________________________  ________________________________
Signature of Competitor                        Date

________________________________________
Name of School
SPORTS AND ENTERTAINMENT MANAGEMENT

Proctor Name: ________________________________________________________________

School: ______________________________________________________________________

Event(s): ____________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

Signature of Proctor ___________________________ Date ___________________________

Address of Proctor: _____________________________________________________________

Phone Number: ________________________________________________________________

Email: ______________________________________________________________________
## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing challenge for sports and entertainment industry is understood and well-defined</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Alternative promotions and sponsorships for sports and entertainment are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected for the sports and entertainment challenge with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Issues regarding branding strategies of products for sports and entertainment presented in case are addressed completely</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Marketing’s decision is clear for a specific sports and entertainment market generation</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used for sports and entertainment marketing</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>All team members actively participate during the presentation</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge</td>
<td>0</td>
<td>1-2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members demonstrate the ability to effectively answer marketing questions for sports and entertainment challenge</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max</td>
</tr>
</tbody>
</table>

**Penalty:** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty:** Deduct five (5) points when dress code is not followed.

**FINAL SCORE**

Name: ________________________________________________________________

School: ______________________________ State: ____________________________

Judge's Signature: _____________________________________________________

Judge’s Comments: ____________________________________________________
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.

CONTENT

Participants should be well prepared in the basic mathematical concepts as well as data organization concepts. Participants should be prepared in basic mathematical concepts, data organization concepts, utilize data by creating formulas, using functions, generating graphs for analysis purposes, use pivot tables, create macros, filter and extract data.

Career Cluster(s): Business, Management & Administration; Information Technology
Business Education Curriculum Standards: Computation; Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guideline is met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of **February 1**.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. **Regional Leadership Conference**: The Spreadsheet Applications event entry form must be signed and returned to the FBLA State Adviser by the designated date.

2. **State Leadership Conference**: The FBLA State Staff will distribute the test packets to the top three winners at each regional conference.

3. Participants must not have entered this event at a prior National Leadership Conference.

PROCEDURE

**Regional Conference**: One (1) hour will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Problems are weighted according to difficulty. Calculators are not allowed on the production portion of the test.
SPREADSHEET APPLICATIONS

The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator. This test administrator must be an individual who is not an FBLA adviser, who is not associated with FBLA in any capacity, and who is not a business teacher.

**State Leadership Conference:** One (1) hour will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Problems are weighted according to difficulty. Calculators are not allowed on the production portion of the test.

The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the State Conference. The chapter adviser will give the test packet to the test administrator.

Participants must recognize the necessity for accurate proofreading.

There will also be a one (1) hour objective test given for the State Conference at the individual school. Participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school. The score received on the objective portion will constitute fifteen (15) percent of the final event score.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

**National Leadership Conference:** There will also be a one (1) hour objective test given at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for information on this aspect of the event. The score received on the objective portion will constitute fifteen (15) percent of the final event score. Nongraphing calculators will be provided.

**EQUIPMENT**

Participants must provide their own pens, pencils, dictionaries, and word division manuals; no other reference materials are to be brought to the event.

**JUDGING**

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conferences are determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

SPREADSHEET APPLICATIONS

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I

certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to
  participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                          Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

SPREADSHEET APPLICATIONS

Proctor Name: ____________________________________________________________

School: __________________________________________________________________

Event(s): __________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

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As a proctor for the above mentioned test(s), I certify that the following statements are true:

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- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

_________________________________________  ______________________
Signature of Proctor                  Date

Address of Proctor: __________________________________________________________

Phone Number: ______________________________________________________________

Email:

_________________________________________  ______________________
TALENT SHOW
(REGIONAL/STATE ONLY)

This event recognizes FBLA members who display leadership, poise, talent, and confidence through performance. There will be two categories in this event: Most Talented and Most Entertaining. Talent show acts may consist of 1-5 individuals.

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one act in each category depending on the regional guidelines. Each participant must meet the following eligibility requirement:

- Each participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, the winner in the Most Talented and Most Entertaining categories is eligible to compete at the State Conference.

REGULATIONS

1. The participant(s) must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. The participant(s) will choose one of these two categories in which to compete: Most Talented or Most Entertaining.

3. Failure to adhere to the following guidelines will result in the disqualification of the act:
   a. The performance may be up to five minutes in length.
   b. Talent show acts may consist of one to five individuals.
   c. Chapter advisers must preview the act and costumes prior to the conference to ensure their suitability.
   d. Participants failing to report on time for the event will be disqualified.
TALENT SHOW
(REGIONAL/STATE ONLY)

PROCEDURE

Participants will meet at a designated time to receive instructions pertaining to the Talent Show. Acts will be assigned performance times at random.

Equipment may or may not be available on-site. Refer to the regional/state mailing for specific information.

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

JUDGING

Participants will be judged by a panel of judges. All decisions of the judges are final.

AWARDS

The number of awards presented at the Regional is three for Most Talented and three for Most Entertaining. Only the Regional 1st place winner in each category will advance to the State Leadership Conference.

The number of awards presented at the State Leadership Conference is two: one for Most Talented and one for Most Entertaining.
TALENT SHOW  
(REGIONAL/STATE ONLY) 

MOST ENTERTAINING 

School Name ___________________________ Chapter Number ________

Act Performed ___________________________________________________

<table>
<thead>
<tr>
<th>ITEM</th>
<th>POSSIBLE POINTS</th>
<th>POINTS AWARDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Performance</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Appearance</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Entertainment Value</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Overall Effect</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td><strong>SCORE/TOTAL</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

Judge's Initials ________ Judge's Comments:

MOST TALENTED 

School Name ___________________________ Chapter Number ________

Act Performed ___________________________________________________

<table>
<thead>
<tr>
<th>ITEM</th>
<th>POSSIBLE POINTS</th>
<th>POINTS AWARDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Performance</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Appearance</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Talent Value</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Overall Effect</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td><strong>SCORE/TOTAL</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

Judge's Initials ________ Judge's Comments:
VIRTUAL BUSINESS MANAGEMENT CHALLENGE

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

ELIGIBILITY

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

Career Clusters: Business Management and Administration; Information Technology; Marketing

NBEA Standards Reinforced by Event

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

OVERVIEW

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

- Register an individual or team up to three (3) individuals
- Download the software
- Run the simulation
- Upload files
- Compete and be ranked against other participating FBLA teams
The top eight (8) nationally ranked teams from each VBC—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at the NLC. These sixteen (16) teams are determined by the standings in the fall and spring VBC is administered via the Internet during the school year.

At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15 to 20 minute sessions. Teams will be using a multiplayer component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.

For the final round, four (4) teams will compete in a 15 to 20 minute session using multiplayer. The national winner will be determined based on the highest cumulative profit.

Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters. Participants use highly visual simulation software (like simCity) to manage a distribution business. The FBLA VBC software is a free limited function version of the leading business simulation for education, Virtual Business—Management 2.0, which is a software program that was created by Knowledge Matters, Inc.

2013-14 Challenge Dates
Challenge 1: October 21 – November 15, 2013
Challenge 2: February 3 – February 28, 2014
WEB SITE DESIGN

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

CONTENT

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating web sites. Members will work as a team in creating a website that addresses a specific scenario.

The topic to be addressed by the web site developed for competition at the 2014 Regional, State, and National Conference will be:

Develop a website for a Bed and Breakfast in your community. The B&B, Willow Lake, offers honeymoon and anniversary packages, extended stay packages, and general one- or two-night accommodations for travelers. The business also hosts afternoon tea parties for special occasions such as birthdays and wedding/shower parties. The French inspired breakfast menu includes fruit and cheese crepes, various croissants, as well as gluten-free options. The “Tea Party” service includes high-end custom teas and finger sandwiches with an assortment of finger-food dessert options. The B&B resides in a refurbished home constructed in the 1800s. It features a fire place in each room, authentically-furnished living and dining rooms, and an outdoor patio with formal gardens perfect for entertaining. Highlight (and provide links to) home pages of local attractions that would entice individuals to stay on the property. Also highlight local restaurants for other meal functions. All information may be based upon your local community or fictitious information.

Career Cluster(s): Information Technology; Marketing, Sales & Service
Business Education Curriculum Standards: Communication, Information Technology, Marketing

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one individual or team composed of two (2) or three (3) members at the Regional Leadership Conference if the following guideline is met:

- The participant(s) must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three individuals/teams per region is eligible to compete at the State Leadership Conference.

REGULATIONS

1. The Website entry must be submitted by the designated date and includes a Statement of Assurance form that includes copyright notations and URL.
WEB SITE DESIGN

2. Student members, not advisers, must prepare the websites. Advisers should serve as consultants to ensure that the websites are well organized, contain substantiated statements, and are presented in a professional manner.

3. Websites not adhering to these regulations will be disqualified.

4. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

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

6. Entries may be created by an individual or a team of two or three members.

PROCEDURE

1. 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.

2. Projects must address the given topic (information may be real or fictitious).

3. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals. Members are expected to follow all applicable copyright laws.

4. Web sites should be designed to allow viewing by as many different platforms as possible.

5. The use of templates must be identified at the bottom of the home page.

6. It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

7. A Statement of Assurance form must be completed and submitted.

**National Leadership Conference:** There is a performance component at the National Leadership Conference. Refer to the NLC Competitive Event Guidelines for details on this aspect of the event.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.
The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
WEB SITE DESIGN

FBLA RATING SHEETS

FBLA Statement of Assurance
National Event Entry Form

This form must be completed and attached to each copy of the media. For Internet events, complete and email this form to education@fbla.org and your state advisor.

Check one:
- Desktop Application Programming
- Digital Video Production (URL to State Adviser)
- Digital Design & Promotion
- E-business (URL to State Adviser)
- Media Application Development
- Public Service Announcement
- Website Design (URL to State Adviser)

Provide the complete URL for E-business, Digital Video Production, and Website Design. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: __________________ Check One: __________________
School: __________________
Website URL Address: __________________
(where appropriate)
Member(s) Name: __________________

Local Chapter Contact
Name: __________________
Daytime/Cell Number: __________________
Home E-mail: __________________

I/We, the undersigned, attest that the design, creation, and implementation of the event are the original work of the above chapter member(s). I/We agree that this event may be linked, promoted, and used in any way by the national FBLA-FBL Inc. for purposes of promoting the association. ( Typed name is accepted for signature)

Name of Team Member: __________________ Adviser’s Name: __________________
Name of Team Member: __________________ Name of Team Member: __________________

Complete this Document Section for the Above Events (replaces Readme file):

Software Used: __________________
Source of Information: __________________
Copyright Notations: __________________
Instructions for Running Project: __________________
Template(s) Used (source) __________________

RATING SHEETS-S2

CHAPTER MANAGEMENT HANDBOOK ©2013
**WEB SITE DESIGN**

**WEBSITE DESIGN**

Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PAGE LAYOUT AND DESIGN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall design is aesthetically appealing</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Design is consistent across all pages</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Design shows creativity, originality, and supports theme</td>
<td>0</td>
<td>1-7</td>
<td>8-14</td>
<td>15-20</td>
<td></td>
</tr>
<tr>
<td>Design maintains a high level of usability</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proper use of grammar, spelling, punctuation, etc.</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Copyright laws have been followed, permissions are cited on the website, and the use of templates is identified at the bottom of the page</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Product/service message is clear</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td>Theme fully and effectively developed. Solution adequately addresses assigned topic</td>
<td>0</td>
<td>1-10</td>
<td>11-20</td>
<td>21-30</td>
<td></td>
</tr>
<tr>
<td><strong>TECHNICAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site is compatible with multiple platforms</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Overall code—readability, white space, semantic, efficient, separation of structure</td>
<td>0</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Site interactivity functions and is error-free</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Additional technologies; e.g., Flash, JavaScript, etc. are used appropriately</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
<tr>
<td>Site is compatible with multiple browser variants</td>
<td>0</td>
<td>1-3</td>
<td>4-7</td>
<td>8-10</td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTAL** /200 max

**Penalty Points:** Deduct five (5) points each for not following guidelines

**Penalty Points:** Deduct five (5) points for not submitting a Statement of Assurance

**FINAL SCORE** /200 max

School: ____________________________________________
City: ____________________________________ State: ___________________
Judge’s Signature: __________________________________________

Judge’s Comments:
WHO'S WHO IN FBLA     FBLA RECOGNITION AWARD

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

ELIGIBILITY

Regional Conference Eligibility: Chapters may nominate one member in addition to their state officer(s) for Who's Who in Kentucky FBLA for recognition at the Regional Leadership Conference if they meet the following requirements:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- The participant must not have entered this event at a prior National Leadership Conference.
- All state officers who complete the application are Who's Who recipients on the regional level if they have met the next criteria.
- Who’s Who candidates must have completed the Future Level of the Business Achievement Awards.

State Conference Eligibility: Based on regional results, two regional winners in addition to the state officer recipients may attend the State Leadership Conference where they will each be recognized.

REGULATIONS

1. Each candidate, including state officers, must complete an application for Who's Who in Kentucky FBLA completely and accurately and should return the application to the chapter adviser by February 1.

2. The chapter adviser should forward the completed application by the designated date to:
   FBLA State Adviser  
   Capital Plaza Tower, 20th Floor  
   500 Mero Street  
   Frankfort, KY 40601

3. Being a nominee for Who's Who does not prevent the member from entering another competitive event.

4. Those chapters having a state officer(s) may nominate their state officer(s) and an additional qualified member for Who's Who in Kentucky FBLA.

5. Who’s Who candidates must have completed the Future Level of the Business Achievement Awards.
WHO'S WHO IN FBLA  

FBLA RECOGNITION AWARD

PROCEDURE

1. Criteria used for selection of the nominees will follow that outlined on the Rating Sheet.

2. All nominees for Who's Who in Kentucky FBLA will be recognized at the Regional Leadership Conferences.

3. In addition to state officers, a panel of judges may select a maximum of two (2) applicants from each region to be recognized at the State Leadership Conference.

4. Kentucky FBLA's nominee for National Who's Who in FBLA at the National Leadership Conference will be selected from the regional nominees and the state officers.

5. Selection of winners will be made prior to the Regional and State Leadership Conferences.

JUDGING

A panel of judges will select the winners based on the applications. All judges' decisions are final.

AWARDS

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The usual number of awards for the Regional Leadership Conference is two, in addition to the state officers, and the maximum number for the State Leadership Conference is one.
NOMINEE'S NAME ______________________________________________________________

CHAPTER _____________________________________________________________________

(Points listed at the right are the maximum possible for each category.)

INVolVEMENT IN FBLA

<table>
<thead>
<tr>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Years of membership in FBLA -- 2 pts. per year</td>
</tr>
<tr>
<td>Attendance at FBLA Leadership Development Camp – 2 pts each</td>
</tr>
<tr>
<td>Participation in FBLA conference</td>
</tr>
<tr>
<td>(Region(2), State(3), Fall NLC(2), National(3))</td>
</tr>
<tr>
<td>FBLA Offices Held:</td>
</tr>
<tr>
<td>State (Including Regional President) – 5 pts each</td>
</tr>
<tr>
<td>Regional (except Regional President) – 3 pts each</td>
</tr>
<tr>
<td>Local – 2 pts each</td>
</tr>
<tr>
<td>National – 5 pts</td>
</tr>
<tr>
<td>Participation in competitive events – 1 pt each</td>
</tr>
<tr>
<td>Other FBLA honors/achievements</td>
</tr>
<tr>
<td>FBLA committees/chapter activities</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

INVolVEMENT IN OTHER SCHOOL AND COMMUNITY ACTIVITIES, GRADES 9-12
(Up to 10 points)

<table>
<thead>
<tr>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Membership and involvement in school organization and activities other than FBLA</td>
</tr>
<tr>
<td>Membership and involvement in community organizations and activities</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

PREPARATION THROUGH COURSE WORK IN BUSINESS  (Up to 10 points)

<table>
<thead>
<tr>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Enrollment in business subjects</td>
</tr>
<tr>
<td>Successful completion of business subjects</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

BUSINESS ACHIEVEMENT AWARD

<table>
<thead>
<tr>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Future Level</td>
</tr>
<tr>
<td>Business Level</td>
</tr>
<tr>
<td>Leader Level</td>
</tr>
<tr>
<td>America Level</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

NOMINEE’S STATEMENT (Up to 10 points)

<table>
<thead>
<tr>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Thoughts clearly organized and expressed</td>
</tr>
<tr>
<td>Correct use of grammar, punctuation, and spelling</td>
</tr>
<tr>
<td>Appearance of the application</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

**TOTAL SCORE** 120
WORD PROCESSING

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

CONTENT

Participants should be well prepared in sharing and maintaining documents, page layout and reusable content, formatting content, illustrations and graphics, grammar, punctuation, spelling, and proofreading, references and hyperlinks, mail merge options, printing, and related application knowledge.

Career Cluster(s): Business, Management & Administration; Information Technology; Marketing, Sales & Service
Business Education Curriculum Standards: Communication, Information Technology

ELIGIBILITY

Regional Conference Eligibility: Each chapter may enter one participant at the Regional Leadership Conference if the following guidelines are met:

- The participant must be posted as having paid local, state, and national dues by the membership deadline of February 1.

State Conference Eligibility: Based on competitive event results, a maximum number of three participants per region are eligible to compete at the State Leadership Conference.

REGULATIONS

1. The participant must be listed on the Event Participation Summary Form which must be submitted by the designated date.

2. Participants must not have entered this event at a prior National Leadership Conference.

3. Participants must adhere to the dress code established by the FBLA-PBL, Inc. or points will be deducted from their score.

PROCEDURE

Regional Conference: One (1) hour will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Problems are weighted according to difficulty and may be completed in any order.
The chapter adviser will designate on the appropriate form the person who will administer the test and when the test will be administered. The FBLA State Adviser will send the test packet to the designated person. This test administrator must be an individual who is not an FBLA adviser, who is not associated with FBLA in any capacity, and who is not a business teacher.

The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top three (3) winners at the Regional Conference. The chapter adviser will give the test packet to the test administrator.

**State Conference:** One (1) hour will be allowed for this test which will be held in a home-site environment. Additional time will be allowed for general directions and warm-up. Problems are weighted according to difficulty and may be completed in any order.

The FBLA State Staff will distribute test packets in sealed envelopes to the chapter adviser of the top two (2) winners at the State Conference. The chapter adviser will give the test packet to the test administrator.

There will also be a one (1) hour objective test given for the State Conference at the individual school. Participants cannot use programming calculators or cell phones for the online test at their respective school. Participants should use the calculator on the computer or a non-programmable calculator provided by the school. The score received on the objective portion will constitute fifteen (15) percent of the final event score.

A certification form must be signed by the proctor and participant and returned to the state office for the online test completed at the school site.

**EQUIPMENT**

Calculators are not allowed on the production test. The following reference materials are allowed at the test site: Dictionaries and the Format Guide.

**JUDGING**

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

**AWARDS**

The number of awards presented at the Regional and State Leadership Conference is determined by judges and/or number of entries. The maximum number for the Regional Leadership Conference is three, and the maximum number for the State Leadership Conference is five.
FUTURE BUSINESS LEADERS OF AMERICA

EVENT PARTICIPANT CERTIFICATION FORM

FOR STATE LEADERSHIP CONFERENCE ONLY

WORD PROCESSING

Competitor Name: _____________________________________________________________

School: ______________________________________________________________________

As a competitor in the online test ______________________________ (name of event), I

certify that the following statements are true:

- The test proctor was not my FBLA adviser or another business teacher in my school.
- I received no help beyond that allowed in the instructions (i.e., equipment problems).
- I used no textbook, reference materials, or other aids in completing the test.
- I did not use a programmable calculator.
- I did not have my cell phone while taking the test.
- I am registered to attend the Kentucky FBLA State Leadership Conference and to
  participate in the above indicated event.

________________________________________  __________________________________
Signature of Competitor                  Date

________________________________________
Name of School
FUTURE BUSINESS LEADERS OF AMERICA
EVENT PROCTOR CERTIFICATION FORM
FOR STATE LEADERSHIP CONFERENCE ONLY

WORD PROCESSING

Proctor Name: _________________________________________________________________

School: _____________________________________________________________________

Event(s): ___________________________________________________________________

Thank you for agreeing to support the educational and career preparation of FBLA by agreeing to serve as a proctor for this competitive event. Your involvement and commitment makes this program possible for our students. We appreciate your willingness to help!

Before the event, become familiar with the equipment and facility in which the testing will take place. Be sure you know how to turn on the machines, connect to the Internet, troubleshoot common problems, etc. You may need to specifically check for the following:

- Can the students log onto the computers?
- Do you have the log in information for each student?

The online tests are automatically timed. Once the student begins taking the test, the time will start. If for any reason the computer locks up, the timing will stop. The student should be able to log back in the site and resume the test where he/she left off.

The student is NOT to use a programmable calculator. Where allowed, non-programming calculators provided by the school or the calculator on the computer can be used. CELL PHONES ARE NOT TO BE USED FOR A CALCULATOR.

CELL PHONES MUST NOT BE VISIBLE AT ANY TIME DURING THE TEST.

If you have any unsolvable problems during the test, please contact Gary Colvin at 502-330-2620.

As a proctor for the above mentioned test(s), I certify that the following statements are true:

- I am not the FBLA adviser or a business teacher in this school system.
- I remained in the room the entire time the competitor(s) was taking the online test.
- No one other than me and the competitor(s) was in the testing room during the time of the testing.

_________________________________________________________  ____________________________
Signature of Proctor                     Date

Address of Proctor: ________________________________

Phone Number: _______________________________________

Email: _____________________________________________
CLASSIFICATIONS OF INSTRUCTIONAL PROGRAMS (CIP) CODES

52. BUSINESS MANAGEMENT AND ADMINISTRATIVE SERVICES

.02 Business Administration & Management
   Trade and Industrial Supervision and Management
   Office Supervision and Management
   Contract Management and Procurement/Purchasing

.03 Accounting
   Accounting Technician
   Bookkeeping and Related Programs
   Accounting, Other

.04 Administrative and Secretarial Services
   Typing, General Office, and Related Programs
   Word Processing
   Court Reporting
   Receptionist and Communication Systems
   Business Data Entry Equipment Operation
   Clerk-Typist
   General Office Clerk
   Shipping, Receiving, and Stock Clerk
   Legal Administrative Assistant

.08 Financial Management and Services
   Banking and Finance
   Investments and Securities
   Banking and Related Financial Services
   Insurance Clerk
   Teller

.09 Hospitality Services Management
   Resort Management
   Hotel/Motel Management
   Restaurant Management
CLASSIFICATIONS OF INSTRUCTIONAL PROGRAMS (CIP) CODES
(Continued)

.10 Human Resources Management
   Labor/Industrial Relations
   Personnel Management
   Training Assisting
   Personal Assisting

.12 Business Information Systems
   Management Information Systems
   Computer Installation Management
   Business Data Processing and Related Programs
   Business Computer and Console Operation

.14 Marketing Management and Research

.16 Taxation