

## REVISED STATE AWARDS PROGRAM

This is a copy of the revised State Awards Program. Each event, both competencies and rating sheets, were compared with the national competencies and rating sheets. While every effort was made to align state and national guidelines and rating sheets, something could have been missed. Please let the State Office know of any errors you find.

NOTE: Projects for the NC FBLA State Leadership Conference now require three (3) copies of the project to be submitted to the state office.

ALWAYS check the National Website for the **current**:

- Topics for various events
- Dress Code
- Creed
- Standards of Mailability
- Guidelines for Reports

Information on the above items will no longer be included in the State Awards Program.

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# THE STATE AWARDS PROGRAM

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

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

Please see the Chapter Management Handbook for membership criteria. Only ACTIVE members are eligible to compete in Regional and State competitive events.

## **ADMINISTRATIVE AND PROCEDURAL REMINDERS**

- For NLC all changes to competitive event participation must be made by the first Friday in June. Deletions are the only change that can be made on-site.
- For all events allowing equipment to be used at NLC, the equipment must be provided by the individual, team, or chapter for each event entered. A screen, table, and electrical power will be provided on-site. A computer, projector, and Internet will be provided for e-Business and Web Site Development.
- Microphones will not be used in any events.
- **Preliminary performance** events are not open to conference attendees.
- For NLC, each state may submit three (3) entries in all objective tests.
- For NLC, each state may submit two (2) entries in all interview, speaking, computer production, prejudged, and performance events.
- For NLC and SLC, the Statement of Assurance must be submitted for Desktop Application Programming, Digital Video Production, E-Business, and Web Site Development.

## **PREPARING FOR COMPETITION**

The NC FBLA Awards Program is a very exciting part of the NC FBLA year. Each active local chapter is allowed to send one (or, in some cases, two or more) representative(s) in each of the regional and/ or state events. The knowledge, experience, and motivation gained from competing makes every participant a winner.

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

### 1. Comply with entry procedures and regulations.

- Check the status of membership dues. Students wishing to compete must be paid members. Refer to the Calendar of Activities for dues deadline dates.
- Ensure that the entry forms are completed properly and submitted by the published deadline. Online registration was implemented for SLC April 2007. It is the responsibility of the local chapter adviser to register each student for regional conferences, state conferences, and national conferences. It is the responsibility of the state adviser to enter the names of the national qualifiers in the national database for the national competition.

2. Be familiar with the event guidelines.

- Check the current edition of the NC FBLA State Awards Program competitive events guidelines for a complete listing of individual, team, and chapter events.
- Make copies of the appropriate guidelines and rating sheets. Check the FBLA National Awards program competitive events guidelines to **determine modifications** that might have been made for regional and/ or state competition.
- Become completely familiar with the procedures to be followed in administering the event.
- Determine from the rating sheets and guidelines exactly what areas will be judged.

3. Identify and assemble needed resources. Obtain a variety of textbooks on your subject matter to study. Many textbook sources are utilized in the preparation of test questions for the various competitive events. Terminology may vary from one publisher to another, and test questions may be from several sources. FBLA-PBL provides a study guide with preparation tips and sample questions through the FBLA-PBL website <http://www.fbla-pbl.org/web/sectionid/587/module/ce/fbla.asp>. Study materials may also be purchased through the FBLA-PBL *MarketPlace*.

- Contact former and current chapter members who have entered this event in previous years.
- Find mentors and other experts who can help you prepare.

4. Prepare for the competition.

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

5. Comply with competition regulations.

- Be familiar with the information to be provided and the deadlines to be met.
- Make sure that copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.

6. Do the best you can and enjoy!

Chapter advisers are also encouraged to keep the following points in mind as they prepare their students for participation in the State Awards Program competitive events:

- Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- To be the best generally requires innate ability, high motivation, and many hours of hard work.
- Travel and interaction with students from other schools are tremendous learning opportunities for students.
- Competitive events can be helpful in building school spirit and in publicizing a business program.
- Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be used, grading procedures, or for teacher evaluation.

- Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.
- Delaying contestant selection as long as possible is encouraged so that more students are striving for mastery or excellence in a particular area.
- A teacher's competence should not be judged by the number of winners produced in a period of time. A teacher is not an excellent teacher simply because a student wins a competitive event any more than a teacher is a poor teacher because a student does not win.
- Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. While an important element of the overall FBLA-PBL program, competitive events are just that — a part. Any activities and programs work together to build a successful chapter.
- Teachers should recognize the value of competitive events, maintain a professional attitude towards the events, and keep them in proper perspective.

## TABLES OF COMPETITIVE EVENTS

**TABLE I - COMPETITIVE EVENTS SORTED BY EVENT NAME**

Legend – This will explain the codes used in the table below.

▪ Event type	▪ Level	▪ Event Activities
▪ C = Chapter	▪ R = Regional	▪ H = Home Site
▪ I = Individual	▪ S = State	▪ O= Objective test (administered online)
▪ T = Team	▪ N = National	▪ P=Prejudged project
		▪ C=Case Study
		▪ S=Oral Presentation

See the National FBLA Competitive Event link for most recent changes in National Level Events. <http://www.fbla-pbl.org/data/files/docs/2011-12%20fbla%20competitive%20events.pdf>

Event Name	Event Type Individual (I) Chapter (C) Team (T)	Level	Event Activities	Transcript Required	Eligibility Restrictions	# NLC
Accounting I	I	R,S,N	O	Y	See guidelines for specific qualifications	1, 2, 3
Accounting II	I	S,N	H,O		See guidelines for specific qualifications	1, 2
American Enterprise Project	C	S,N	P,S			1, 2

American Enterprise Project--MG	C	S	P			N/A
Banking & Financial Systems	T	S,N	O,C,S			1, 2
Business Calculations	I	R,S,N	O			1, 2, 3
Business Communication--HS	I	R,S,N	O			1, 2, 3
Business Communication--MG	I	S	O		Participants must be enrolled in grades 6 – 8.	N/A
Business Computer Technology--MG	I	S	O		Participants must be enrolled in grades 6 – 8.	N/A
Business Concepts--MG	I	S	O		Participants must be enrolled in grades 6 – 8.	N/A
Business Financial Plan	T,I	S,N	P,S,C			1, 2
Business Law	I	S,N	O			1, 2, 3
Business Math--HS	I	S,N	O	Y	Participants must be enrolled in grades 9 or 10.	1, 2, 3
Business Math--MG	I	R,S	O		Participants must be enrolled in grades 6 – 8.	N/A
Business Plan Project	I or T	S,N	P,S			1, 2

Business Presentation	I or T	S,N	C,S			1, 2
Business Procedures	I	R,S,N	O			1, 2, 3
Career Exploration--MG	I	R,S	O		Participants must be enrolled in grades 6-8.	N/A
Community Service Project Roy Allen Award	C	S,N	P,S			1, 2
Community Service Project—MG	C	S	P		Participants must be enrolled in grades 6-8.	N/A
Computer Applications	I	R,S,N	H,O			1, 2
Computer Game & Simulation Programming	I	S,N	P, S			1, 2
Computer Problem Solving	I	S,N	O			1, 2, 3
Computer Slide Show Presentation-MG	I or T	S	C,P		Participants must be enrolled in grades 6-8.	N/A
Crime Prevention Project	C	S	P			N/A
Crime Prevention Project	C	S	P			N/A
Cyber Security	I	S,N	O			1,2, 3
Desktop Application Design Programming	I	S, N	C,P			1, 2
Desktop Publishing	T	S,N	H,O			1, 2
Desktop Publishing Application--MG	I or T	S	H		Participants must be enrolled in grades 6-8.	N/A
Digital Video Production	I or T	S,N	C,S,P			1, 2

E-Business	T	S,N	C,P,S			1, 2
Economics	I	S,N	O			1, 2, 3
Emerging Business Issues	T	S,N	C,S			1, 2
Entrepreneurship	T	S,N	C,O,S			1, 2
FBLA Creed—MG	I	R,S	S	Y	Participants must be enrolled in grades 6 – 8.	N/A
FBLA Principles & Procedures	I	S,N	O	Y	Participants must be enrolled in grades 9 or 10.	1, 2, 3
Future Business Leader (FBL)	I	R,S,N	O,S			1, 2
Global Business	T	S,N	C,O,S			1, 2
Gold Seal Chapter Award of Merit	C	S,N	P			1, 2
Gold Seal Chapter Award of Merit - MG	T	S	P		Participants must be enrolled in grades 6-8.	(See Guidelines)
Health Care Administration	I	S,N	O			1, 2, 3
Helen Ragan Chapter of the Year	C	S	P			N/A
Hospitality/Management	I	S,N	O			1, 2, 3
Impromptu Speaking--HS	I	S,N	S			1, 2
Impromptu Speaking--MG	I	S	S		Participants must be enrolled in grades 6-8.	N/A

Introduction to Business	I	S,N	O	Y	Participants must be enrolled in grades 9 or 10.	1, 2, 3
Introduction to Business Communication	I	S,N	O	Y	Participants must be enrolled in grades 9 or 10.	1, 2, 3
Introduction to Parliamentary Procedure	I	S,N	O	Y	Participants must be enrolled in grades 9 or 10.	1, 2, 3
Introduction to Technology Concepts	I	S,N	O	Y	Participants must be enrolled in grades 9 or 10.	1, 2, 3
Job Interview	I	R,S,N	S			1, 2
Keyboarding Applications I—MG	I	S	H,O		Participants must be enrolled in grades 6 – 8.	N/A
Keyboarding Applications II—MG	I	S	H,O		Participants must be enrolled in grades 6 – 8.	N/A
Local Chapter Annual Business Report	C	S,N	P			1, 2

Local Chapter Activities Report – MG	C	S,N	P		Participants must be enrolled in grades 6-8.	1,2
Local Recruitment of Chapters	C	S				N/A
Marketing	I	S,N	C, O			1, 2, 3
Network Design	T	S,N	C,S,O			1, 2
Networking Concepts	I	S,N	O			1, 2, 3
Parliamentary Procedure—HS	I/T	S,N	O,S			1, 2
Parliamentary Procedure--MG	I	S	O		Participants must be enrolled in grades 6 – 8.	N/A
Partnership with Business Project	C	S,N	P,S			1, 2
Personal Finance	I	S,N	O			1, 2, 3
Proofreading and Editing—MG (called Introduction to Business Communication at National Level)	I	R,S	O		Participants must be enrolled in grades 6 – 8.	N/A
Public Speaking I—HS	I	R,S,N	S	Y	Participants must be enrolled in grades 9 or 10.	1, 2
Public Speaking II--HS	I	R,S,N	S			1, 2
Public Speaking--MG	I	R,S	S		Participants must be enrolled in grades 6 – 8.	N/A

Spirit – NC FBLA—MG and HS	I - T-Shirt T- Cheer	R, S	P			N/A
Sports Management	I	S,N	O			1, 2, 3
Spreadsheet—MG	I	S	H		Participants must be enrolled in grades 6 – 8.	N/A
Spreadsheet Applications	I	S,N	H,O			1, 2
Technology Concepts	I	S,N	O			1, 2, 3
Website Development	I or T	S,N	C,S			1, 2
Word Processing I	I	R,S,N	H,O	Y	Participants must not have received instruction beyond that taught in the state's Keyboarding course.	1, 2
Word Processing II	I	R,S,N	H,O			1, 2

\*\*HS--High School; MG--Middle Grades

**TABLE II - RECOGNITION EVENTS**

Title	Event #	Type	Level	Eligibility Restrictions
Adviser of the Year Award	54	I	S,N	
Alsup Business Scholarship	55	I	S	Only high school seniors taking an active part in the SLC are eligible. All applicants should plan to work toward a degree in business.
Businessperson of the Year	56	C	R,S,N	
Crime Prevention Project- MG	68	C	S,N	Participants must be enrolled in grades 6 - 8.
FBLA Professional Division Scholarship Award	73	I	S	See Guidelines
Gold Seal Chapter Award of Merit- MG	69	C	S,N	Participants must be enrolled in grades 6 – 8.
James L. White Scholarship	57	I	S	Only high school seniors taking an active part in the SLC are eligible. All applicants should plan to work toward a degree in business.
King's College Scholarship	58	I	S	Participants must be high school seniors.
Largest Chapter Middle Level	59 A	C	S	
Largest Local Chapter Award	59	C	S,N	
Local Recruitment of Chapters - MG	72	C	S	Participants must be enrolled in grades 6 – 8
NC ACTE Broyhill Scholarship	60	I	S	Applicants must be classified below the senior grade level in high school.
NC FBLA Honorary Life Member	61	I	S	

Title	Event #	Type	Level	Eligibility Restrictions
NCBEA Outstanding Student Award	62	I	R,S	Participants may not enter the Who's Who in FBLA event.
UNC-G Bryan School of Business Scholarship	63	I	S	Participants must be high school seniors planning to attend UNC-G in the year following the award and to select a major in the Bryan School of Business and Economics.
Who's Who in FBLA	64	I	S,N	Participants must be enrolled in their senior year of high school. Who's Who candidates must have completed the Future level of the Business Achievement Award.

\* R--Regional; S--State; N--National  
I-Individual; T-Team; C-Chapter  
\*\*HS--High School; MG--Middle Grades

## FBLA-PBL STANDARDS OF MAILABILITY

See National Website <http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp>

## INFORMATION ABOUT FBLA

### *FBLA-PBL AWARDS PROGRAM*

Competitive spirits, and recognition of excellence, reflect important aspects of the educational process that prepares students for their roles in the American enterprise system.

Today's students demand and deserve learning experiences that enable them to achieve success through effective participation in career-related activities designed to reach professional goals. The NC FBLA State Awards Program offers this opportunity by providing support for curriculum development that facilitates practical applications and increases conceptual knowledge of business principles.

## DRESS CODE FOR ALL CONFERENCES

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for all attendees – advisers, members, and guests – at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

See National Website for latest Dress Code requirements. <http://www.fbla-pbl.org/web/page/697/sectionid/587/pagelevel/2/fbla.asp>

**Dress Code is required for opening and closing ceremonies.  
You must be in dress code to be recognized on stage.**

## GENERAL REGULATIONS

- Members must adhere to the dress code established by the Board of Directors in order to participate in a competitive event at the regional or state conference.
- Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.

- Reference manuals, textbooks, and other resource materials may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when events guidelines specify material or equipment that may be used (e.g., a 4" by 6" card or a calculator), only those materials or equipment may be used. If an item is not listed, it is to be assumed that it is not allowed. Individual participants or a participating team must adhere to this event regulation or be disqualified.
- No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware that the state office reserves the right to record any performance for use in study or training materials.
- Event guidelines call for a receipt deadline. This places the responsibility of getting materials to the regional board member/ state office on the local chapter. Chapters should plan ahead and take the necessary steps to ensure that materials are received by the deadline.

## ***ELIGIBILITY GUIDELINES***

These competitive events are provided as a membership benefit for the local chapters. Only those students who meet the official membership eligibility requirements and are on record with the state and national offices as dues-paid members on or before the first/second semester dues deadlines are eligible to compete. Membership in FBLA is unified on the local, state, and national levels and is not available separately. FBLA members may participate only in the competitive events associated with their affiliated divisions.

State events are divided into four categories:

- Chapter Events
- Individual Events
- Team Events
- Recognition Events

Members may participate in one chapter event, as well as one individual or team event. They may also participate in a recognition event. Recognition events generally are directed toward:

- Chapters
- Individuals
- People other than members who have provided outstanding support for FBLA

In the case that a recognition event involves a member, such participation will not preclude that member from competing in another individual or team event.

A member may enter only one INDIVIDUAL or team event with these exceptions:

- A member taking the State Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.
- A member nominated for "Who's Who in FBLA" or participating in a scholarship event may compete in another event.
- Members that are a part of the Gold Seal Chapters may compete in another event.

Depending on the specific event, the FBLA state office may enter either one, two, or three competitors for competition at the National Leadership Conference. In general, events consisting of a performance (e.g., interview, speech, team presentation) allow one competitor per state. Refer to the individual event guidelines for specific eligibility requirements.

Members participating in an event that is **restricted either to specific grade levels or maximum-training limits** must submit a **current transcript** as proof of their eligibility.

## EVENT REGULATIONS

The following regulations apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event specific guidelines, will be penalized or disqualified at the discretion of event judges, depending on the severity of the noncompliance. The state adviser will receive notification of any disqualifications.

### **TOPICS FOR EVENTS -- See National Website for current topics.**

High School Topics <http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp>

Middle School (in MAP) [http://www.fbla-pbl.org/web/page/601/sectionid/586/pagelevel/2/fbla\\_middlelevel.asp](http://www.fbla-pbl.org/web/page/601/sectionid/586/pagelevel/2/fbla_middlelevel.asp)

### **CHAPTER EVENTS — WRITTEN REPORTS**

#### **SEE NATIONAL WEBSITE FOR FORMAT GUIDELINES**

<http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp>

### **INDIVIDUAL EVENTS**

The following regulations apply to all individual member competitive events. Refer to the event descriptions for any additional regulations that might apply to a specific event.

- The local chapter adviser must register participants using the designated registration method. The dates indicated on the Calendar of Activities must be adhered to.
- Participants must be selected in accordance with the regulations of the state and national associations.
- Participants must not have been entered in the event at a previous regional or state conference.
- A local chapter adviser must confirm participants at the registration desk of the regional and state conferences.
- Participants failing to report on time for the event may be disqualified.
- Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to compete in the event.

### **TEAM EVENTS**

The following regulations apply to all team competitive events. Refer to the event guidelines for any additional regulations that might apply to a specific event.

- The local chapter adviser must complete an Event Entry Form and mail to the regional board member, or register online for SLC, by the receipt deadline on the Calendar of Activities. Participants must be selected in accordance with the regulations of the state and national associations.

- Participants must not have been entered in this event at a previous regional/ state conference.
  - *Business Plan*: None of the members may have competed in this event at a previous State Leadership Conference.
  - *Emerging Business Issues Debate*: One member of the Emerging Business Issues Debate team may have competed in this event at a previous State Leadership Conference.
  - *Entrepreneurship*: One member of the Entrepreneurship team may have competed in this event at a previous State Leadership Conference.
  - *Business Presentation*: One member of the Business Presentation team may have competed in this event at a previous State Leadership Conference
  - *Parliamentary Procedure*: Two members of the Parliamentary Procedure team may have competed in this event at a previous State Leadership Conference.
- Participants failing to report on time for the event may be disqualified.
- Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to compete in the event

## **EVENT COMPONENTS**

In addition to events being categorized as Individual, Chapter, or Team, you will want to know what the competitive event components are. The options are:

- Prejudged – All events that require the student to submit material such as reports or CDs, to be judged before the conference starts are called “Prejudged”. Often an event will have more than one component and Prejudged is one of the components.
- Objective –This is a written test. The test may be taken from a hardcopy document with answers recorded on a bubble sheet and scored electronically. Starting with SLC 2008 many of the objective tests formerly taken from hardcopy documents will be administered by way of an online test. This is the process used to administer tests at NLC. For 2008 and 2009 these tests will be administered at the school rather than at SLC to positively impact costs.
- Performance – Performance events require an active participation on behalf of the students. For example Public Speaking and Business Presentations require the student to stand and orally defend their project.
- Home Site –These are production tests that are administered prior to the regional/state conferences at the home school by a non-business teacher proctor. Accounting II, Computer Applications, Desktop Publishing, Keyboarding Applications I-MG, Keyboarding Applications II-MG, Spreadsheet Applications, Word Processing I, and Word Processing II are among the events that have a Home Site component. Please refer to the events to see what the components are for each event. See the individual event guidelines for administering procedures. Each of these events also has a written (objective) test portion.

# SCHOLARSHIP EVENT ENTRY FORM

*PLEASE KEY*

## NC FBLA SCHOLARSHIP EVENTS ENTRY FORM STATE-LEVEL COMPETITION

Place a ) Mark Beside the Event That You Are Entering. •check ( *(Only one student per form)*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Alsup Business Scholarship | <input type="checkbox"/> Professional Division Scholarship | <input type="checkbox"/> NCBEA Outstanding Student |
| <input type="checkbox"/> James L. White Scholarship | <input type="checkbox"/> King's College Scholarship        | <input type="checkbox"/> Who's Who in FBLA         |
| <input type="checkbox"/> NCACTE-BE Scholarship      | <input type="checkbox"/> UNC-G Scholarship                 |  |

**Name of Contestant (Only One Name per Form)**

<b>Business Subjects Completed</b>			<b>Business Subjects Enrolled in this Year</b>
<b>Grade</b>	<b>Chapter #</b>	<b>Number of Members</b>	<b>Name of School</b>
<b>Region</b> Central Region			<b>City</b>
<b>Adviser's Name</b>			
<b>Adviser's School Phone Number</b> ( )			<b>Adviser's Home Phone Number</b> ( )
<b>Adviser's School Fax Number</b> ( )			<b>Adviser's E-mail Address</b>
<b>I have not previously entered this event at an FBLA Leadership Conference. I am eligible to compete; my adviser and I have read the North Carolina State Awards Program Guidelines.</b>			
<b>Contestant's Signature</b>			<b>President's or Secretary's Signature</b>
<b>Adviser's Signature</b>			<b>For Office Use Only</b>
<b>Planning Period</b>			
<b>Best Time to Call at Home</b>			

## TOPICS – COMPETITIVE EVENTS

Some of the competitive events have topics around which they must be developed. They are:

- Business Financial Plan
- Business Presentation
- Computer Game and Simulation Programming
- Computer Slide Show - MG
- Desktop Application Design Programming
- Digital Video Production
- E-Business
- Emerging Business Issues
- Website Development

***See National Website for current topics.***

High School Topics <http://www.fbla-pbl.org/web/page/589/sectionid/587/pagelevel/2/fbla.asp>

Middle School (in MAP) [http://www.fbla-pbl.org/web/page/601/sectionid/586/pagelevel/2/fbla\\_middlelevel.asp](http://www.fbla-pbl.org/web/page/601/sectionid/586/pagelevel/2/fbla_middlelevel.asp)

## COMPETITIVE EVENTS, PROJECTS & RECOGNITION

NC FBLA offers many competitive events for both middle and high school levels. Though we closely follow the guidelines of FBLA National, we do not offer every event that they offer. Similarly, FBLA National does not offer all of the events that are offered through NC FBLA.

Before a competitive event is selected by NC FBLA, an evaluation is made to insure that a BUSINESS course in the Standard Course of Study supports the skill requirements of the event. If there is not a BUSINESS course with a specific business course number that is being taught to support it, the event is not offered. Please refer to the Standard Course of Study for a listing of these courses. You may find this on the DPI website (<http://www.ncpublicschools.org/cte/business/curriculum.html>).

## 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 accounting principles and procedures.

### COMPETENCIES

A one (1) hour written objective test will focus on the following competencies:

- types of ownership
- basic accounting cycle
- terminology
- account classification
- journalizing
- posting
- income statement
- balance sheet
- worksheet
- bank reconciliation
- payroll
- depreciation
- manual and computerized systems
- ethics

### ELIGIBILITY

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. Local chapters may enter members as follows:

Membership	Participants
1-99	1
100-149	2
150-199	3
200-Up	4

The participants must not have had more than two (2) semesters (or one [1] semester in a block scheduling program) of high school accounting instruction. Participants should **NOT** be enrolled in Accounting II in

the second semester of the school year. Transcript is required.

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. Local Advisers must register winners to compete at the state level.

### PROCEDURE

- A one-hour written objective test will be administered based on the previously listed Competencies Section.
- Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

### JUDGING

If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

### REGIONAL / STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

AICPA sometimes provides scholarships to assist the winners with attending NLC. This amount varies and will be determined by the time of SLC.

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

### COMPETENCIES

This event consists of two parts: an objective test and a production test.

The objective test will focus on:

- financial statements
- corporate accounting
- ratios and analysis
- accounts receivable and payable
- budgeting and cash flow
- cost accounting/manufacturing
- purchases and sales
- journalizing and posting
- income tax
- payroll
- inventory
- plant assets and depreciation
- departmentalized accounting
- ethics
- partnerships

For the production test, accounting or spreadsheet software must be used. Competencies: financial statements, bank reconciliation, payroll, trial balance, journalizing, inventory, depreciation, adjusting/closing entries.

### ELIGIBILITY

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

Membership	Participants
1-99	1
100-149	2
150-199	3
200-Up	4

Each participant should have had **more** than one (1) year [or one (1) semester in a block scheduling program] of high school accounting instruction or its equivalent.

### PROCEDURE

- This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts to be eligible to win an award.
- A one-hour online objective test will be administered based on the previously listed Competencies .
- One (1) hour will be allowed for the production test. Students may bring prepared templates which may include, but are not limited to, a general journal, bank reconciliation, financial statements, and a worksheet. Any accounting or spreadsheet software may be used.
- Participants must furnish their own NO. 2 pencils, erasers and they may use their own non-graphing calculators. If the test is administered on line, participants may still use their non-graphing calculators.
- No reference materials are allowed.
- The homesite testing administrator and the objective test administrator (normally the same person), must be noted in the appropriate space in the online registration.

### JUDGING

- If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- The objective test will constitute 50% of the final event score. The production

test will constitute 50% of the final event score.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top 10 finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

## **ADVISER OF THE YEAR AWARD**

The purpose for this award is to recognize an outstanding FBLA local chapter adviser.

### **ELIGIBILITY**

Nominations may come from local chapter advisers, FBLA members, and local administrators. When nomination forms are received in the state office, each nominee will be contacted by the state office for further information.

Nomination forms must be postmarked to the state office no later than the close of business on the date given on the Calendar of Activities.

### **PROCEDURE**

A selection committee of the previous recipients will review information according

to stated criteria, with emphasis being given to that adviser who:

- Has a deep commitment to FBLA and the members.
- Uses a fair and democratic approach in leading the chapter.
- Actively promotes interaction of FBLA activities with all business teachers in the department.
- Works with business persons and civic groups in the community.
- Uses businesslike methods in coordinating the work of FBLA.
- Uses sound planning and evaluation of local chapter activities.
- Provides opportunities for members to participate in FBLA activities beyond the local level.
- Has served as a local chapter adviser for at least three (3) years.

**PLEASE KEY**

**NC FBLA STATE COMPETITIVE EVENTS ENTRY FORM  
NC FBLA ADVISER OF THE YEAR**

Name of Adviser Nominee

School

Region

Complete School Address

School Address:

City, State Zip

School Telephone ( )

Complete Home Address

Street Address:

City, State Zip

Home Telephone

( )

Nominee's e-mail

Name of Nominator

Region

Complete School Address

School Address:

City, State Zip:

***Please return this form to the state office by the postmark deadline specified on the NC FBLA Calendar of Activities.***

For Office Use Only

## **ALSUP BUSINESS SCHOLARSHIP AWARD**

This scholarship award is designed to provide financial assistance to an outstanding FBLA member who plans to further his/her education in business.

### **GENERAL INFORMATION ABOUT THE AWARD**

The funds for this \$500 scholarship are made possible by a gift from a supporter of FBLA and business education.

### **ELIGIBILITY**

Each local chapter may enter one (1) contestant who is on record as having paid dues by the second semester membership dues deadline.

- Only high school seniors who are active members of an FBLA chapter and take an active part in the State Leadership Conference are eligible.
- All applicants should plan to work toward a degree in business at an accredited North Carolina two- or four-year institution of higher learning.
- A committee composed of members of the high school business faculty, and either the principal, guidance counselor or both should select each eligible applicant.
- Students applying for this scholarship may also enter another non-scholarship event at the State Leadership Conference.
- Participants must not have entered this event previously.

### **REGULATIONS**

A four-part application package must be completed and received by the state office no later than the deadline indicated on the Calendar of Activities.

Along with the Event Entry Form, a four-part application package should be submitted, consisting of the following:

1. Information Form
2. Letter of Recommendation from the school principal
3. Applicant's Essay
4. Official Transcript

### **PROCEDURE**

#### **Administration**

- The FBLA state chairman and state adviser will administer the award.
- Winners will be notified in writing of the steps to follow in obtaining the remittance.

#### **Application**

- Students applying must write an essay (maximum of two (2) pages, single- or double-spaced lines) in which they discuss their career goals and why they chose their selected career.

### **SELECTION**

Applications will be screened and at least five (5) finalists will be selected. These finalists will be notified by letter or telephone at least one week before the State Leadership Conference. The finalists must be available for interviews at the State Leadership Conference. Interview times will be determined through a random drawing.

### **JUDGING**

A panel of judges will conduct and evaluate the interviews and determine the recipient. All decisions of the judges are final.

### **STATE AWARD**

The recipient of the scholarship award will be announced at the State Leadership Conference.

INFORMATION FORM  
ALSUP BUSINESS SCHOLARSHIP

School Year \_\_\_\_\_

1. Name (Mr., Miss) \_\_\_\_\_  
Last
First
Middle

2. High School \_\_\_\_\_

3. Date of Birth \_\_\_\_\_

4. Other Children in the Family:

Name	Age	School/College	Grade/College Level

5. Career Choice \_\_\_\_\_

6. Why did you choose this career? \_\_\_\_\_  
 \_\_\_\_\_

7. List your three (3) most significant high school extracurricular activities. List outstanding honors received: \_\_\_\_\_

8. List community or volunteer activities \_\_\_\_\_

9. List other scholarships received \_\_\_\_\_

10. Information concerning family income and resources:

Name	Address	Occupation	Yearly Income

1. Please explain any special circumstances of which the committee should be aware.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**ALSUP BUSINESS SCHOLARSHIP AWARD**

**RATING SHEET**

Points given may range between zero and the maximum number indicated.

**ESSAY**

Evidence of career planning \_\_\_\_\_ 10

**TRANSCRIPT**

Scholastic Aptitude \_\_\_\_\_ 20

**Subtotal** \_\_\_\_\_ **30**

**INTERVIEW**

Proper greeting, introduction and closing \_\_\_\_\_ 10

Poise, maturity, enthusiasm, and personal appearance \_\_\_\_\_ 10

Communication skills \_\_\_\_\_ 10

Self-confidence, initiative, and assertiveness \_\_\_\_\_ 10

Financial need \_\_\_\_\_ 30

**Subtotal** \_\_\_\_\_ **70**

**Total Score** \_\_\_\_\_ **100**

Name of Applicant \_\_\_\_\_

Address of Applicant \_\_\_\_\_

High School Attending \_\_\_\_\_

College Planning to Attend \_\_\_\_\_

Judge's Signature \_\_\_\_\_ Date \_\_\_\_\_

Judge's Comments:  
\_\_\_\_\_  
\_\_\_\_\_

## **AMERICAN ENTERPRISE PROJECT – MG**

This event recognizes middle level FBLA chapters that successfully implement an education program to promote free enterprise.

### DESCRIPTION

Reports must promote an awareness of some part of the American (free) enterprise system with the school and/or community and answer the Report Format questions. The project is intended to help members learn more about the free enterprise system and is designed for chapter participation.

### ELIGIBILITY

Each local chapter that is on record in the FBLA-PBL National Center as having paid dues by the deadline for the current school year may submit one (1) report.

### BUSINESS EDUCATION CURRICULUM STANDARDS:

Communications, Entrepreneurship

### PROCEDURE

- The chapter Adviser must attach an event entry form to the front cover of the report.
- The report must be completed and received by the state office no later than the deadline on the calendar.
- The report format should follow the same sequence shown on the rating sheet.
- Creativity through design and use of meaningful graphics is encouraged.

### REPORT GUIDELINES

- 1) Report must be keyed in the order of the questions listed in the following Report Format section.
- 2) The report must describe an activity on American enterprise/free enterprise that was conducted during the current school year.
- 3) The report should be no more than five (5) pages including the cover

sheet and attachments and be on standard 8 ½" x 11" paper.

- 4) Each side of the paper providing information is counted as a page.
- 5) Copies should be sent rather than important original documents. Scrapbooks and loose or bulky exhibits are not acceptable.
- 6) Pages may not be laminated or bound in sheet protectors.
- 7) Reports should be stapled in the upper left-hand corner with the cover sheet.

### REPORT FORMAT

The report will consist of questions and answers. Key the following questions followed by your comments and description.

- 1) Describe the chapter's American Enterprise Project.
- 2) State the purpose and goals of the project. The purpose and goals should be keyed as numbers or bullets.
- 3) Describe how the chapter chose this particular project as an American enterprise activity.
- 4) Describe the steps the chapter members used to plan and develop the project.
- 5) Describe how the chapter completed the project.
- 6) Describe why this project is unique.
- 7) Explain the benefits and impact your project had on the school or community.
- 8) Explain and give evidence of how the project was publicized by attaching at least one article or flyer.
- 9) You may incorporate pictures in to the report.

### REGULATIONS

**Three copies** of the report should be sent to the state office.

## STATE AWARDS AND NATIONAL RECOGNITION

First-, second-, and third- place awards will be presented at the State Leadership Conference.

The top two winning reports will be submitted to the national office and will be recognized by the national center on the FBLA-PBL Web site, and chapters will receive a medal of excellence.

**AMERICAN ENTERPRISE PROJECT**  
**Rating Sheet**  
 FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project	0	1-7	8-14	15-20	
Statement of project goals	0	1-3	4-7	8-10	
Description of project choice	0	1-3	4-7	8-10	
Description of project planning and development	0	1-3	4-7	8-10	
Description of implementation	0	1-3	4-7	8-10	
Uniqueness of project	0	1-2	3-4	5	
Service to the community	0	1-2	3-4	5	
Evidence of publicity	0	1-2	3-4	5	
<b>Format</b>					
Followed project criteria	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one [1] point for each error)	0	1-5	6-10	11-15	
<b>Total Points</b>	<b>(100 max.)</b>				

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **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.

### OVERVIEW

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 the school.

### PROJECT COMPETENCIES

- arrange report logically and in proper business style
- demonstrate correct spelling and grammar
- describe project development and implementation
- explain promotion of the economic system
- report results of the project and analyze project's success and areas of improvement

### PERFORMANCE COMPETENCIES

- demonstrate good communication skills
- describe project development and implementation
- describe benefits to the community
- demonstrate ability to make a professional presentation
- effectively answer questions

### ELIGIBILITY

Each active local chapter on record in the FBLA state office as having paid dues by the

second semester membership dues deadline of the current school year may enter one report.

### Written Report

- The chapter adviser must attach an Event Entry Form to the front cover of the chapter report. The report must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
- Report formats (See REPORT FORMAT GUIDELINES on National Website) must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the start of the current State Leadership Conference.
- Creativity through design and use of meaningful graphics is encouraged.
- Penalty points will be given if the written project does not adhere to the guidelines.
- **Three (3) copies** of the written report must be sent to the state adviser by the deadline listed on the calendar of activities.

### Oral Presentation

- Based on the highest written report scores, a maximum of five (5) chapters will be selected to make an oral presentation at the State Leadership Conference.
- Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the State Leadership Conference. Seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual

aids may be used; however, **the chapter must provide** all equipment used for the presentation. Five (5) minutes will be allowed to set up and remove equipment or presentation items.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of five (5) points for presentations over seven (7) minutes.
- Following each presentation, the judges may conduct a three (3) question and answer period.
- The performance is open to conference attendees, **except** performing participants of this event.

## JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists prior to the State Leadership Conference. A separate panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

## STATE AWARDS AND NATIONAL ELIGIBILITY

First-, second-, and third- place awards will be presented at the State Leadership Conference. First- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

**AMERICAN ENTERPRISE PROJECT  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1-5	6-10	11-15	
Research into school and/or community needs	0	1-2	3-4	5	
Planning and development of project	0	1-7	8-14	15-20	
Implementation of project	0	1-5	6-10	11-15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1-7	8-14	15-20	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of the written report and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
<b>Subtotal</b>					
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 3 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION (scores checked) <input type="checkbox"/> Administrator <input type="checkbox"/> NAP
--

**AMERICAN ENTERPRISE PROJECT  
Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Explanation</b>					
Describes project development and strategies used to implement project	0	1-7	8-14	15-20	
Describes research into school or community needs	0	1-5	6-10	11-15	
Appropriate level of chapter member involvement in project	0	1-3	4-7	8-10	
Degree of impact on the community and its citizens	0	1-7	8-14	15-20	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Report Score</b>					<b>/100 max.</b>
<b>Total Points</b>					<b>/200 max.</b>

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

## **BANKING AND FINANCIAL SYSTEMS**

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

### **COMPETENCIES**

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

The performance competencies are: demonstrate understanding of case; understand role of the judge as component of the presentation; provide introduction and overview; explain, discuss, describe recommendations; demonstrate critical thinking/reasoning skills; use correct grammar, tone, style; and ability to make a professional presentation.

### **ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Each local chapter may enter one (1) team that must be composed of two to three (2-3) active members. One (1) team member may have entered this event previously. The team members must be on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

### **REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

- A one-hour written objective test will be administered to the team collaboratively based on the previously listed Competencies Section.
- Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.
- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All participants will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance each participant will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The 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.
- The team should introduce themselves, describe the situation,

make recommendations, and summarize the case. All team members are expected to actively participate in the performance.

- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- If space permits the performance is open to conference attendees, except performing participants of this event. A performance section is also required. This is a NLC and an SLC requirement.

If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

The criteria for the performance portion is outlined in the rating sheets.

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

#### STATE AWARDS AND NATIONAL ELIGIBILITY

Each member of the top 10 finalist teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

The first- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference

#### JUDGING

**BANKING & FINANCIAL SYSTEMS**  
**Performance Rating Sheet**

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1-5	6-10	11-15	
<b>Explanation</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-2	3-4	5	
Team demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>	<b>/100 max.</b>				
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **BUSINESS CALCULATIONS**

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

### **COMPETENCIES**

The written objective test will consist of items related to consumer credit, mark-ups and discounts, date analysis and reporting, interest rates, payroll, investments, taxes, bank records, insurance, ratios and proportions, depreciation, and inventory.

### **ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-up	4

First-, second-, and third-place winners at the regional level will qualify to compete at

the State Level. *Local Advisers must register winners to compete at the state level.*

### **PROCEDURE**

- A one-hour objective test will be administered based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

### **JUDGING**

If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

### **REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY**

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

## **BUSINESS COMMUNICATION**

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

### **COMPETENCIES**

Nonverbal and oral communication concepts, communication concepts, written and report application, grammar, reading comprehension, editing and proofreading, word definition and usage, capitalization, punctuation, spelling, digital communications (e-mail, messaging, Netiquette).

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

### **ELIGIBILITY**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

### **PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

### **JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

### **REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY**

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference

**BUSINESS COMMUNICATION – MG**

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

**COMPETENCIES**

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

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*\*Only members enrolled in grades six (6) through eight (8) of the current school year are eligible to compete in the event.*

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section. If this test is administered online, participants may still use their non-graphing calculators
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS**

The top five (5) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

**BUSINESS COMPUTER TECHNOLOGY – MG**

Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business' success. This event provides recognition for FBLA members who have an understanding of basic business computer technology.

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

**COMPETENCIES**

The written objective test may include questions on word processing, database, spreadsheet, graphics, and telecommunications, as well as basic technology concepts and business equipment.

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on recorded in the FBLA state office as having paid dues by the second semester membership dues deadline.

*\*Only members enrolled in grades six (6) through eight (8) of the current school year are eligible to compete in the event.*

Local chapters may enter members as follows:

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section. If this test is administered online, participants may still use their non-graphing calculators
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

**BUSINESS CONCEPTS – MG**

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

Membership	Participants
1-30	1
30-60	2
61-90	3
91-up	4

**COMPETENCIES**

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

**ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*\*Only members enrolled in grades six (6) through eight (8) of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

**PROCEDURE**

- A one-hour objective test will be administered at the State Leadership Conference based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

**JUDGING**

Tests will be machine scored. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

**STATE AWARDS**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

## **BUSINESS FINANCIAL PLAN**

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

### **COMPETENCIES**

**Report:** identify appropriate type of loan, complete an application for a loan, provide justification for loan selected, write report in appropriate business style, and demonstrate correct spelling and grammar.

**Performance:** articulate need for the loan, explain process of applying for a loan, explain type of loan, demonstrate good communication skills, demonstrate ability to make a professional presentation, and effectively answer questions.

### **ELIGIBILITY**

Entries may be created by an **INDIVIDUAL** or by a **Team** of two (2) or three (3) members. Participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by the deadline for the current school year.

The project must not have been submitted for a previous State Leadership Conference. In the event of a team entry, no more than one (1) member may have competed in this event at a previous State Leadership Conference.

### **REGULATIONS**

1. Student members, not advisers, must prepare reports. Regional and local

advisers, as well as local financial institutions, should serve as consultants to ensure the financial plans are well organized, contain substantiated statements, and are prepared in an acceptable format. See National Website for topic.

2. Students must prepare a written synopsis of no more than 500 words that summarizes the loan. **Six (6) copies** of the synopsis should be included with the submission of the report in a standard file folder with the event title, participant's name, and school.
3. See **REPORT FORMAT GUIDELINES** on National Website. The report should follow these guidelines with the following exception:
4. Reports must not exceed 15 pages, including the title page, table of contents, divider pages, and appendices.
5. The oral presentation of entries must be conducted by authors of the proposal only.
6. The school must provide all the equipment for the presentation. Visual aids and samples specifically related to the business financial plan may be used in the presentation; however, no items may be left after the presentation with either the judges or the audience.
7. Presentations should be clearly labeled with the name of the team event, members, school, and date (For NLC you must also include the state.)

### **PROCEDURE**

#### **Written Report**

- Reports must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business financial plan with substantiated statements in a clear and concise format.
- Copies of the Business Financial Plan must be submitted to the State Adviser for judging by the deadline shown on the calendar.

#### **Preliminary Round—Oral Presentation**

- The report will be prejudged according to the attached rating sheet. Members will make an oral presentation at the State Leadership Conference.
- An INDIVIDUAL or team of two (2) or three (3) members from each local chapter will give an oral presentation that will be an interactive situation. The members will explain the business venture, the financial plan, and their request for a loan. Judges will serve as officers of the financial institution, questioning and interacting with the team members throughout the presentation.
- Five minutes (5) will be allowed to set up equipment or presentation items and seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids and samples specifically related to the project may be used in the final presentation; however, no items may be left with judges or audience.
- A timekeeper will stand at six (6) minutes and will stand again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges will conduct a three (3) minute question and answer period.
- The preliminary performance is not open to conference attendees. Scores from the written report as well as the

preliminary oral presentation will determine the final rank. The top ten (10) Individuals or teams will proceed to the final round.

#### Final Round—Oral Presentation

- The top ten (10) Individual or teams will give an oral presentation.
- The final guidelines are the same as the preliminary guidelines described above.
- Only the final performance is open to conference attendees, except performing participants of this event.
- The top two (2) reports from each state are eligible to compete at the National Leadership Conference.

#### STATE AWARDS

- The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.
- The top two (2) reports from each state are eligible to compete at the National Leadership Conference.

**BUSINESS FINANCIAL PLAN  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1–10	11–20	21–30	
Company Description • Description of the business • Legal form of business • Company governance • Company location(s) • Long- and short-term goals	0	1–7	8–14	15–20	
Operations and Management • Business facilities described • Management personnel identified • Workforce described (current and projected)	0	1–8	9-18	19-25	
Target Market • Target market defined (size, growth potential, needs) • Risks and potential adverse results identified, analyzed, and planned for	0	1–10	11–20	21–30	
Financial Institution • Name and type of financial institution to which loan application is being made	0	1–7	8-14	15-20	
Loan Request • Purpose of loan and amount requested • Itemized planned expenditures • Projections for future stability of company	0	1–10	11–20	21–30	
Supporting Documents • Works cited page	0	1–5	6–10	11–15	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of written presentation and design	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>	<b>(200 max.)</b>				
<p><b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):  <input type="checkbox"/> cover incorrect    <input type="checkbox"/> missing table of contents    <input type="checkbox"/> binding incorrect    <input type="checkbox"/> over fifteen (15) pages    <input type="checkbox"/> attached items  <input type="checkbox"/> no page numbers in report    <input type="checkbox"/> 3 copies of report not received    <input type="checkbox"/> report format does not follow rating sheet</p>					
<b>Total Points</b>	<b>(200 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**BUSINESS FINANCIAL PLAN  
Performance Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of the company and workforce (current & projected)	0	1-5	6-10	11-15	
Description of the financial plan and strategies to obtain loan	0	1-5	6-10	11-15	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned for your target market	0	1-5	6-10	11-15	
Purpose of loan and amount requested and projections for future stability of company	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>100 max.</b>				

<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. <b>Time:</b>	
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed	
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines	
<b>Total Points</b>	<b>100 max.</b>
<b>Report Score</b>	<b>200 max.</b>
<b>Final Score</b> (add total points and report score)	<b>300 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**BUSINESS LAW**

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

**COMPETENCIES**

The written objective test may consist of both objective questions and case problems. Questions may address commonly recognized areas of business law including 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; and domestic and personal law.

**ELIGIBILITY**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

**JUDGING**

Tests will be machine graded or graded online. Ties will be broken based on the order in which the tests were returned/completed. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second, and third place State Leadership Conference awardees are eligible to compete at the National Leadership Conference

**BUSINESS MATH – MG**

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

**COMPETENCIES**

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

**ELIGIBILITY**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

*\*Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section. If this test is administered online, participants may still use their non-graphing calculators
- Participants must furnish their own No. 2 pencils and erasers. They may use their own non-graphing calculators.

**JUDGING**

Tests will be machine graded or graded online. Ties will be broken based on the order in which the tests were returned/completed.

**STATE AWARDS**

First-, second-, and third-place awards will be presented at Regional Competitive Events. The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

**BUSINESS MATH**

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

**COMPETENCIES**

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

**ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*Only members enrolled in **grades 9 and 10** of the current school year are eligible to compete in this event. Each student is required to **include an official transcript to compete.***

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils and erasers. They may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second, and third place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

## ***BUSINESS PERSON OF THE YEAR AWARD***

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

### **ELIGIBILITY**

Each chapter, having met the fall dues deadline, may enter one (1) person in the Businessperson of the Year Event. The nominees **must** be members of the private business sector—not students or educators.

### **REGULATIONS**

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.

1. Nominees must be selected in accordance with the regulations of the state chapter and national association.
2. Nominees must not have received state recognition in this event at a previous State Leadership Conference.
3. Regional recipients, along with any nominees from the state office will be considered for the state award.
4. The entry form must be completed by the local chapter adviser and submitted to the regional board member with each nominee's biographical sketch. The material must be received no later than the close of business on the date given on the Calendar of Activities.

### **PROCEDURE**

Criteria for selection of nominees at the local and state level should include, but do not have to be limited to:

- Years of participation in FBLA-PBL activities.
- Promotion of FBLA-PBL through presentations and seminars.
- Contribution to chapter projects and activities.
- Financial assistance to and sponsorship of activities for local and/or state chapter(s).

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

### **JUDGING**

A panel of judges appointed by the regional board member shall evaluate the information submitted for each nominee and determine the recipient of the regional award.

The state recipient of this award will be determined by a majority vote of the NC FBLA Board of Directors.

### **REGIONAL/ STATE AWARDS AND NATIONAL ELIGIBILITY**

The Regional Businessperson will be recognized at the State Leadership Conference. The recipient of the state award will be announced at the State Leadership Conference. This person will represent the state at the National Leadership Conference.

<b>NC FBLA STATE COMPETITIVE EVENTS ENTRY FORM BUSINESSPERSON OF THE YEAR</b>	
Name of Businessperson	
Occupation	
Type of Business	
Complete Business Address	
Business Telephone	
Home Telephone	
Name of Nominator	
School	Region
Complete School Address School Address:  City, State Zip:	
Adviser's Signature and Date	Adviser's School FAX
Adviser's School Phone	Adviser's E-mail
Adviser's Planning Time	Adviser's Home Phone
Please return this form, the businessperson's résumé, and supporting materials as outlined under the criteria in the NORTH CAROLINA STATE AWARDS PROGRAM GUIDELINES to your Regional Board Member by <b>December 1</b> .	

## **BUSINESS PLAN PROJECT**

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 to develop and implement a new business venture.

### OVERVIEW

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

### COMPETENCIES

**Report:** identify the business; provide information on market, analysis, organization, and development of the business; write report in appropriate business style; demonstrate correct spelling and grammar.

**Performance:** demonstrate good verbal communication skills; articulate need for the proposed business; explain process of preparing a business plan; identify obstacles for the owner or business; explain lessons learned; and effectively answer questions.

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

product technical descriptions and/or illustrations, endorsements, etc.

### ELIGIBILITY

Each local chapter may enter one (1) plan from a participant who is a member on record in the state office as having paid dues by the second semester membership dues deadline of the current school year.

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

### REGULATIONS

1. Participants must not have entered this event previously. In the case of a team, no more than one (1) team member may have competed in this event previously.
2. Projects must describe proposed business ventures. If the student(s) have already launched the business idea, it must not have been in operation for more than nine (9) months prior to the State Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.

### REPORT GUIDELINES

#### Report-General

- Student members, not advisers, must prepare reports.
- **Three (3) copies** of the written plan must be sent to the state chair/state adviser and received by the date indicated on the Calendar of Activities.
- All team members must participate in the presentation.
- Reports submitted for competition become the property of FBLA—PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.
- See REPORT FORMAT GUIDELINES on National Website.

### PROCEDURE

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

#### Oral Presentation

- Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make an oral presentation at the State Leadership Conference.
- Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the State Leadership Conference.
- Five (5) minutes will be allowed to set up and remove equipment and presentation items. *The chapter must provide all equipment for the presentation.*
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- Seven (7) minutes will be allowed to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of five (5) points for presentations over seven (7) minutes.
- Following each presentation, the judges may conduct a three-minute question-and-answer period, during which the presenters should be prepared to defend all aspects of their plans, including the assumptions and projections.
- The performance is open to conference attendees, except performing participants of this event.

### JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select

the finalists **prior** to the State Leadership Conference.

A separate panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) finalists will receive medallions and first-, second-, and third -place awards will be presented at the State Leadership

Conference. First- and second-place awardees are eligible to compete at the National Leadership Conference.

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\*Note: These guidelines rely in great measure on the information contained in two publications, both of which are available through the FBLA-PBL *Market Place*. Specifically, participants are encouraged to review chapter 7, "Creating a Successful Business Plan," in *Start Your Business, a Beginner's Guide*. Additional resources can be found in *The Successful Business Plan: Secrets & Strategies*. Both books are published by The Oasis Press/PSI Research.

<b>NC FBLA COMPETITIVE EVENTS ENTRY FORM</b> <b>Business Plan Project</b> <i>(Please Key)</i>		
School Name		
Chapter #	No. Members	Region
Complete School Address  School Address: City, State Zip		
Adviser's Name(s)		
Adviser's School Phone Number (    )	Adviser's Home Phone Number (    )	
Adviser's School Fax Number (    )	Adviser's E-mail Address	
I have read the North Carolina State Awards Program Guidelines and based on the guidelines, this team/individual is eligible to compete.		
Adviser's Signature		
Name of <b>Individual</b> or <b>Team</b> member(s) I am eligible to compete; my adviser and I have read the North Carolina State Awards Program Guidelines.		
Contestant's Printed Name ( <b>As listed on Membership Form</b> )	Grade	Signature
Contestant's Printed Name ( <b>As listed on Membership Form</b> )	Grade	Signature
Contestant's Printed Name ( <b>As listed on Membership Form</b> )	Grade	Signature
Only one team member may have entered this event at a previous State Leadership Conference. <b>Indicate with an asterisk (*) the returning member.</b>		
<b>I have not entered this event at a State Leadership Conference.</b> Contestant's Signature		
<b>I have not entered this event at a State Leadership Conference.</b> Contestant's Signature		
<b><i>Please return this form to the state office by the postmark deadline specified on the NC FBLA Calendar of Activities.</i></b>		

**BUSINESS PLAN PROJECT  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Executive Summary • Convinces reader that business concept is sound and has a reasonable chance of success • Is concise and effectively written	0	1–7	8–14	15–20	
Company Description • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company’s financial status	0	1–5	6–10	11–15	
Industry Analysis • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market • Target market defined (size, growth potential, needs) • Effective analysis of market’s potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition • Key competitors identified • Effective analysis of competitors’ strengths and weaknesses • Potential future competitors • Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy • Key message to be communicated identified • Options for message delivery identified and analyzed including Web process • Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of technology	0	1–5	6–10	11–15	
Management and Organization • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan	0	1–5	6–10	11–15	

NC FBLA AWARDS PROGRAM

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Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Long-term Development • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15	
Financials • Type of accounting system to be used is identified • Financial projections, including monthly cash flow projections, are identified and reasonable • Financial assumptions clearly identified	0	1–7	8–14	15– 20	
Supporting Documents • May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of written presentation, design, and graphics	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>				<b>200 max.</b>	
<b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 3 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>				<b>200 max.</b>	

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**BUSINESS PLAN  
Performance Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project development and strategies used to implement project	0	1-7	8-14	15-20	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned for	0	1-5	6-10	11-15	
All aspects of the plan effectively presented	0	1-5	6-10	11-15	
Student evaluation of project effectiveness	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines					
<b>Total Points</b>	<b>100 max.</b>				
<b>Report Score</b>	<b>200 max.</b>				
<b>FINAL SCORE</b> (add total points and report score)	<b>300 max.</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

## **BUSINESS PRESENTATION**

This event recognizes FBLA members who demonstrate the ability to effectively use presentation technologies and software to prepare and deliver their message.

This event consists solely of a presentation given at SLC.

### COMPETENCIES

- Create an informative presentation on a topic given.
- Presentation logically arranged.
- Use effective and efficient layout and design.
- Demonstrate good verbal communication skills

### ELIGIBILITY

Each local chapter may submit **one (1) entry**. Entries may be created by an **INDIVIDUAL** member or by a **TEAM**, not to exceed three (3) members. Participants must be members of an active local chapter and be on record in the FBLA state office as having paid dues by the second semester membership dues deadline. In the event of a team entry, no more than one (1) member may have competed in this event at a previous State Leadership Conference.

### REGULATIONS

1. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
2. Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following websites as a reference:

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

### PROCEDURE

See National Website for topic.

**No prejudged project required** as of October 19, 2007 National FBLA Update.

### SLC Registration Procedure

- Register for SLC using the online registration system.
- If you are entering as an individual, choose “team” as the team event because you will be considered a team of one. .

### Preliminary Performance

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

### Final Performance

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

JUDGING

Media will **NOT** be returned to the chapters.

STATE AWARDS AND NATIONAL  
ELIGIBILITY

The top five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.



# BUSINESS PRESENTATION

## Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Effectively uses a variety of features of program such as text, graphics, and transitions	0	1-3	4-7	8-10	
Quality of design is professional. Design elements are appropriate for a business presentation, e.g., color choice, font style and size, and so forth.	0	1-3	4-7	8-10	
Amount of information is appropriate and timing of presentation is coordinated with delivery	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplished purpose	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>	<b>100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>	<b>100 max.</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**BUSINESS PROCEDURES**

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

**COMPETENCIES**

The written objective test may include questions on:

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

**ELIGIBILITY**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed competencies section.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**REGIONAL/ STATE AWARDS AND NATIONAL ELIGIBILITY**

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

**CAREER EXPLORATION--MG**

*Career Exploration recognizes those FBLA-Middle Level students who are working toward improving their knowledge of career opportunities.*

**Eligibility**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

*\*Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

*The winners will be recognized by the national center on the FBLA-PBL website.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

**Overview**

The objective test may include questions on skills, career plans, career goals, job searches, job applications, cover letters, resumes, interviews, *Occupational Outlook Handbook*, and basic career education.

**Guidelines**

1. The state chapter will administer this event either by school-site testing or at a conference.
2. A 45-minute objective test will be administered based on the competencies listed in the description.
3. Participants must furnish their own number two (2) pencils and erasers.

**REGIONAL/STATE AWARDS**

First-, second-, and third-place awards will be presented at Regional Competitive Events. The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

## **Community Service Project – MG**

This event recognizes middle level FBLA chapters that successfully implement a community service project to serve the citizens of the community.

### DESCRIPTION

Reports must describe a chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation.

### BUSINESS EDUCATION CURRICULUM STANDARDS:

Communication skills

### ELIGIBILITY

Each local chapter that is on record in the FBLA-PBL National Center as having paid dues by February 1 of the current school year may submit one (1) report.

### PROCEDURE

- The chapter adviser must attach an event entry form to the front cover of the report.
- The report must be completed and received by the state office no later than February 1.
- The report format (See REPORT FORMAT GUIDELINES on National Website) should follow the same sequence shown on the rating sheet.
- Creativity through design and use of meaningful graphics is encouraged.
- **Three (3) copies** of the report should be submitted to the State Office and received by the close of business on the date given on the Calendar of Activities.

### Report Contents

- Reports must not exceed a total of (5) pages, including cover sheet and other documentation.
- Each side of the paper providing information is counted as a page.
- Copies should be sent rather than important original documents.

- Scrapbooks and loose or bulky exhibits are not acceptable.
- Reports should be stapled in the upper left-hand corner with the cover sheet.
- Reports must describe activities of the chapter that were conducted during the current school year. (See *Report Format* in National Guidelines.)

### STATE AWARDS AND NATIONAL RECOGNITION

First-, second-, and third- place awards will be presented at the State Leadership Conference.

Each state will submit two winning reports that will be recognized by the national center on the FBLA-PBL Web site, and chapters will receive a medal of excellence.

NC FBLA AWARDS PROGRAM

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**COMMUNITY SERVICE PROJECT**  
**Rating Sheet**  
 FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project	0	1-7	8-14	15-20	
Statement of project goals	0	1-3	4-7	8-10	
Description of project choice	0	1-3	4-7	8-10	
Description of project planning and development	0	1-3	4-7	8-10	
Description of implementation	0	1-3	4-7	8-10	
Uniqueness of project	0	1-2	3-4	5	
Service to the community	0	1-2	3-4	5	
Evidence of publicity	0	1-2	3-4	5	
<b>Format</b>					
Followed project criteria	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one [1] point for each error)	0	1-5	6-10	11-15	
<b>Total Points</b>					

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **COMMUNITY SERVICE PROJECT ROY ALLEN AWARD**

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

### DESCRIPTION

Reports must describe a 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.

### COMPETENCIES

#### Report

- arrange report logically and in proper business style
- demonstrate correct spelling and grammar
- describe project development and implementation
- explain community partnership
- report results of the project and analyze project's success and areas for improvement

#### Performance

- demonstrate good communication skills
- describe project development and implementation
- describe benefits to the community
- demonstrate ability to make a professional presentation
- effectively answer questions

### ELIGIBILITY

Each local chapter that is on record in the FBLA state office as having paid dues by the second semester membership dues deadline of the current school year may submit one (1) report.

Members representing their chapter in the oral presentation portion of this event may compete in an additional **INDIVIDUAL** event.

### REGULATIONS

1. The local chapter adviser must attach an Event Entry Form to the front cover of the report. **Three (3) copies** of the report must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. Reports received from local chapters become the property of NC FBLA. These reports may be used for publication or reproduced for sale by the state office.
3. Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the State Leadership Conference.

### PROCEDURE

#### Written Report

- Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format (See REPORT FORMAT GUIDELINES on National Website).
- Creativity through design and use of meaningful graphics is encouraged.

#### Oral Presentation

- Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the State Leadership Conference.
- Seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used; however, all equipment used for the presentation must be provided by the chapter.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of five

(5) points for presentations over 7 minutes.

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

#### JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists prior to the State Leadership Conference.

A separate panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report score and the oral presentation scores. All decisions of the judges are final.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

First-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

**COMMUNITY SERVICE PROJECT ROY ALLEN AWARD  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Statement of project goals • Service to the community and its citizens	0	1-5	6-10	11-15	
Planning and development of project	0	1-5	6-10	11-15	
Implementation of project	0	1-5	6-10	11-15	
Impact and benefits to the community	0	1-8	9-18	19-25	
Evidence of publicity	0	1-2	3-4	5	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of the written presentation and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
<b>Subtotal</b>				<b>100 max.</b>	
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 3 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>				<b>100 max.</b>	

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

NC FBLA AWARDS PROGRAM

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**COMMUNITY SERVICE PROJECT ROY ALLEN AWARD  
Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project development and strategies used to implement project	0	1-8	9-18	19-25	
Appropriate level of chapter member involvement in the project	0	1-3	4-7	8-10	
Degree of impact on the community and its citizens	0	1-7	8-15	16-20	
Evidence of publicity received	0	1-2	3-4	5	
Effective student evaluation of project	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated, appropriate business language used	0	1-5	6-10	11-15	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Report Score</b>	<b>/100 max.</b>				
<b>FINAL SCORE</b>	<b>/200 max.</b>				

School: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## COMPUTER APPLICATIONS

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

### COMPETENCIES

#### Objective Test

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

#### Production Test

- database—creating a database; applying various functions such as searching, querying, etc.
- spreadsheets—applying functions such as move, combine, format, creating and applying formulas
- presentation—preparing text slides with graphics
- business graphics—bar, line, pie, exploded pie, stacked bar
- word processing—letters, memorandums, tables, reports, or other type of work processing problems

### ELIGIBILITY

Each local chapter may enter **one (1) participant** who is an active member and is on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

*A Home Site Testing Administrator Form* must be completed and received by the state office by the date given on the Calendar of Activities.

### PROCEDURE

#### Home Site Testing

- a. Two (2) hours will be allowed for the skills production test at the home testing site. Additional time will be allowed for general directions, equipment setup, and warm-up. Problems are weighted according to difficulty and may be completed in any order. Word division manuals and dictionaries may be used as reference materials.
- b. Results will be based on mailable copy. Material that could be considered mailable with slight reservations will receive reduced credit. Un-mailable copy will not be considered in scoring. (See Standards of Mailability in the General Information section.)
- c. Participants must recognize the necessity for accurate proofreading.

#### Objective Test

- A one-hour written objective test will be administered at the Regional Competitive Events Conference based on the previously listed COMPETENCIES section and basic skills knowledge.
- Participants must furnish their own No. 2 pencils, erasers, and their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators
- This procedure is repeated for the State Leadership Conference competitors.

## ADMINISTRATION

Local chapters must submit with the Event Entry Form a Test Administrator Identification Form. Upon receipt of the Identification Form, the Regional Adviser will send the test, Administrator Release Form, guidelines, and script to the identified test administrator. This test should be administered in accordance with the instructions included in the test packet.

After the test is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the Regional Adviser by the stipulated deadline. Tests not received by the deadline will be disqualified. It is suggested that local chapters return test packets by certified mail. FBLA will not be responsible for test materials lost in the mail or not received by the deadline.

## JUDGING

Objective tests will be machine graded. The test will constitute **15 percent** of the final event score.

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute **85 percent** of the final event score.

Ties will be broken based on the scores associated with the objective test portion of the event.

## REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners are eligible to compete in the National Leadership Conference

## **COMPUTER GAME & SIMULATION PROGRAMMING**

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

### ELIGIBILITY

Each chapter may submit one (1) entry for the State Leadership Conference. The entry can be created by an individual or team of two (2) or three (3) who are active members of their chapter. No more than one (1) team member may have competed in this event at a prior SLC.

### OVERVIEW

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

### PROGRAM GUIDELINES

#### Prejudged Program

- The participant may choose any programming language or game/animation engine to create a stand-alone executable program that will display creativity, programming skill, and convey the message of the topic.
- Three (3) copies of program must be sent to the State Adviser for the State Leadership competition, and two (2) copies must be sent to FBLA National

when competing on the national level.

The copy for SLC must be received by the date on the state calendar. For winners qualifying for NLC, the copy must be received by national by the second Friday in May.

- 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.
  - Must allow for at least a two player perspectives such as First Person, Third Person, Top-Down, Side-Scrolling etc.
  - Must run on a Windows XP or higher computer, using the keyboard and mouse for player controls.
  - Must run on range of 1024x780 or higher.
- Three (3) DVDs or USB thumb drives containing the executable object, data or support files needed to run the executable file must be received by the state adviser for judging by the date indicated on the calendar along with a Statement of Assurance and a readme file. Label the media using a marker with the school, participant name, and event.
- All data and programs should be contained in a master folder named STATE\_ SCHOOL\_ REGION where your state, school, and region are listed in that folder name format. Outside of the master folder, create a shortcut to the executable. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.
- Readme file must be submitted as a hard copy and sent with the DVDs or flash drives. Contained in the readme file is a statement noting the name of the participant, and school (include state for NLC); design software program(s) used and instructions on running the program and installing the executable and a runtime program if needed.
- Program must include an initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
- Program must include a quit command programmed to the escape key. This is needed if the player wants to end the game before completing.

- 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 • participant without help.

## PERFORMANCE GUIDELINES

### Preliminary Performance

- The top ten (10) individuals—or an equal number from each group—will be scheduled for a final presentation.
- The participant must provide all equipment for the presentation, including a copy of the program.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- The individual has seven (7) minutes to present the program. The judges will interact with the participant during the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- Preliminary performances are not open to conference attendees.

### Final Performance

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

## PERFORMANCE COMPETENCIES

- explanation of the program is logical and systematic
- understanding of the programming logic and coding is evident
- design process effectively communicated
- tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
- professional presentation
- self-confidence apparent through knowledge of content and articulation of ideas
- effectively answer questions

## JUDGING

The decision of the judges on both the prejudged and presentation is final.

## STATE AWARDS AND NATIONAL ELIGIBILITY

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners are eligible to compete at NLC.

**FBLA Computer Game & Simulation Programming  
Production Rating Sheet**

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Program Usability and Support</b>					
Storage media, uploaded folder and shortcuts formatted properly	0	1-3	4-7	8-10	
Instructions clear and executable launches from shortcut without modification	0	1-3	4-7	8-10	
<b>Game Play Evaluation</b>					
Quality of Rules—rules presented well and player knows what to do	0	1-3	4-7	8-10	
User Interface—game controls are easy to use without much explanation	0	1-3	4-7	8-10	
Navigation—the player can get to the end of game and knows how to get there	0	1-3	4-7	8-10	
Performance—no errors, bugs, or glitches	0	1-3	4-7	8-10	
Play—game is challenging, the game can be completed	0	1-3	4-7	8-10	
Artistry—color, backgrounds, characters, sounds are attractive and visible	0	1-3	4-7	8-10	
Player Interactions—player participates in the story and the actions are consistent with the concept	0	1-3	4-7	8-10	
Plot Complexity—game tells the story, player is guided to find a resolution to the problem at the beginning of the game	0	1-3	4-7	8-10	
Rewards—player is rewarded properly for taking game risks	0	1-3	4-7	8-10	
<b>Game Concept &amp; Design Evaluation</b>					
Fully addresses concept and topic	0	1-5	6-10	11-15	
Game play and graphics appropriate for concept and age group	0	1-3	4-7	8-10	
Incorporated entertainment and education elements	0	1-3	4-7	8-10	
Title slide is attractive with working direction, quite, and start buttons	0	1-3	4-7	8-10	
Contains all levels required	0	1-3	4-7	8-10	
Errors did not crash game or prevent continuing game play	0	1-3	4-7	8-10	
Code is well written and logically designed	0	1-5	6-10	11-15	
Code or game engine events are well commented to explain logic used and reason for a block of code	0	1-3	4-7	8-10	
<b>Subtotal</b>				<b>200 max.</b>	

NC FBLA AWARDS PROGRAM

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<b>Computer Game &amp; Simulation – Production Rating (Con't)</b>	
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 3 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media not labeled correctly	
<b>Total Points</b>	<b>200 max</b>

Name: \_\_\_\_\_  
School: \_\_\_\_\_ State: \_\_\_\_\_  
Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Judge's Comments: \_\_\_\_\_

NC FBLA AWARDS PROGRAM

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**Computer Game & Simulation Programming**

Performance Rating Sheet

Preliminary Round       Final Round

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

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: \_\_\_\_\_



**FBLA-PBL STATEMENT OF ASSURANCE**  
**Event Entry Form**

*This form must be completed and sent for the following events:*

Check one:

- |   |   |
|---|---|
| <input type="checkbox"/> Computer Game & Simulation Programming | <input type="checkbox"/> Digital Design & Promotion |
| <input type="checkbox"/> Desktop Application Programming        | <input type="checkbox"/> E-Business                 |
| <input type="checkbox"/> Digital Video Production               | <input type="checkbox"/> Web Site Design            |

For E-business, Internet Application Programming, and Web Site Design, give the URL. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: \_\_\_\_\_  
 FBLA Region \_\_\_\_\_

**Check One:**  
 FBLA or  
 PBL

School: \_\_\_\_\_

Web site URL Address: \_\_\_\_\_  
 (where appropriate) \_\_\_\_\_

Member(s) Name: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Local Chapter Contact (adviser preferred)  
 Name: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_

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)** \_\_\_\_\_

**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.

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 of the current school year. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

A one (1) hour objective test will be administered based on the competencies listed. Non-graphing calculators may be used but provided by the students.

**Objective Test Competencies**

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

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

## **COMPUTER SLIDE SHOW – MG**

This event provides recognition for FBLA-Middle Level members who demonstrate an ability to use presentation software to prepare and deliver a message.

### DESCRIPTION

The topic to be developed for this slide show and submitted for competition is listed in the TOPIC section of this manual on page 24.

### ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by March 1 of the current school year.

All middle level FBLA members in grades 6 through 8 are eligible for this event.

### PROCEDURE

1. The slide show must address the topic in the description section. Entries will be judged according to the rating sheet.
2. Presentations should be at least one (1) minute and no more than three (3) minutes in length.
3. Presentations may be submitted on a CD or DVD. Instructions should be included with the entry, describing the procedures necessary to run the presentation, including the software used. All software and the required elements should be included (i.e., pack-and-go) so the judges can view the presentation on any system.
4. Presentations should be clearly labeled with the name of the event, name of participant(s), school name, and state.

### STATE AND NATIONAL RECOGNITION

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies.

The top two winners will be recognized by the national center on the FBLA-PBL Web site, and individuals will receive a medal for outstanding achievement at SLC.

**COMPUTER SLIDE SHOW PRESENTATION  
Event Entry Form  
(Please Key)**

**Team Member(s):**

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**School Name:**

**School Address:**

**School City, State Zip**

**Region**

**Software used:**

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	<b>Media type submitted</b> <input type="checkbox"/> CD
--	---

**Instructions/procedures for running the presentation:**

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**We, the undersigned, attest that the design, creation, and preparation of this multimedia presentation is the original work of our chapter members.**

<hr/> Team Member's Signature	<hr/> Grade	<hr/> Adviser's Signature
<hr/> Team Member's Signature	<hr/> Grade	<hr/> Adviser's E-mail ( )
<hr/> Team Member's Signature	<hr/> Grade	<hr/> Adviser's Fax Number ( )
		<hr/> Adviser's School Phone Number

**COMPUTER SLIDE SHOW PRESENTATION**  
**Rating Sheet**  
 FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation content clearly relates to assigned topic	0	1-3	4-7	8-10	
Copyright laws have been followed and are cited	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-3	4-7	8-10	
Elements included in presentation are suitable and appropriate	0	1-3	4-7	8-10	
<b>Presentation</b>					
Presentation includes identifiable opening, body, and conclusion	0	1-3	4-7	8-10	
Audio and visual elements are coordinated and complimentary	0	1-3	4-7	8-10	
Transitions are effective and appealing	0	1-3	4-7	8-10	
Graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Presentation is effective at motivating audience to action	0	1-3	4-7	8-10	
Sound, transitions, timings, and other special-effects enhance the presentation	0	1-3	4-7	8-10	
<b>Total Points</b>	<b>100 max.</b>				
<b>Penalty Points</b> Deduct five (5) points if presentation is under one (1) minute or over three (3) minutes.					
<b>Final Score</b>	<b>100 max.</b>				

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **CRIME PREVENTION PROJECT**

This event is designed to recognize those local chapters that design and participate in a crime prevention project in their local community.

### **ELIGIBILITY**

All active chapters who are on record as having paid dues by the second semester membership dues deadline are eligible for this event at the State Leadership Conference.

### **REGULATIONS**

1. The chapter adviser must attach an Event Entry Form to the front cover of the report. It must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. Each chapter should select one topic area for a crime prevention/ awareness project and implement activities in that area. Examples of topics might be: Child Safety, Shoplifting, Missing Children, Defensive Living, Consumer Protection, Vandalism, and Business Crimes.
3. The report (original or copy) must be typewritten and must not exceed ten (10) numbered pages, excluding title pages, table of contents, dividers, appendices, front and back covers, etc. Pages must be no larger than 8 ½" x 11". The report may be single or double-spaced. Information is to be keyed on one side of the paper and is counted as a page.
5. The project report must describe an activity of the local chapter, which was conducted between the previous year's State Leadership Conference and the current year's State Leadership Conference.
6. The report must have a soft cover of a paperweight such as cover stock, not to exceed 9" x 12". Two and three-ring

hardback notebooks are NOT acceptable.

7. Valuable items must not be included with the report. Copies should be sent instead of important original documents.
8. Scrapbooks and loose, bulky exhibits are not acceptable, and such entries will be disqualified. However, appendices may include the scripts of a slide, film, or videotape presentation.
9. The report should not include any attached items; i.e., pictures, programs, news clippings, etc. Such items may be appropriately copied and included in an appendix.
10. The report must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the report is well organized and prepared, contains substantiated statements, and is written in a business style.
11. Reports not adhering to these regulations will be disqualified.

### **PROCEDURE**

The Crime Prevention Project must be designed to enable students to become more aware of the importance of crime prevention in their local community and in the state. In addition, the project should involve the students in activities that communicate the importance of crime prevention to the local community.

### **JUDGING**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists prior to the State Leadership Conference

### **STATE AWARDS**

The first-place winner will be presented at the State Leadership Conference.

**CRIME PREVENTION PROJECT  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Project designed specifically to promote local understanding of and support for Crime Prevention in local community and state.	0	1-5	6-10	11-15	
Research into school and/or community needs	0	1-2	3-4	5	
Planning and development of project	0	1-7	8-14	15-20	
Implementation of project	0	1-5	6-10	11-15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1-7	8-14	15-20	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of the written report and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
<b>Subtotal</b>					
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of ten [10] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over ten (10) pages <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 3 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **CRIME PREVENTION PROJECT– MIDDLE LEVEL**

This event is designed to recognize those local chapters that design and participate in a crime prevention project in their local community.

### **ELIGIBILITY**

All active chapters who are on record as having paid dues by the second semester membership dues deadline are eligible for this event at the State Leadership Conference.

### **REGULATIONS**

1. The chapter adviser must attach an Event Entry Form to the front cover of the report. It must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. Each chapter should select one topic area for a crime prevention/ awareness project and implement activities in that area. Examples of topics might be:
  - Child Safety
  - Shoplifting
  - Missing Children
  - Defensive Living
  - Consumer Protection
  - Vandalism
  - Business Crimes
3. The report (original or copy) must be typewritten and must not exceed ten (10) numbered pages, excluding title pages, table of contents, dividers, appendices, front and back covers, etc. Pages must be no larger than 8 ½" x 11". The report may be single or double-spaced. Information is to be keyed on one side of the paper and is counted as a page.
4. The project report must describe an activity of the local chapter, which was conducted between the previous year's State Leadership Conference and the current year's State Leadership Conference.
5. The report must have a soft cover of a paperweight such as cover stock, not to

exceed 9" x 12". Two and three-ring hardback notebooks are NOT acceptable.

6. Valuable items must not be included with the report. Copies should be sent instead of important original documents.
7. Scrapbooks and loose, bulky exhibits are not acceptable, and such entries will be disqualified. However, appendices may include the scripts of a slide, film, or videotape presentation.
8. The report should not include any attached items; i.e., pictures, programs, news clippings, etc. Such items may be appropriately copied and included in an appendix.
9. The report must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the report is well organized and prepared, contains substantiated statements, and is written in a business style.
10. Reports not adhering to these regulations will be disqualified.

### **PROCEDURE**

The Crime Prevention Project must be designed to enable students to become more aware of the importance of crime prevention in their local community and in the state. In addition, the project should involve the students in activities that communicate the importance of crime prevention to the local community.

### **JUDGING**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists prior to the State Leadership Conference.

### **STATE AWARDS**

The first-place winner will be presented at the State Leadership Conference.

**CRIME PREVENTION PROJECT**  
**Rating Sheet**  
 FBLA-Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project	0	1-7	8-14	15-20	
Statement of project goals	0	1-3	4-7	8-10	
Description of project choice	0	1-3	4-7	8-10	
Description of project planning and development	0	1-3	4-7	8-10	
Description of implementation	0	1-3	4-7	8-10	
Uniqueness of project	0	1-2	3-4	5	
Service to the community	0	1-2	3-4	5	
Evidence of publicity	0	1-2	3-4	5	
<b>Format</b>					
Followed project criteria	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one [1] point for each error)	0	1-5	6-10	11-15	
<b>Total Points</b>					

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**CYBER SECURITY**

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

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 if the current school year. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

A one (1) hour objective test will be administered based on the competencies listed. Non-graphing calculators may be used but provided by the students.

**Objective Test Competencies**

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

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference

## 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.

### ELIGIBILITY

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

Membership	Participants
1-99	1
100-149	2
150-199	3
200-up	4

### OVERVIEW

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

### COMPETENCIES

#### Program 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

#### Performance Competencies

- explanation of the program is logical and systematic
- understanding of the programming logic and coding is evident
- design process effectively communicated
- tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
- professional presentation
- self-confidence apparent through knowledge of content and articulation of ideas
- effectively answer questions

### PROGRAM GUIDELINES

#### Prejudged Program

- The participant may choose any programming language.
- Three (3) DVDs or USB flash drives containing the executable object, date, or support files needed to run the executable file to be received by the state office for judging by the date specified on the calendar along with a Statement of Assurance. Label the media using a marker with the school, participant name, state, and event.
- 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.

### PERFORMANCE GUIDELINES

#### Preliminary Performance

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

Projector screen, table, and power will be provided.

- Five minutes (5) will be allowed to set up equipment or presentation items.
- The individual has seven (7) minutes to present the case describing the program.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each participant is finished, the time used will be recorded.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges.
- Preliminary performances are not open to conference attendees.

#### Final Performance

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

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First and second place State Leadership awardees are eligible to compete at the National Leadership Conference.



**STATEMENT OF ASSURANCE**  
**Event Entry Form**

*This form must be completed and sent for the following events:*

Check one:

- |   |   |
|---|---|
| <input type="checkbox"/> Computer Game & Simulation Programming | <input type="checkbox"/> Digital Design & Promotion |
| <input type="checkbox"/> Desktop Application Programming        | <input type="checkbox"/> E-Business                 |
| <input type="checkbox"/> Digital Video Production               | <input type="checkbox"/> Web Site Design            |

For E-business, Internet Application Programming, and Web Site Design, give the URL. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: \_\_\_\_\_  
FBLA Region \_\_\_\_\_

**Check One:**  
 FBLA or  
 PBL

School: \_\_\_\_\_  
Web site URL Address: \_\_\_\_\_  
(where appropriate)  
Member(s) Name: \_\_\_\_\_  
\_\_\_\_\_

Local Chapter Contact (adviser preferred)  
Name: \_\_\_\_\_  
Daytime Phone Number: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

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) \_\_\_\_\_

**DESKTOP APPLICATION PROGRAMMING  
Performance Rating Sheet**

Preliminary Round     Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of the problem	0	1-2	3-4	5	
Description of the planning process used to design the program	0	1-3	4-7	8-10	
Description of program documentation	0	1-3	4-7	8-10	
Description of input/output and program parameters	0	1-5	6-10	11-15	
Description of how the program flows	0	1-7	8-14	15-20	
Description of program structures	0	1-5	6-10	11-15	
Description of the usefulness of the program	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduce five (5) points for failure to follow directions.					
<b>Total Points</b>	<b>(100 max.)</b>				
<b>Prejudged Score</b>	<b>(150 max.)</b>				
<b>Final Score</b> (add total score and prejudged score)	<b>(135 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP



## DESKTOP APPLICATION PROGRAMMING Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Program Readability and Style</b>					
Appropriate names of variables used	0	1-2	3-4	5	
Commentary provided line-by-line and/or section is readable, useful, and complete	0	1-5	6-10	11-15	
General program documentation readable, useful, and complete	0	1-7	8-14	15-20	
Input/output and program parameters properly documented	0	1-3	4-7	8-10	
<b>Program Structure and Content</b>					
Program is concise, does not contain unnecessary complexity	0	1-2	3-4	5	
Appropriate data types used	0	1-2	3-4	5	
Algorithms reliable and straightforward Unusual approaches should be well documented	0	1-5	6-10	11-15	
Algorithms did not impose any special limitations not described in the program instructions	0	1-3	4-7	8-10	
<b>Results</b>					
Program was error free	0	1-3	4-7	8-10	
The program handled user and/or data input errors well	0	1-5	6-10	11-15	
Program functioned as required and meets requirements	0	1-7	8-14	15-20	
Resulting outputs, screens, and messages were useful	0	1-7	8-14	15-20	
<b>Subtotal</b>				<b>(150 max.)</b>	
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 3 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly _____					
<b>Total Points</b>				<b>(150 max.)</b>	

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION (scores checked) <input type="checkbox"/> Administrator <input type="checkbox"/> NAP
--

## **DESKTOP PUBLISHING**

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

### COMPETENCIES

#### Objective Test

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

#### Production Test

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

### ELIGIBILITY

FBLA state office as having paid dues by the second semester membership dues deadline.

### REGULATIONS

1. An Event Entry Form and Home Site Testing Administrator Form must be completed and received by the state

office no later than the close of business on the date given on the Calendar of Activities.

2. Documents received from local chapters become the property of NC FBLA and may be used for publication or reproduction for sale by the state association.

### PROCEDURE

#### Home Site Testing

- Two (2) hours will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions. Participants will complete one problem that may include application of the following:
  - Graphics
  - Text Creation
  - Layout Creativity
  - Selection of appropriate fonts and type.
- Two computers may be used by the team of two participants for this competitive event. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in **black and white or in color**.
- Word division manuals and dictionaries may be used as reference materials.
- Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person. No reference materials may be used other than those provided or specifically allowed by the State and Nationals Association.

#### Objective Test

- A one-hour (1) written objective test will be administered by a home-site test administrator. The test could be either online or paper format. Team members will take the objective test cooperatively. Participants must furnish their own no. 2 pencils, erasers, and pens.

Both the skills and objective tests will be graded at the State Leadership Conference.

#### ADMINISTRATION

Local chapters must submit with the Event Entry Form a Test Administrator Identification Form. Upon receipt of the Identification Form, the state office will send the test, Administrator Release Form, guidelines, script, and return envelope to the identified test administrator. This test should be administered in accordance with the instructions included in the test packet.

After the test is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the State Adviser by the stipulated deadline. Tests not postmarked by the deadline will be disqualified. It is suggested that local chapters return test packets by certified mail. FBLA will not be responsible for test materials lost in the mail or not received by the deadline.

#### JUDGING

Objective tests will be machine graded. This test will constitute 15% of the final event score.

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute 85% of the final score.

Ties will be broken based on the scores associated with the objective test portion of the event.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) finalists will receive medallions and first-, second, and third-place awards will be presented at the State Leadership Conference. First- and second-place State Leadership Awardees are eligible to compete at the National Leadership Conference.

NC FBLA AWARDS PROGRAM

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**DESKTOP PUBLISHING  
Production Test Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>USABILITY</b>					
Piece effectively meets goals of the project	0	1-6	7-14	15-20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1-2	3-4	5	
Information effectively synthesized	0	1-2	3-4	5	
<b>TECHNICAL FEATURES</b>					
Appropriate font selection (i.e., size, font type, mix, leading)	0	1-3	4-7	8-10	
Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1-3	4-7	8-10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1-3	4-7	8-10	
<b>LAYOUT</b>					
Creative, original	0	1-3	4-7	8-10	
Appealing	0	1-3	4-7	8-10	
Selection and effective use of graphic(s)	0	1-3	4-7	8-10	
<b>OVERALL EFFORT</b>					
Comprehensive approach to the project Sound application of tools (computer and software) to the task Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea	0	1-3	4-7	8-10	
<b>TOTAL POINTS</b>				<b>100 Max.</b>	
<b>PENALTY POINTS.</b> Deduct points for each typographical, spelling, or grammatical error See the Standards of Mailability, page V-XX for details.					
<b>FINAL SCORE</b>				<b>100 Max.</b>	

Names: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

**DESKTOP PUBLISHING APPLICATION--MG**

*This event provides recognition for FBLA-Middle Level members who can demonstrate skills in the areas of desktop publishing and creativity.*

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 if the current school year.

The winners will be recognized by the national center on the FBLA-PBL website.

*\*Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

**Overview**

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

Students should be prepared to create documents such as a flyer, brochure, and invitation that include graphics, text, layout creativity, and appropriate fonts and type sizes.

**Guidelines**

1. The state chapter will administer this event by school-site testing .
2. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
3. Students may use only one computer for the event.
4. Participants may bring clip art or use the Internet to access graphics.
5. The finished product will be submitted in black and white or color on plain paper.
6. Word-division manuals and dictionaries may be used as reference materials.

**STATE AWARDS**

First-, second-, and third-place awards will be presented at State Competitive Events. The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

NC FBLA AWARDS PROGRAM

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**DESKTOP PUBLISHING APPLICATION--MG**  
**Production Test Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>USABILITY</b>					
Piece effectively meets goals of the project	0	1-6	7-14	15-20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1-2	3-4	5	
Information effectively synthesized	0	1-2	3-4	5	
<b>TECHNICAL FEATURES</b>					
Appropriate font selection (i.e., size, font type, mix, leading)	0	1-3	4-7	8-10	
Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1-3	4-7	8-10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1-3	4-7	8-10	
<b>LAYOUT</b>					
Creative, original	0	1-3	4-7	8-10	
Appealing	0	1-3	4-7	8-10	
Selection and effective use of graphic(s)	0	1-3	4-7	8-10	
<b>OVERALL EFFORT</b>					
Comprehensive approach to the project Sound application of tools (computer and software) to the task Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea	0	1-3	4-7	8-10	
<b>TOTAL POINTS</b>				<b>100 Max.</b>	
<b>PENALTY POINTS.</b> Deduct points for each typographical, spelling, or grammatical error See the Standards of Mailability, page V-XX for details.					
<b>FINAL SCORE</b>				<b>100 Max.</b>	

Names: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

## **DIGITAL VIDEO PRODUCTION**

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

### **ELIGIBILITY**

Entries may be created by an individual or a team of two (2) or three (3) members. Participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by 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 State Leadership Conference.

### **COMPETENCIES**

#### **Project Competencies**

- Document addresses topic and is appropriate for the audience
- Graphics, text treatment, and special effects show creativity and cohesiveness of design
- Overall layout and design is creative and appealing
- Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- Required information is effectively communicated
- Copyright laws followed

#### **Performance Competencies**

- Develop the presentation of topic logically and systematically
- Communicate the design process
- Explain the tips, techniques, and tools used
- Demonstrate good voice quality and diction
- Display self-confidence through knowledge of content and articulation of ideas
- Effectively answer questions

### **REGULATIONS**

1. Student members, not advisers, must prepare presentations. Regional and local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Presentation DVDs should be clearly labeled with the name of the team event, members, school, and date (For NLC you must also include the state.)

### **PROCEDURES**

#### **Prejudged Project**

1. Presentations must address the given topic.
2. Entries will be judged according to the rating sheet.
3. Presentations should be at least two (2) and no more than four (4) minutes in length.
4. Entries may be created in any video editing program, but must play on a standard DVD player. The program must include a player/viewer to run the production.
5. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format. The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.
6. Entries must be accompanied by written clearances and/or releases for all images of individuals, locations, storefronts, etc., included in the production.
7. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
8. Entries must be accompanied by a read me file (300 words or less) noting software used, source of information, and instructions of running the presentation.

9. Submit three (3) DVDs to the State Adviser by the state deadline for judging.

#### Preliminary Round—Oral Presentation

1. The oral presentation is an explanation of the digital video production. Presentation of the entry must be conducted by participants who authored the event. The digital video should be shown to the judges, and the oral presentation should follow based on the rating sheet criteria. The oral presentation should include, but not be limited to:
  - Sources used to research the topic;
  - Development and design process;
  - Use of different video techniques;
  - A list of equipment and software used;
  - Copyright issues with pictures, music, or other items.
2. Participants are responsible for bringing a copy of the production 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.
4. Five (5) minutes will be allowed to setup equipment and seven (7) minutes to describe the project. Schools must provide their own equipment for the presentation.
5. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges will conduct a three (3) minute question and answer period during which the

presenters should be prepared to defend all aspects of their digital video presentation.

6. The preliminary performance is not open to conference attendees. Scores from the prejudged production as well as the preliminary oral presentation will determine the final rank. The top fifteen (15) finalists will proceed to the final round.

#### Final Round—Oral Presentation

1. The top fifteen (15) finalists—will give an oral presentation.
2. The final guidelines are the same as the preliminary guidelines described above.
3. Only the final performance is open to conference attendees, except performing participants of this event.
4. The top two individuals or teams of two (2) or three (3) members are eligible to compete at the National Leadership Conference. The video production will be prejudged according to the rating sheet.

#### JUDGING

Media will NOT be returned to the chapters.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

A maximum of five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first and second place winners at State Leadership Conference are eligible to compete at the National Leadership Conference



**STATEMENT OF ASSURANCE**  
**Event Entry Form**

*This form must be completed and sent for the following events:*

Check one:

- |   |   |
|---|---|
| <input type="checkbox"/> Computer Game & Simulation Programming | <input type="checkbox"/> Digital Design & Promotion |
| <input type="checkbox"/> Desktop Application Programming        | <input type="checkbox"/> E-Business                 |
| <input type="checkbox"/> Digital Video Production               | <input type="checkbox"/> Web Site Design            |

For E-business, Internet Application Programming, and Web Site Design, give the URL. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: \_\_\_\_\_  
FBLA Region \_\_\_\_\_

**Check One:**

- FBLA or  
 PBL

School: \_\_\_\_\_  
 Web site URL Address: \_\_\_\_\_  
 (where appropriate) \_\_\_\_\_  
 Member(s) Name: \_\_\_\_\_  
 \_\_\_\_\_

Local Chapter Contact (adviser preferred)  
 Name: \_\_\_\_\_  
 Daytime Phone Number: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_  
 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) \_\_\_\_\_

**DIGITAL VIDEO PRODUCTION  
Production Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Statement of Assurance submitted with proper copyright documentation	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of innovative technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
<b>Presentation</b>					
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(200 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over four (4) minutes. Time: _____					
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines. <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly _____					
<b>Final Score</b>	<b>(200 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**DIGITAL VIDEO PRODUCTION  
Performance Rating Sheet**

Preliminary Round     Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Development of the topic in the presentation	0	1-3	4-7	8-10	
Use and the implementation of innovative technology	0	1-7	8-14	15-20	
Development and design process	0	1-7	8-14	15-20	
Use and development of the video	0	1-7	8-14	15-20	
Proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed					
<b>Total Points</b>	<b>(100 max.)</b>				
<b>Prejudged Score</b>	<b>(200 max.)</b>				
<b>Final Score</b> (add total points and prejudged score)	<b>(300 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

## **E-BUSINESS**

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

### **ELIGIBILITY**

Each local chapter may submit one entry created by an **individual** or by a team of two (2) or three (3) active members. One (1) team member may have entered this event previously. The team members must be on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

### **COMPETENCIES**

#### **Project**

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

#### **Performance**

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

### **PROCEDURES**

#### **Prejudged Project**

1. Entries will be judged according to the rating sheet.
2. An official event entry form must be completed and submitted. This form will list the following information: chapter name, participants' names, school, city, state, and URL.
3. The product or service may be real or fictional.
4. The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date (first Friday in February for SLC. First Friday in May for NLC). Judging of the e-business site will take place before the State Leadership Conference.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and are not documented.
6. The use of templates must be identified at the bottom of the home page.
7. E-business sites should be designed to allow for viewing by as many different platforms as possible.

#### **Preliminary Round—Oral Presentation**

1. The website will be prejudged according to the rating sheet.
2. The oral presentation is an explanation of the e-business website. The website should be shown to the judges when explaining the site. The team or **INDIVIDUAL** will be able to access their URL.
3. Visual aids and samples related to the project may be used; however, no items may be left with the judges.
4. A windows-based computer, projection device, and screen will be provided for the oral presentation with an Internet connection. Jump drives, CD, and DVDs

are allowed to be used on the provided equipment.

5. The INDIVIDUAL or team has five (5) minutes to present. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for anytime over five minutes.

Following each presentation, the judges will conduct a three (3) minute question and answer during which the presenters should be prepared to defend all aspects of their presentation.

6. The preliminary performance is not open to conference attendees. Scores from the prejudged e-business site as well as the preliminary oral presentation will determine the final rank. The top fifteen (15) Individuals or teams will proceed to the final round.

#### Final Round—Oral Presentation

1. The top fifteen (15) finalists will give an oral presentation.
2. The final guidelines are the same as the preliminary guidelines described above.
3. The final performance is open to conference attendees, except performing participants of this event

#### STATE AWARDS AND NATIONAL ELIGIBILITY

A maximum of five (5) teams will receive medallions, first, second, and third-place awards will be presented at the State Leadership Conference. The first and second place winners at State Leadership Conference are eligible to compete at the National Leadership Conference.



**FBLA-Phi Kappa Phi STATEMENT OF ASSURANCE**  
**Event Entry Form**

*This form must be completed and sent for the following events:*

Check one:

- |   |   |
|---|---|
| <input type="checkbox"/> Computer Game & Simulation Programming | <input type="checkbox"/> Digital Design & Promotion |
| <input type="checkbox"/> Desktop Application Programming        | <input type="checkbox"/> E-Business                 |
| <input type="checkbox"/> Digital Video Production               | <input type="checkbox"/> Web Site Design            |

For E-business, Internet Application Programming, and Web Site Design, give the URL. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: \_\_\_\_\_  
FBLA Region \_\_\_\_\_

**Check One:**  
 FBLA or  
 PBL

School: \_\_\_\_\_  
Web site URL Address: \_\_\_\_\_  
(where appropriate) \_\_\_\_\_  
Member(s) Name: \_\_\_\_\_  
\_\_\_\_\_

Local Chapter Contact (adviser preferred)  
Name: \_\_\_\_\_  
Daytime Phone Number: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

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) \_\_\_\_\_

**E-BUSINESS  
Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describe development of the topic	0	1-7	8-14	15-20	
Explain the use and implementation of technology	0	1-7	8-14	15-20	
Explain the development and design process	0	1-7	8-14	15-20	
Reference proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated, appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>100 max.</b>
<b>Prejudged Score</b>					<b>200 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>300 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

**E-BUSINESS  
Production Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Fonts, colors, and graphics enhance aesthetic appeal	0	1-3	4-7	8-10	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports topic	0	1-5	6-10	11-15	
Site uses innovative technology tools and enhancements effectively	0	1-3	4-7	8-10	
<b>Site Navigation</b>					
All links are functional	0	1-7	8-14	15-20	
Links show consistent format	0	1-3	4-7	8-10	
Navigational path allows customers to make purchasing decisions easily	0	1-7	8-14	15-20	
Navigational scheme logical and effective	0	1-3	4-7	8-10	
<b>Content</b>					
Site is effective for topic	0	1-8	9-18	19-25	
Solution adequately addresses assigned topic	0	1-5	6-10	11-15	
<b>Application Design</b>					
Form fields are validated	0	1-5	6-10	11-15	
Transaction data is appropriately prepared for payment gateway on secured site	0	1-3	4-7	8-10	
<b>Technical</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is compatible with multiple platforms	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(200 max.)</b>				
<b>Penalty Points</b> Deduct five (5) points for not following guidelines					
<b>Penalty Points</b> Deduct five (5) points for not submitting Statement of Assurance					
<b>Total Points</b>	<b>(200 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION (initials)
VERIFICATION (scores checked)
<input type="checkbox"/> Administrator <input type="checkbox"/> NAP

## **ECONOMICS**

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

### **COMPETENCIES**

The written objective test may include questions on basic economic concepts and principles; productivity; macroeconomics; market structures (monopoly, oligopoly, etc.); investments and interest rates; role of government; monetary and fiscal policy; types of businesses/economic institutions; business cycles/circular flow; supply and demand; and international trade/global economics.

### **ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

### **PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils and erasers. They may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

### **JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second, and third place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

## **EMERGING BUSINESS ISSUES**

This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. This event is based on team rather than INDIVIDUAL participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

### COMPETENCIES

The topics will be announced by chapter management updates and posted on the NC FBLA website no later than ninety (90) days prior to competition by the State FBLA Competitive Events Chairperson or State Adviser. Teams of 2 or 3 members should research and be prepared to present either an affirmative or negative argument, based on random selection at the State Leadership Conference.

Performance competencies:

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

### ELIGIBILITY

Each local chapter may enter **one (1) team** composed of two or three (2-3) active members. One (1) team member may have entered this event previously. The team members must be on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

### PROCEDURE

See National Website for topic.

- 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 will be permitted to bring prepared materials written/printed on white 8 ½" x 11" paper 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.
- A lectern will NOT be available. No microphone will be used.

### Preliminary Round

1. Participants will 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.
2. Fifteen (15) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.
3. Each presentation may last no more than five (5) minutes. All team members must participate in the presentation.
4. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
5. 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 which exceeds five (5) minutes.
6. Following each presentation, judges will conduct a three (3) minute question and answer period.

7. All performances are open to the conference attendees, except the preliminary performance.
8. A maximum of fifteen (15) – five (5) from each group will be selected for the final round.

#### Final Round

1. The order of performance will be drawn at random by an impartial person in the event office.
2. Teams will be sequestered in the final round.
3. All other procedures as outlined in the preliminary round will be followed for the final round.

#### JUDGING

The presentations will be evaluated by a panel of judges using the rating sheet.

Should a tie occur in the ranking of teams, the section on the rating sheet with the highest possible point value will be used as the tie breaker; others as necessary in descending order of total point value.

All decisions of the judges are final.

#### REQUIRED PERSONNEL

1. One Event Manager per event
2. One Section Leader per section

3. One three-judge panel per section
4. One timekeeper per section
5. Preparation room attendant(s)

#### FACILITIES, EQUIPMENT AND MATERIALS (PER SECTION)

1. One presentation room per section and one judges' table
2. Two presentation rooms (affirmative and negative) per section (can be shared among two sections)
3. Holding rooms or areas for competitors
4. 8 ½" x11" white paper and 3" x 5" note cards for use by teams
5. Calculators, note pads, pencils for judges
6. Certificates, event evaluations and pencils (per competitor)
7. Stopwatch(es)
8. Cards for drawing affirmative or negative (one per section)
9. One rating sheet per judge per team

#### STATE AWARDS AND NATIONAL ELIGIBILITY

A maximum of five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first and second place State Leadership Conference Teams are eligible to compete at the National Leadership Conference

NC FBLA AWARDS PROGRAM

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**EMERGING BUSINESS ISSUES  
Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Knowledge of Topic</b>					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-7	8-14	15-20	
Quality of evidence	0	1-7	8-14	15-20	
<b>Ability to Take a Position</b>					
Persuasiveness	0	1-7	8-14	15-20	
Relevance of arguments	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
All team members actively participated in the presentation	0	1-2	3-4	5	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>	<b>(100 max.)</b>				

**Check one:**  Affirmative presentation  Negative presentation

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **ENTREPRENEURSHIP**

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

### COMPETENCIES

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

#### Objective Test Competencies

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

#### Performance Competencies

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

#### Case Study

- The case study will consist of a decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, and marketing. All the questions raised in the case must be addressed during the oral presentation.

### ELIGIBILITY

Each local chapter may enter **one (1) team** that must be composed of two (2) or three (3) members. One (1) team member may have entered this event previously. The team members must be on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

### PROCEDURE

#### Objective Test

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
- Team members will take on objective test cooperatively.
- Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators may be used. The test could be administered online.
- The five (5) teams with the highest scores will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the event office.

#### Case Study Problem

- Members of the five (5) participating finalist teams will meet for instructions and time assignments forty-five (45) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty (20) minutes before performance, each team will receive an envelope containing three (3) copies of the case study.
- Two (2) 4" x 6" index cards will be provided for each participant and may be used during the preparation and performance of the oral segment of the event. Information may be written on both sides of the index cards. Note cards will be collected following the presentation.
- No reference materials or visual aids may be brought to or used during the preparation or performance.

- The team has seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize the case. All team members must participate in the presentation. The team members will be allowed to use their index cards in explaining their decisions and rationale to the judges.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the time used will be recorded. A five-point (5) deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question and answer period. Participants should be prepared to defend their decisions and respond to questions from the judges.
- Case study performances are open to conference attendees, except performing participants of this event.

## JUDGING

The written objective test will be machine graded. Ties will be broken based on the order in which the team tests were returned. The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the case of a tie after the performances, the objective test score will be added to determine the final rank.

## STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first and second place State Leadership Conference teams are eligible to compete at the National Leadership Conference.

**ENTREPRENEURSHIP  
Performance Rating Sheet**

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
<b>Explanation</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1-5	6-10	11-15	
Team members demonstrated self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participated actively during the presentation	0	1-2	3-4	5	
Demonstrated ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>(100 max.)</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines. _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed. _____					
<b>Final Score</b>					<b>(100 max.)</b>
<b>Objective Test Score</b> (To be used in the event of a tie.) _____					

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

**FBLA CREED - MG**

This event is designed to stimulate interest in public speaking among beginning FBLA members providing an opportunity for them to compete against peers using the FBLA Creed as the subject.

**ELIGIBILITY**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. *Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event. Each student is required to include an official transcript to compete.* Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

**REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

**PROCEDURE**

**Preliminary Round**

1. Participants will be assigned to groups for the preliminary round based on random selection prior to the Regional Competitive Events (if over 12 entries) and the State Leadership Conference.
2. Participants must recite from memory the latest version of the FBLA Creed. An introductory statement of no more than fifteen (15) seconds will be allowed. No visual aids may be used.
3. NO lectern will be available. No microphone will be allowed.
4. Participants receiving the highest scores from each group will be selected for the final round.

**Final Round**

- There will be only one group for the final round.
  - The Preliminary Round procedures will be used in the Final Round.

**JUDGING**

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

**REGIONAL/STATE AWARDS**

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies.

**THE FBLA CREED**  
**Rating sheet**

I believe education is the right of every person.

I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all these groups.

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

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

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

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

I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

**Rating Sheet**

Points given may range between zero and the maximum number indicated.

Articulation/Enunciation	_____	25
Stage Presence	_____	20
Power of Expression	_____	25
Professional Appearance	_____	5
Accuracy & General Effect	_____	25

**Total Points**    \_\_\_\_\_ **100**

Name: \_\_\_\_\_

School: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Judge's Comments:

**FBLA PRINCIPLES AND PROCEDURES**

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

Membership	Participants
1-99	1
100-149	2
150-199	3
200-Up	4

**COMPETENCIES**

The written objective test may consist of general information about FBLA organization, bylaws, and handbook; FBLA national competitive events guidelines; FBLA national publications; and FBLA creed and national goals.

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*Only members enrolled in **grades 9 through 10** of the current school year are eligible. An official student transcript is required with the entry form.*

Local chapters may enter members as follows:

**PROCEDURE**

1. A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
2. Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first, second, and third-place awards will be presented at the State Leadership Conference. First, second, and third place State Leadership awardees are eligible to compete at the National Leadership Conference.

## **FBLA PROFESSIONAL DIVISION SCHOLARSHIP AWARD**

This scholarship award, made possible through the efforts of the FBLA Professional Division, will be presented to one or more outstanding FBLA members who plan to further their education.

### **GENERAL INFORMATION ABOUT THE AWARD**

Funds for this award will come from State Leadership Conference t-shirt sales conducted by the FBLA Professional Division.

The amount and number of scholarships will be determined by the availability of funds and the FBLA Professional Division's approval.

### **ELIGIBILITY**

1. Each local chapter may enter one (1) contestant who is on record as having paid dues by the second semester membership dues deadline.
2. Only high school seniors who are active members of an FBLA chapter which takes an active part in the State Leadership Conference are eligible.
3. All applicants should plan to work toward a degree at an accredited four-year institution of higher learning.
4. Students applying for this scholarship may also enter another non-scholarship event at the State Leadership Conference.

### **REGULATIONS**

1. An application package must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. Along with the Event Entry Form, a four-part application package should be submitted, consisting of the following:
  - a. Information Form
  - b. 2 Letters of Recommendation

- c. Applicant's Essay
  - d. Official Transcript
  - e. Resume
3. Awarded scholarships must be claimed by January 30 of the following year.
  4. Participants selected for an interview and failing to report on time may be disqualified.
  5. In order to receive the award, the student must enroll on a full-time basis, in the fall semester of the calendar year in which the initial award was announced and continue that status through the spring semester of the following year.

### **CRITERIA**

Criteria to be considered in the selection of the local chapter's nominee for this event should include:

- Contributions to the local FBLA chapter.
- Leadership ability/potential
- Benefits derived from FBLA membership
- Academics
- Community Service

### **PROCEDURE**

- Students must write an essay (maximum of two (2) pages, double-spaced, one-inch margins, name, school, and title keyed on separate title page). In their essay, applicants should discuss the importance of FBLA in their lives and how this scholarship would help them to obtain their future goals.
- Students must submit two letters of recommendation one from their FBLA adviser and one from another school official (principal, vice-principal, teacher).
- Students must provide a brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
- Students applying for this scholarship should have maintained at least a 3.0 grade point average in high school

which they can demonstrate through a certified high school transcript.'

- All copies of the above materials must be submitted in a single, standard file folder. The tab of the folder must be labeled with the participant's name, school, and event title. Include the participant's name on all pages submitted.

finalists will be notified at least one week before the State Leadership Conference.

The finalists must be available for interviews at the State Leadership Conference.

A panel of judges will conduct and evaluate the interview and determine the recipients. All decisions of the judges are final.

#### JUDGING

Applications will be screened and at least five (5) finalists will be selected. These

#### STATE AWARD

The recipient(s) of the scholarship will be announced at the State Leadership Conference.

**INFORMATION FORM**  
**FBLA PROFESSIONAL DIVISION SCHOLARSHIP**  
School Year \_\_\_\_\_

1. Name (Mr., Miss)

\_\_\_\_\_

Last First Middle

2. High School

\_\_\_\_\_

3. Date of Birth \_\_\_\_\_

4. Other Children in the Family:

Name	Age	School/College	Grade/College Level

5. Career Choice

\_\_\_\_\_

6. Why did you choose this career?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. List your three (3) most significant high school extracurricular activities. List outstanding honors received.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. List community or volunteer activities \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

9. List other scholarships received

\_\_\_\_\_  
\_\_\_\_\_

NC FBLA AWARDS PROGRAM

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10. Information concerning family income and resources:

Name	Address	Occupation	Yearly Income

11. Please explain any special circumstances of which the committee should be aware.

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## FBLA Professional Division Scholarship Award

### Rating Sheet

Points given may range between zero and the maximum number indicated.

#### Essay

Evidence of career planning \_\_\_\_\_(5)  
Correct Form (spacing, margins, length, organization, and neatness) \_\_\_\_\_(5)  
Evidence of how student has benefited from FBLA \_\_\_\_\_(5)

#### Application Materials

Scholastic aptitude \_\_\_\_\_(10)  
Participation in FBLA \_\_\_\_\_(10)  
Other Activities \_\_\_\_\_(5)  
Letters of Recommendation \_\_\_\_\_(5)  
Effectiveness of Application Materials \_\_\_\_\_(5)  
(e.g. correct format, error free)

#### Interview

Poise, maturity, enthusiasm \_\_\_\_\_(10)  
Self-confidence, initiative, and assertiveness \_\_\_\_\_(10)  
Communication Skills \_\_\_\_\_(10)  
Professional Appearance (grooming and appropriate business attire) \_\_\_\_\_(5)  
Need \_\_\_\_\_(15)

**TOTAL SCORE \_\_\_\_\_(100)**

Name \_\_\_\_\_

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

School \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Date \_\_\_\_\_

Judge's Comments:  
\_\_\_\_\_

## **FUTURE BUSINESS LEADER**

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

### COMPETENCIES

This event consists of three (3) parts:

- Letter of Application and Résumé.
- Objective Test: The written objective test may include: questions on general concepts to include (e.g., accounting, banking, business procedures, communications, economics, ethics, global business, law, management, marketing, math and technology); FBLA-PBL history, programs and bylaws; and parliamentary procedure.
- Interview. Competencies for the interview include: ability to answer questions effectively; demonstration of self-confidence, initiative, and assertiveness; ability to communicate career knowledge and plans; and participation in school, community, and leadership activities.

### ELIGIBILITY

Each local chapter may enter **one (1) participant** who is an active member and is on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year.

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

### REGULATIONS

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of

Directors, or they will not be permitted to participate in the competitive event.

### PROCEDURE

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

#### Pre-conference Requirements

1. During events confirmation, the local chapter adviser must submit six (6) folders containing copies of the following items:
  - a. A one-page letter of application (original or copy) for the award addressed: Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston VA 29191. The letter should state the reasons the participant is deserving of the honor of this award.
  - b. A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
2. All copies of the above materials must be submitted in 6 standard file folders. The tab of the folder must be labeled with the participant's name, school, and event title. Include the participant's name on all pages submitted. The materials must be turned in to the board member at the Regional Competitive Events; and for regional winners, at the conference registration desk at the State Leadership Conference.
3. A deduction of up to five (5) points will be made from the score of participants who submit materials by the deadline but do not adhere to the event guidelines for the submission of proper materials.
4. The letters of application and the résumés will be returned.

#### Objective Test

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

2. Participants must furnish their own No. 2 pencils, eraser, and pens. They may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

#### Preliminary Interviews

1. Participants will be divided in up to three (3) groups, depending on the number of participants. Each participant will be scheduled for a ten-minute (10) initial interview.
2. The interviews will be conducted by professionals from business. The interview times will be determined by a random drawing.
3. Judges will be given copies of all participants' application materials. No other items may be brought to the interview or left with the judges.

#### Final Interviews

1. Based on the written test, letter of application and résumé, and the initial interview, a maximum of ten (10) finalists will be scheduled for a second interview for SLC and 15 for NLC.
2. Participants will be assigned times determined by a random drawing for the final fifteen-minute (15) interview.

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

#### JUDGING

The written objective test will be machine scored.

The interview and related materials portions of this event will be evaluated by a panel of judges. All decisions of the judges are final.

The final interview rating sheet scores will determine the winners. In the case of a tie after the second interview, the objective test scores will be used to determine the final rank.

#### REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, and second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners and are eligible to compete in the National Leadership Conference

**FUTURE BUSINESS LEADER  
Interview Rating Sheet**

Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Interview</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstration ability to effectively answer questions	0	1-3	4-7	8-10	
Professional appearance (meets dress code requirements)	0	1-2	3-4	5	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>Leadership Ability</b>					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explains participation in other school and/or community organizations	0	1-3	4-7	8-10	
Explains and shows areas of outstanding achievement	0	1-3	4-7	8-10	
Indicates understanding of career knowledge and career plans	0	1-5	6-10	11-15	
<b>Application Materials</b>					
Effectiveness of application materials (resume and letter of application)	0	1-5	6-10	11-15	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Penalty Points</b> Deduct five (5) points for failure to fully follow the guidelines.					
<b>Total Points</b>	<b>(100 max.)</b>				
<b>Objective Test Score</b>	<b>(100 max.)</b>				
<b>Final Score</b>	<b>(200 max.)</b>				

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

**FUTURE BUSINESS LEADER  
Interview Rating Sheet**

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Interview</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstration ability to effectively answer questions	0	1-5	6-10	11-15	
Professional appearance (meets dress code requirements)	0	1-3	4-7	8-10	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>Leadership Ability</b>					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explains participation in other school and/or community organizations	0	1-5	6-10	11-15	
Explains and shows areas of outstanding achievement	0	1-5	6-10	11-15	
Indicates understanding of career knowledge and career plans	0	1-5	6-10	11-15	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Penalty Points</b> Deduct five (5) points for failure to fully follow the guidelines.					
<b>Total Points</b>	_____ x 80% =				
<b>Objective Test Score</b>	_____ x 20% =				
<b>Final Score</b>	<b>(200 max.)</b>				

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

## **GLOBAL BUSINESS**

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

### **COMPETENCIES**

This event consists of two parts:

#### **Objective Test**

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

#### **Performance test**

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

### **ELIGIBILITY**

Each local chapter may enter one (1) team that must be composed of two or three (2-3) active members. One (1) team member may have entered this event previously. The team members must be on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

### **REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

#### **Objective**

- A one-hour (1) written objective test will be administered collaboratively based on the previously listed COMPETENCIES section. If this test is administered online, participants may still use their non-graphing calculators
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

#### **Performance**

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- A case study will be given based on the competencies listed. The case study will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the presentation
- 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 refer to case for specifics.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

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

#### JUDGING

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

NC FBLA AWARDS PROGRAM

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**GLOBAL BUSINESS  
Performance Rating Sheet**

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
<b>Explanation</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time: _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>	<b>(100 max.)</b>				
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)

Administrator  
 NAP

## **GOLD SEAL CHAPTER AWARD OF MERIT**

The Gold Seal Chapter Award of Merit recognizes outstanding local chapters which have actively participated in projects and programs identified with the goals of FBLA.

### ELIGIBILITY

All active local chapters who are on record as having paid dues by the second semester membership dues deadline are eligible to enter this event at the State Leadership Conference.

### REGULATIONS

1. An Event Entry Form must be completed and received by the state office along with **three (3) copies** of the Gold Seal Chapter Award of Merit report no later than the close of business on the date given on the Calendar of Activities.
2. Documentation of items (newspaper clippings, etc.) on the rating sheet should be included in the appendix of the Annual Business Report.
3. The format must adhere to the same technical guidelines listed for chapter (See REPORT FORMAT GUIDELINES on the National Website).

### PROCEDURE

At the beginning of the school year, FBLA chapters should review the suggested criteria for the Gold Seal Chapter Award of Merit. This list serves as a guide for the state office in the evaluation process. Criteria may include:

- Paid state and national dues by October 20<sup>th</sup>.

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

### JUDGING

The chapter files, in the state office will be examined. A panel of judges will select the winners. All decisions of the judges are final.

### STATE AWARDS AND NATIONAL ELIGIBILITY

Up to 15% of the total number of active NC FBLA chapters are eligible for this award. The number of awards presented at the State Leadership Conference will be submitted for consideration at the National Leadership Conference.

**GOLD SEAL CHAPTER AWARD OF MERIT**

**Rating Sheet**

Points given may range between zero and the maximum number indicated.

**PRODUCTIVITY**

- Initiating a new or reactivated chapter \_\_\_\_\_ 5 points each
- School Service Projects \_\_\_\_\_ 5 points each
- Community Service Projects \_\_\_\_\_ 5 points each
- Recruitment of Professional Members \_\_\_\_\_ 5 points each
- Field Trips to Business and Industry \_\_\_\_\_ 5 points each
- National Projects \_\_\_\_\_ 5 points each
- State Projects \_\_\_\_\_ 5 points each
- Business Achievement Awards Chapter Program \_\_\_\_\_ 6 points each

Attendance at Conferences:

- Regional Fall Leadership Conference \_\_\_\_\_ 3 points
- Southern Region Fall Leadership Conference \_\_\_\_\_ 7 points
- State Leadership Conference \_\_\_\_\_ 5 points
- National Leadership Conference \_\_\_\_\_ 9 points

**RECOGNITION**

- Regional Competitive Events Winners \_\_\_\_\_ 1 point per event
- National Competitive Events Winners \_\_\_\_\_ 2 points per event
- Professional Development Activities with Business and Industry \_\_\_\_\_ 5 points each
- Radio, TV, Civic/Trade Group Appearance \_\_\_\_\_ 5 points each
- State Competitive Events Winners \_\_\_\_\_ 1 point per event
- Publicity (Newspaper, Magazine Article) \_\_\_\_\_ 3 points each

**Subtotal** \_\_\_\_\_

**PROCEDURES**

- Paid State and National Dues by October 20<sup>th</sup> \_\_\_\_\_ 10 points
- Financial Development Projects \_\_\_\_\_ 3 points each

**Subtotal** \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

## **GOLD SEAL CHAPTER AWARD OF MERIT – MIDDLE LEVEL**

The Gold Seal Chapter Award of Merit recognizes outstanding local chapters which have actively participated in projects and programs identified with the goals of FBLA.

### ELIGIBILITY

All active local chapters who are on record as having paid dues by the second semester membership dues deadline are eligible to enter this event at the State Leadership Conference.

### REGULATIONS

1. An Event Entry Form must be completed and received by the state office along with **three (3) copies** of the Gold Seal Chapter Award of Merit report no later than the close of business on the date given on the Calendar of Activities.
2. Documentation of items (newspaper clippings, etc.) on the rating sheet should be included in the appendix of the Gold Seal Chapter Award of Merit Report.
3. The format must adhere to the same technical guidelines for chapter manuals (See REPORT FORMAT GUIDELINES on the National Website).

### PROCEDURE

At the beginning of the school year, FBLA chapters should review the suggested criteria for the Gold Seal Chapter Award of Merit. This list serves as a guide for the state office in the evaluation process. Criteria may include:

- Paid state and national dues by October 20<sup>th</sup>.
- Conducted projects or programs identified with the goals of FBLA-PBL.
- Recruited professional members.

- Sent representatives to FBLA conferences sponsored by the state chapter and the national association.
- Participated in the Winner's Circle Recognition Program.
- Encouraged other schools to organize FBLA-PBL chapters.
- Participated in state and national project(s) for the current year.
- Planned visits to business and industry.
- Conducted financial development projects, if allowed by school administration.
- Invited businesspersons and other professionals to become involved in chapter activities.
- Promoted FBLA-PBL.
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/ TV coverage.

### JUDGING

The chapter files, in the state office will be examined. A panel of judges will select the winners. All decisions of the judges are final.

### STATE AWARDS AND NATIONAL ELIGIBILITY

**This is state level recognition only. If, however, a Middle School chapter comes in with a higher rating than a High School chapter, they will be submitted for consideration at NLC.**

Up to 15% of the total number of active NC FBLA chapters are eligible for the Gold Seal Award of Merit. The number of awards presented at the State Leadership Conference will be submitted for consideration at the National Leadership Conference.

**GOLD SEAL CHAPTER AWARD OF MERIT**

**FBLA Middle Level**

**Rating Sheet**

Points given may range between zero and the maximum number indicated.

**PRODUCTIVITY**

Initiating a new or reactivated chapter	_____ 5 points each
School Service Projects	_____ 5 points each
Community Service Projects	_____ 5 points each
Recruitment of Professional Members	_____ 5 points each
Field Trips to Business and Industry	_____ 5 points each
State Projects	_____ 5 points each
Middle Level Achievement Awards Program	_____ 6 points each
Attendance at Conferences:	
Regional Fall Leadership Conference	_____ 3 points
Southern Region Fall Leadership Conference	_____ 7 points
State Leadership Conference	_____ 5 points
National Leadership Conference	_____ 9 points

**RECOGNITION**

Regional Competitive Events Winners	_____ 1 point per event
National Competitive Events Winners	_____ 2 points per event
Professional Development Activities with Business and Industry	_____ 5 points each
Radio, TV, Civic/Trade Group Appearance	_____ 5 points each
State Competitive Events Winners	_____ 1 point per event
Publicity (Newspaper, Magazine Article)	_____ 3 points each
<b>Subtotal</b>	_____

**PROCEDURES**

Paid State and National Dues by October 20 <sup>th</sup>	_____ 10 points
Financial Development Projects	_____ 3 points each
<b>Subtotal</b>	_____
<b>TOTAL SCORE</b>	_____

School: \_\_\_\_\_

Address: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

**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.

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the February 1 deadline of the current school year. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

A one (1) hour objective test will be administered based on the competencies listed. Non-graphing calculators may be used but provided by the student.

**Objective Test Competencies**

- managing office activities
- enhancing communication skills
- identifying legal and ethical issues in health care practices
- managing financial functions
- enhancing employability skills

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

## **HELEN RAGAN CHAPTER OF THE YEAR AWARD**

The most outstanding chapter in North Carolina is recognized with the Helen Ragan Chapter of the Year Award.

### ELIGIBILITY

All active local chapters that are on record as having paid membership dues by the first semester membership dues deadline are eligible.

### REGULATIONS

1. Chapters shall complete an Event Entry Form which, along with accompanying data, must be received by the state office no later than the close of business on the date given on the Calendar of Activities. (**Three (3) copies** of the report should be submitted.)
2. All information to be considered for the award must also be in the Annual Business Report.
3. Supplemental data not contained in the Annual Business Report should be submitted with the entry form in order to substantiate the report for judging this event.
4. The format must adhere to the same technical guidelines listed for chapter manuals (See REPORT FORMAT GUIDELINES on the National Website).
5. The format of the report **MUST** follow the same SEQUENCE as the rating sheet for Helen Ragan (not The Annual Report) A separate report will be sent in for the Helen Ragan.
6. The format of the report **MUST** follow the same sequence as the rating sheet.

### PROCEDURE

The following point system will be used in judging the chapter activities:

1. Professional Chapter Programs – 16 points.
  - a. The 16 points are based on 2 points per program. Credit is given for up

to eight (8) programs.

- b. Professional programs include a chapter meeting other than a regular business meeting at which time a guest speaker, film, or other special feature is planned for the purpose of promoting educational growth.
2. Initiating a New or Reactivated Chapter – 10 points per chapter officially installed with the state.
3. This does not include PA announcements. Must be a Radio Program and/or TV Show – 8 points. Five (5) points will be given for a television program and three (3) points for a radio program. These programs must present some phase of FBLA.
4. Publicity – 20 points - (You must have documentation , i.e. copies of articles.) The 20 points are based on 2 points for each item of publicity appearing in the local or school paper or a state or national publication. Credit will be given for only 10 articles, or a total of 20 points.
5. Appearance before Civic or Trade Groups- 20 points. Ten (10) points will be given for each appearance by one or more chapter members. It may be of any type, such as a talk or demonstration. Credit will be given for two appearances, counting 10 points each or a total of 20 points.
6. School Service Projects – 5 points per project. Five points will be given for a project of a school service nature. Each local chapter may receive credit for a maximum of ten (10) service projects. A school service project should be a well-defined activity involving service to the school.
7. Community Service Project – 5 points per project. Five points will be given for a project of a community service nature. Each local chapter may receive credit for a maximum of ten (10) service projects. The project(s) may include donation of time, talent, or money to a home for the elderly, battered children, cancer research, heart fund, March of Dimes, local church, or similar activities.

8. Contribution to the James L. White Scholarship Fund:
- |             |           |
|-------------|-----------|
| \$ 5 - \$10 | 3 points  |
| \$11 - \$20 | 6 points  |
| \$21 - \$30 | 10 points |
| \$31 - \$50 | 15 points |
| \$51 +      | 20 points |
- Make sure that this appears in your financial report as well as the narrative or it will not count.
9. Helping another chapter – 2 points each assistance (maximum 8 points)
- Helping a chapter within the state in a way other than installing that chapter or helping with a regional meeting.
  - In reporting, a chapter should be specific as to how it helped another chapter.
10. State and National Project(s) – 5 points each. – Be sure to state clearly what the state and national projects are for the year. Judges will assign points on adhering to the stated projects. Five (5) points can be earned for each current state and/or national project in which chapter members actively participate. Each local chapter may receive credit for a maximum of ten (10) projects, or a total of 50 points.
11. Regional Fall Leadership Development Conference Participation (Maximum of sixteen (11) total points for this section.)
- Attendance at the meeting – 3 points
  - Host school – 5 points
  - Assistance to host chapter (specify how) – 3 points
12. Regional Competitive Events Participation (Maximum of twenty-one (21) total points for this section.)
- Chapter members entered competitive events – 3 points
  - Host school (even if events are held off campus) – 5 points
  - Assistance to host chapter (specify how) – 3 points
  - Regional Vice President is a member of the host chapter- 10 points.
13. State Leadership Conference Participation (preceding year).
- Attendance at State Leadership Conference – 5 points
  - Each first-place award – 3 points
  - Each second-place award – 2 points
  - Each third-place award – 1 point
14. Representation at National Fall Leadership Conference – 5 points.
15. National Leadership Conference Participation (preceding year) – 3 points per member attending.
16. National Leadership Conference Participation (preceding year) – 3 points per winner.

**Do not use the Joyce M. Keller Annual Report any longer for the Helen Ragan Report. It should be an entirely separate report.**

#### JUDGING

A panel of judges for this event will select the winner. All decisions of the judges are final. They will look to see that it follows the sequence of the rating sheet.

#### STATE AWARD

The first-place award will be presented at the State Leadership Conference

**HELEN RAGAN CHAPTER OF THE YEAR AWARD  
Rating Sheet**

Points given may range between zero and the maximum number indicated.

Professional Programs	_____ 16 points
Initiating a new or reactivated chapter	_____ 10 points per chapter
Appearance on a radio program or TV show	_____ 8 points
Publicity - Written Articles	_____ 20 points
Appearance before a Civic or Trade Group	_____ 20 points
School Service Project(s)	_____ 50 points
Community Service Project(s)	_____ 50 points
James L. White Scholarship Fund	_____ (See chart on guidelines)
Helping Another Chapter	_____ 8 points
State and National Project(s)	_____ 50 points
Regional Fall Leadership Conference Participation guidelines)	_____ 11 points (see chart on guidelines)
Regional Competitive Events Participation guidelines)	_____ 21 points (see chart on guidelines)
State Leadership Conference Participation	_____ (See chart on guidelines)
National Fall Leadership Conference Participation	_____ 5 points
National Leadership Conference Participation attending	_____ 3 points per member
National Leadership Conference Winners	_____ 3 points per winner

**TOTAL SCORE** \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Judge's Comments:

## **HOSPITALITY MANAGEMENT**

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

### Eligibility

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 of the current school year. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

### Overview

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

### Objective Test Competencies

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

### JUDGING

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

### STATE AWARDS AND NATIONAL ELIGIBILITY

State – The top ten will receive medallions. First, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

## **IMPROMPTU SPEAKING**

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

### **COMPETENCIES**

Each participant will be given the same topic. The topic may consist of information concerning the FBLA-PBL goals, activities, and/or current programs. In addition, topics for this event can be drawn from current events and relevant business topics.

Competencies are:

- extemporaneously speak on a subject
- demonstrate good verbal communication
- demonstrate critical thinking and problem solving
- poised manner
- professional appearance

### **ELIGIBILITY**

Each chapter may enter one (1) participant who is an active member and is on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Only students in grades 9-12 may enter this event.

### **REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

General Information

- Two (2) 4"x6" index card will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the index card. Participants must furnish their own pens and pencils. Note cards will be collected following the presentation.
- No reference material, visual aid, or electronic devices may be brought to or used during the preparation or presentation.
- The speech should be four (4) minutes in length.
- NO lectern will be available. No microphone will be used.

### **Preliminary Round**

- Participants will be divided into two (2) or more preliminary groups, depending on the number of participants.
- Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. At NLC participants must report twenty minutes prior to the time of the first scheduled speech. Participants will be sequestered until their preparation time. The order of performance will be determined through a random drawing.
- Participants will be given the topic and have ten (10) minutes to prepare their speeches prior to appearing before the judges..
- Any notes made during the preparation time may be used when speaking.
- The index cards must be submitted to the event administrator at the conclusion of the speech.
- At the time of the performance, the administrator will introduce each participant by name only. Each speech should be four (4) minutes in length. A timekeeper will stand at three (3) minutes and again at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a

deduction of five (5) points for any time under 3:31 or over 4:29.

- Preliminary performances are not open to conference attendees. Final rounds are open, if space permits, except to performing participants of this event.
- Up to twelve (12) participants, depending on the number of preliminary groups, will be selected for the final round.

#### Final Round

- Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Finalists will be sequestered until their preparation time. At NLC participants must report twenty minutes prior to the time of the first scheduled speech
- The order of performance will be determined through a random drawing.

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

#### JUDGING

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

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first and second place winners from State Leadership Conference are eligible to compete at the National Leadership Conference.

**IMPROMPTU SPEAKING**  
**Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to the topic	0	1–5	6–10	11–15	
Purpose clearly stated	0	1–3	4–7	8–10	
Suitability and accuracy of statements	0	1–3	4–7	8–10	
<b>Organization</b>					
Topic adequately developed	0	1–5	6–10	11–15	
Logical sequence of ideas	0	1–3	4–7	8–10	
Accomplishment of purpose	0	1–3	4–7	8–10	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Uses appropriate gestures and good eye contact	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and a good attitude	0	1–2	3–4	5	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1–3	4–7	8–10	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: _____					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>	<b>(100 max.)</b>				

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
 (scores checked)

Administrator

NAP

## **IMPROMPTU SPEAKING – MG**

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

### COMPETENCIES

Each participant will be given the same topic that will relate to FBLA-PBL goals, activities, and/or current programs.

### ELIGIBILITY

Each chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. *Only students in grades 6-8 may enter this event.*

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

### REGULATIONS

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### PROCEDURE

#### General Information

- Two (2) 4”x6” index card will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the index

card. Participants must furnish their own pens and pencils.

- The speech should be four (4) minutes in length.
- No reference materials may be brought to or used during the preparation or presentation.
- NO lectern will be available. No microphone will be used.

#### Preliminary Round

- Participants will be divided into two (2) or more preliminary groups, depending on the number of participants.
- Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Participants will be sequestered until their preparation time. The order of performance will be determined through a random drawing.
- Participants will be given the topic and have ten (10) minutes to prepare prior to appearing before the judges.
- Any notes made during the preparation time may be used when speaking. The index cards must be submitted to the event administrator at the conclusion of the speech.
- At the time of the performance, the administrator will introduce each participant by name only. Each speech should be four (4) minutes in length. A timekeeper will stand at three (3) minutes and again at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.

Preliminary performances are not open to conference attendees. Final performance is open to conference attendees except performing participants of this event.

Up to twelve (12) participants, depending on the number of preliminary groups, will be selected for the final round.

Final Round

- Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Finalists will be sequestered until their preparation time.
- The order of performance will be determined through a random drawing.
- All other procedures, as outlined in the preliminary round, will be followed for the final round.

JUDGING

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

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

NC FBLA AWARDS PROGRAM

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**IMPROMPTU SPEAKING – MG  
Performance Rating Sheet**

Preliminary Round  
 Final Round

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

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

## **INTRODUCTION TO BUSINESS**

Students discover the role 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.

### **COMPETENCIES**

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.

### **ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*\*Only members enrolled in **grades 9 and 10** of the current school year are eligible to compete in this event. **Each student is required to include an official transcript to compete.***

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

### **PROCEDURE**

- A one-hour (1) objective test will be administered based on the previously listed COMPETENCIES section. If the test is a written test, it will be machine graded.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

### **JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second and third place State Leadership awardees are eligible to compete at the National Leadership Conference.

## **INTRODUCTION TO BUSINESS COMMUNICATION**

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

### **COMPETENCIES**

The objective test may include grammar, punctuation and capitalization, oral communication concepts, reading comprehension, word definition and usage, proofreading and editing, and spelling.

### **ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*\*Only members enrolled in **grades 9 and 10** of the current school year are eligible to compete in this event. Each participant is required to submit an **official transcript** with the entry form.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

### **PROCEDURE**

- A one-hour (1) objective test will be administered based on the previously listed **COMPETENCIES** section. If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

### **JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned or, if online, based on the time completed.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second and third place State Leadership awardees are eligible to compete at the National Leadership Conference.

**INTRODUCTION TO PARLIAMENTARY PROCEDURE**

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

**COMPETENCIES**

The objective test will consist of parliamentary procedure principles and FBLA-PBL bylaws. Through a new partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles portion of the exam will be drawn from NAP’s official test bank.

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

*\*Only members enrolled in **grades 9 and 10** of the current school year are eligible to compete in this event. Each participant is required to submit an **official transcript** with the entry form.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

- A one-hour (1) objective test will be administered based on the previously listed COMPETENCIES section. If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned or, if taken online, based on the time completed..

**STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second and third place State Leadership awardees are eligible to compete at the National Leadership Conference.

## **INTRODUCTION TO TECHNOLOGY CONCEPTS**

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

### **COMPETENCIES**

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

### **ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-up	4

Only members enrolled in **grades 9 through 10** of the current school year are eligible. **An official student transcript is required with the entry form.**

### **PROCEDURE**

- A one-hour (1) objective test will be administered based on the previously listed COMPETENCIES section. If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators

### **JUDGING**

Ties will be broken based on the order in which the tests were returned or, if online, the time completed.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

First, second, and third place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

## **JAMES L. WHITE SCHOLARSHIP AWARD**

This scholarship award, made possible through the efforts of the local chapter members, will be presented to one or more outstanding FBLA members who plan to further their education in business. This award is named in honor of Dr. James L. White, the first state adviser of NC FBLA.

### GENERAL INFORMATION ABOUT THE AWARD

1. Funds for this award will come from state membership dues – 10 cents per member. **INDIVIDUAL** chapters are encouraged to make special contributions to the scholarship fund if they so desire. Special contributions should be sent to the state office. All chapters contributing to the fund prior to the State Leadership Conference will be given special recognition in the conference program.
2. The amount and number of scholarships will be determined by the availability of funds and the Board of Directors' approval.

### ELIGIBILITY

1. Each local chapter may enter one (1) contestant who is on record as having paid dues by the second semester membership dues deadline.
2. Only high school seniors who are active members of an FBLA chapter which takes an active part in the State Leadership Conference are eligible.
3. All applicants should plan to work toward a degree in business at an accredited North Carolina two- or four-year institution of higher learning.
4. Each eligible applicant should be selected by a committee composed of members of the high school business faculty, and either the principal, guidance counselor or both.
5. Students applying for this scholarship may also enter another non-scholarship event at the State Leadership Conference.

6. Participants must not have entered this event previously.

### REGULATIONS

1. An entry form must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. **Along with** the Event Entry Form, a four-part application package should be submitted, consisting of the following:
  - a. Information Form.
  - b. Letter of recommendation from the school principal.
  - c. Applicant's essay.
  - d. Official transcript.
3. Three copies of the above materials should be submitted. Each copy of the materials must be submitted in a standard file folder labeled with the participants name, school, and event name. Include participant's name on all pages submitted.
4. Awarded scholarships must be claimed by January 30 of the following year.

### PROCEDURE

#### Administration

- The award will be administered by the FBLA state chairman and state adviser.
- Winners will be notified in writing of the steps to follow in obtaining the remittance.

#### Application

- Students applying must write an essay (maximum of two (2) pages, single- or double-spaced) in which they discuss their career goals and why they choose their selected career.

#### Selection

- Applications will be screened and at least five (5) finalists will be selected. These finalists will be notified by letter, telephone, or e-mail at least one week before the State Leadership Conference.
- The finalists must be available for interviews at the State Leadership

## NC FBLA AWARDS PROGRAM

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Conference. Interview times will be determined by a random drawing.

### JUDGING

A panel of judges will conduct and evaluate the interview and determine the recipients. All decisions of the judges are final.

### STATE AWARD

The recipient(s) of the scholarship award will be announced at the State Leadership Conference.



**JAMES L. WHITE  
SCHOLARSHIP AWARD**

**RATING SHEET**

Points given may range between zero and the maximum number indicated.

**ESSAY**

Evidence of career planning \_\_\_\_\_ 10

**TRANSCRIPT**

Scholastic Aptitude \_\_\_\_\_ 20

Activities \_\_\_\_\_ 10

**Subtotal** \_\_\_\_\_ **40**

**INTERVIEW**

Proper greeting, introduction, and closing \_\_\_\_\_ 10

Poise, maturity, enthusiasm, and personal appearance \_\_\_\_\_ 10

Communication skills \_\_\_\_\_ 10

Self-confidence, initiative, and assertiveness \_\_\_\_\_ 10

Need \_\_\_\_\_ 20

**Subtotal** \_\_\_\_\_ **60**

**TOTAL SCORE** \_\_\_\_\_ **100**

Name of Applicant \_\_\_\_\_

Address of Applicant \_\_\_\_\_

High School Attending \_\_\_\_\_

College Planning to Attend \_\_\_\_\_

Judge's Signature \_\_\_\_\_ Date \_\_\_\_\_

Judge's Comments:

## JOB INTERVIEW

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

### COMPETENCIES

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

This event consists of three (3) parts:

- Letter of Application and Resume
- Job Application Form.
- Interview.

Performance competences: ability to answer questions effectively; demonstrate and use good communication skills; exhibit a professional and poised appearance; and communicate career knowledge and plans.

### ELIGIBILITY

Each local chapter may enter **one (1) participant** at the regional level who is an active member and is on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

### REGULATIONS

1. Participants failing to report on time for the event may be disqualified.
2. The local chapter adviser must submit **six (6) standard file folders** containing the following items:
  - a. A one-page letter of application

(original or copy) for the participant addressed to:

**SEE NATIONAL WEBSITE FOR THIS INFORMATION.**

- b. A brief résumé (original or copy) not to exceed two (2) pages.
  - c. Photographs are not allowed.
  - d. A completed job application. (See **National Website** for Job Application)
  - e. All copies of the above materials must be submitted in 6, standard file folders. The tab of the folder must be labeled with the participant's name, school, and event title. Include participant's name on all pages submitted.
3. No other materials may be submitted to the judges.
  4. The letters of application and résumés must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the letters of application and résumés are well organized, contain substantiated statements, and are written in a business style.
  5. The letters of application, résumés, and application forms will be returned.
  6. Participants failing to submit materials by the stated deadline will be disqualified.
  7. A deduction of up to five (5) points will be made from the score of participants who submit material by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.
  8. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### PROCEDURE

Letter of Application, Résumé, and Application Form

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

The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.

However, interview time at NLC is 15 minutes.

#### Preliminary Interviews

- Participants will be divided in up to three (3) groups for the initial interviews, depending on the number of participants.
- Participants will be scheduled for a ten-minute (10) initial interview. Based upon the initial interview, letter of application, and résumé, and application form, a maximum of 10 participants will be selected for a final interview at SLC and 15 at NLC.
- The interview will be conducted by professionals from business. The interview times will be determined by random drawing.

#### Final Interviews

- Participants' interview times will be determined by random drawing.
- All other procedures as outlined for the preliminary interviews will be followed for the final interview.

#### JUDGING

Participants will be judged by a panel of judges serving as personnel professionals. All decisions of the judges are final.

#### REGIONAL/ STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, and second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners and are eligible to compete in the National Leadership Conference

**JOB INTERVIEW**  
**Interview Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Professional Presentation</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Professional appearance (meets dress code requirements)	0	1-3	4-7	8-10	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>Interview</b>					
Demonstrates the ability to understand and respond to interview questions	0	1-5	6-10	11-15	
Illustrates adequate qualifications for the position	0	1-5	6-10	11-15	
Possesses career knowledge about the position	0	1-3	4-7	8-10	
Justifies career plans	0	1-5	6-10	11-15	
Asks appropriate questions	0	1-2	3-4	5	
<b>Application Materials</b>					
Effectiveness of application materials (resume, letter of application, and job application)	0	1-5	6-10	11-15	
<b>Subtotal</b>					<b>(100 max.)</b>
<b>Penalty Points</b> Deduct five (5) points for failure to fully follow the guidelines.					
<b>Final Score</b>					<b>(100 max.)</b>

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
 (scores checked)  
 Administrator  
 NAP

## KEYBOARDING APPLICATIONS I – MG

Knowledge of keyboarding applications is a necessity in today's high-tech business world. This event is designed to recognize middle level FBLA members who can demonstrate basic keyboarding applications skills.

### COMPETENCIES

Participants should be able to produce a personal letter, a one-page report, and a one- or two-column table/centering problem. Results will be based on accuracy of printed copy and Standards of Mailability.

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

### ELIGIBILITY

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. *Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-up	4

### PROCEDURE

#### Home Site Testing

- Forty-five (45) minutes will be allowed for the skills production test at the home-testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up.

Problems are weighted according to difficulty and may be completed in any order. Word division manuals and dictionaries may be used as reference materials.

- Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the General Information section.)
- Participants must recognize the necessity for accurate proofreading.

#### Objective Test

- A one-hour objective test will be administered at the State Leadership Conference based on the previously listed COMPETENCIES section and basic skills knowledge.
- Participants must furnish their own No. 2 pencils and erasers. If this test is administered online, participants may still use their non-graphing calculators.

### ADMINISTRATION

Local chapters must submit with the Event Entry Form a Test Administrator Identification Form. Upon receipt of the Identification Form, the State Adviser will send the test, Administrator Release Form, guidelines, script, and return envelope to the identified test administrator. (These materials could be e-mailed to the Administrator) This test should be administered in accordance with the instructions included in the test packet.

After the test is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the State Adviser by the stipulated deadline. Tests not postmarked by the deadline will be disqualified. It is suggested that local chapters return test packets by certified mail. NC FBLA will not be responsible for

test materials lost in the mail or not received by the deadline.

Ties will be broken based on the scores associated with the objective test portion of the event.

#### JUDGING

Objective tests will be machine scored. The test will constitute **15 percent** of the final event score.

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute **85 percent** of the final event score.

#### STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place winners will be recognized by the national FBLA-PBL center on the website and will receive INDIVIDUAL medals of excellence.

## KEYBOARDING APPLICATIONS II – MG

Knowledge of keyboarding applications is a necessity in today's high-tech business world. This event is designed to recognize middle level FBLA members who can demonstrate **advanced** keyboarding applications skills.

### COMPETENCIES

Participants should be able to produce a personal letter; a one-page report with a title page, reference page, and citations; and a two- or three-column table. Results will be based on accuracy of printed copy and Standards of Mailability.

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

### ELIGIBILITY

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. *Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-up	4

### PROCEDURE

#### Home Site Testing

- Forty-five (45) minutes will be allowed for the skills production test at the home-testing site. Additional time will be allowed for general directions,

equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order. Word division manuals and dictionaries may be used as reference materials.

- Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the General Information section.)
- Participants must recognize the necessity for accurate proofreading.

#### Objective Test

- A one-hour objective test will be administered at the State Leadership Conference based on the previously listed COMPETENCIES section and basic skills knowledge.
- Participants must furnish their own No. 2 pencils and erasers. If this test is administered online, participants may still use their non-graphing calculators

### ADMINISTRATION

Local chapters must submit with the Event Entry Form a Test Administrator Identification Form. Upon receipt of the Identification Form, the State Adviser will send the test, Administrator Release Form, guidelines, script, and return envelope to the identified test administrator. (These materials could be e-mailed to the Administrator.) This test should be administered in accordance with the instructions included in the test packet.

After the test is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the State Adviser by the stipulated deadline. Tests not postmarked by the deadline will be disqualified. It is suggested that local

chapters return test packets by certified mail. NC FBLA will not be responsible for test materials lost in the mail or not received by the deadline.

Ties will be broken based on the scores associated with the objective test portion of the event.

#### JUDGING

Objective tests will be machine scored. The test will constitute **15 percent** of the final event score.

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute **85 percent** of the final event score.

#### STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place winners will be recognized by the national FBLA-PBL center on the website and will receive INDIVIDUAL medals of excellence.

**KING'S COLLEGE/ SONJA H. LITTON  
CHI ALPHA KAPPA SCHOLARSHIP**

This scholarship award, made possible through the joint efforts of Chi Alpha Kappa Chapter of Phi Beta Lambda and King's College, will be presented to one outstanding FBLA member who plans to further his or her education at King's College in Charlotte, North Carolina.

This award is made in honor of Sonja H. Litton, the founder of the Phi Beta Lambda Chapter of King's College and a longtime supporter of business education in North Carolina.

**GENERAL INFORMATION ABOUT THE AWARD**

The funds for this \$1000 scholarship award are made possible by the joint efforts of the Chi Alpha Kappa Chapter of Phi Beta Lambda and King's College. The scholarship award will be applied to the tuition at King's College in Charlotte, North Carolina. One scholarship will be awarded each year.

**ELIGIBILITY**

- Only high school seniors who are active members of FBLA are eligible to enter.
- All applicants should plan to work toward a diploma in one of the career areas offered at King's College in Charlotte, North Carolina.
- Students applying for this scholarship may also enter another non-scholarship event at the State Leadership Conference.

**REGULATIONS**

1. An application package and entry form must be completed and received by the

state office no later than the close of business on the date given on the Calendar of Activities.

2. A four-part application package should be completed, consisting of the following:
  - a. Event Entry Form.
  - b. Adviser's letter of recommendation.
  - c. Official copy of applicant's transcript.
  - d. Original essay on the importance of post-secondary business education. The essay should not exceed two double-spaced keyed pages.
3. All applicants will be scheduled for an interview during the State Leadership Conference.

**PROCEDURE**

The award will be administered by a representative from King's College.

The winner will be notified in writing of the steps to follow in obtaining remittance.

**JUDGING**

Applications will be reviewed by a screening committee. All applicants must be available for interviews at the State Leadership Conference. A panel of judges, at least one of whom is a representative of King's College, will conduct the interview and determine the winner. The decision of the judges is final.

**STATE AWARD**

The recipient of the scholarship will be announced at the State Leadership Conference

**KING'S COLLEGE/ SONJA H. LITTON/  
CHI ALPHA KAPPA SCHOLARSHIP**

**RATING SHEET**

Points given may range between zero and the maximum number indicated.

**APPLICATION PACKAGE**

**Scholastic Aptitude and Achievement** \_\_\_\_\_ 30

**ESSAY ON POST-SECONDARY BUSINESS EDUCATION**

Organization and Neatness \_\_\_\_\_ 10

Knowledge and Insight in Business Education \_\_\_\_\_ 10

**Evidence of career planning** \_\_\_\_\_ 10

**Subtotal** \_\_\_\_\_ **60**

**INTERVIEW**

Attitude \_\_\_\_\_ 10

Articulation \_\_\_\_\_ 10

Poise \_\_\_\_\_ 5

Self-confidence \_\_\_\_\_ 5

Personal Appearance \_\_\_\_\_ 10

**Subtotal** \_\_\_\_\_ **40**

**TOTAL SCORE** \_\_\_\_\_ **100**

Name \_\_\_\_\_

School \_\_\_\_\_

Judge's Signature \_\_\_\_\_ Date \_\_\_\_\_

Judge's Comments:

## **LARGEST LOCAL CHAPTER MEMBERSHIP AWARD**

Effective state and national programs depend upon membership support and growth from all divisions. An increased membership base on the local level provides resources for the expansion of services to local chapters. Membership recruitment offers chapters a worthwhile experience in public relations and leadership. Recognition of this award is given to the chapter which has attained the largest listing of members.

### **ELIGIBILITY**

All active local chapters.

### **PROCEDURE**

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

Winners in this event are determined by the state and national office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA members on record in the FBLA-PBL state and national offices of the current school year by the second semester dues deadline.

### **STATE AWARDS**

Awards are presented at the State Leadership Conference to the highest membership chapters in each region and to the highest chapter membership in the state. Two local chapters from each of the national regions will be recognized at the National Leadership Conference.

**LARGEST LOCAL CHAPTER MEMBERSHIP AWARD – MG**

Effective state and national programs depend upon membership support and growth from all divisions. An increased membership base on the local level provides resources for the expansion of services to local chapters. Membership recruitment offers chapters a worthwhile experience in public relations and leadership. Recognition of this award is given to the chapter which has attained the largest listing of members.

**ELIGIBILITY**

All active middle level chapters.

**PROCEDURE**

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

Winners in this event are determined by the state and national office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA members on record in the FBLA-PBL state and national offices of the current school year by the second semester dues deadline.

**STATE AWARDS**

Awards are presented at the State Leadership Conference to the highest membership middle level chapter in the state.

## **LOCAL CHAPTER ANNUAL BUSINESS REPORT -JOYCE M. KELLER AWARD**

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

### COMPETENCIES

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 business procedures.

Competencies include: report arranged in proper business style and logically arranged (see rating sheet); correct spelling and grammar; description of report development; explanation of local chapter organization and characteristics of chapter; and documentation of productivity and recognition of chapter.

### ELIGIBILITY

Each active local chapter on record in the FBLA state office as having paid dues by the second semester membership dues deadline of the current school year may enter one report.

### REGULATIONS

1. **Three (3) copies** of the report must be submitted<sup>1</sup>.
2. The local chapter adviser must attach an Event Entry Form to the front cover of the report. The report must be completed and received by the state office no later than the close of business

on the date given on the Calendar of Activities.

3. The report format must adhere to the same technical guidelines listed for chapter manuals on the **National Website**.
4. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants to ensure that the manual is well organized, contains substantiated statements, and is written in a business style.
5. Reports must describe activities of the local chapter that were conducted between the previous State Leadership Conference and the current State Leadership Conference.
6. Entries must adhere to all of the event regulations or will be disqualified.

### PROCEDURE

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

### JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges selects the winners. All decisions of the judges are final.

### STATE AWARDS AND NATIONAL ELIGIBILITY

First-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place State

NC FBLA AWARDS PROGRAM

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Leadership Conference awardees are eligible to compete at the National Conference.

**LOCAL CHAPTER ANNUAL BUSINESS REPORT  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Chapter Profile</b>					
Letter to chapter membership (stockholders)	0	1-2	3-4	5	
Chapter Information Included • Number of members • Size of school and community • When and where the chapter was organized	0	1-2	3-4	5	
<b>Productivity</b>					
Recruitment of members and chapters	0	1-2	3-4	5	
Leadership development for officers and members	0	1-3	4-7	8-10	
Preparation of students for business careers	0	1-2	3-4	5	
Service to the school and community	0	1-3	4-7	8-10	
Cooperation with business, professional, and service groups	0	1-2	3-4	5	
Participation in public relations and activities	0	1-2	3-4	5	
Support of FBLA national and state projects	0	1-2	3-4	5	
Attendance and participation at state and nationally sponsored conferences	0	1-2	3-4	5	
<b>Recognition</b>					
For FBLA competitive events and activities	0	1-2	3-4	5	
For school, community, business, and industry activities	0	1-2	3-4	5	
<b>Businesslike Procedures</b>					
Chapter management and organization	0	1-2	3-4	5	
Financial development, including fund-raising and financial statement	0	1-2	3-4	5	
<b>Format of Report</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-2	3-4	5	
Design and graphics	0	1-2	3-4	5	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages, pasted items <input type="checkbox"/> no page numbers <input type="checkbox"/> 3 copies of report not received <input type="checkbox"/> report format does not follows rating sheet					
<b>Total Points</b>	<b>(100 max.)</b>				

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

<b>VERIFICATION</b> (scores checked) <input type="checkbox"/> Administrator <input type="checkbox"/> NAP
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## **LOCAL CHAPTER ACTIVITIES REPORT – MG**

*This event recognizes ML chapters that effectively summarize their year's activities.*

### **DESCRIPTION**

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the start of the current State Leadership Conference. This report meets one of the requirements for the Chapter Award of Merit program.

### **ELIGIBILITY**

Each local chapter that is on record in the FBLA-PBL National Center as having paid dues by February 1 of the current school year may submit one (1) report.

### **BUSINESS EDUCATION CURRICULUM STANDARDS:**

#### **Communications**

#### **PROCEDURE**

- The chapter adviser must attach an event entry form to the front cover of the report.
- The report must be completed and received by the state office no later than the date indicated on the calendar of activities.
- The report format should follow the same sequence shown on the rating sheet.
- Creativity through design and use of meaningful graphics is encouraged.
- Three (3) copies of the report should be submitted.

### **REPORT CONTENTS**

REPORTS MUST NOT EXCEED A TOTAL OF FIVE (5) PAGES, INCLUDING COVER SHEET AND OTHER DOCUMENTATION.

- Pages must be on standard 8 ½" x 11" paper.
- Pages may not be laminated or bound in sheet protectors.
- Reports may be single or double-spaced.
- Each side of the paper providing information is counted as a page.
- Copies should be sent rather than important original documents.
- Scrapbooks and loose or bulky exhibits are not acceptable.
- Reports should be stapled in the upper left-hand corner with the cover sheet.
- Reports must describe activities of the chapter that were conducted during the current school year.

### **JUDGING**

- Reports will be screened to determine if chapters have complied with event eligibility and regulations.
- A panel of judges selects the winners. All decisions of the judges are final.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

First-, second-, and third-place awards will be presented at the State Leadership Conference.

First- and second-place State Leadership Conference awardees will submit their winning reports to National. They will be recognized by the national center on the FBLA-PBL Web site, and chapters will receive a medal of excellence.

**Local Chapter Activities Report - Middle Level  
Written Report Rating Sheet - Score Calculation**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Service to school and community	0	1-5	6-10	11-15	
Recruitment of members	0	1-5	6-10	11-15	
Leadership development for officers and members	0	1-5	6-10	11-15	
Support of FBLA-PBL national and state projects		1-5	6-10	11-15	
Public Relations-evidence of publicity	0	1-5	6-10	11-15	
<b>Format of Report</b>					
Clear and concise presentation with logical arrangements of information	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one (1) point for each error)	0	1-5	6-10	11-15	
<b>Total Points</b>					<b>(100 max)</b>

School: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **LOCAL RECRUITMENT OF CHAPTERS –HIGH SCHOOL**

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

### **ELIGIBILITY**

Each active local chapter on record in the FBLA state office as having paid dues by the second semester dues deadline of the current school year may enter.

### **REGULATIONS**

1. An Event Entry Form must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.

2. The chartering or reactivation of FBLA and/or PBL chapters may 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.

### **PROCEDURE**

Chapter recognition in the event is determined by the state office after the audits of the current year's membership record. The figures used in determining the winners will be the number of newly chartered or reactivated chapters on record in the FBLA state office for the current school year.

### **STATE AWARDS**

First-, second-, and third-place awards will be presented at the State Leadership Conference.

## Local Recruitment of Chapters – High School

Please check one of the following:  FBLA  PBL  FBLA–Middle Level

This event is designed to honor those local chapters that charter or reactivate chapters of FBLA, FBLA-Middle Level, and/or PBL.

Complete all of the information requested below. A local chapter *must recruit a minimum of two (2) new/reactivating chapters* to qualify. Mail this entry to your state chairperson for approval. The state chairperson must forward the entry to the national center **to be received by the second Friday in may**.  
School Name:

\_\_\_\_\_

Lead Adviser's Name: \_\_\_\_\_ Chapter No: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

List chapters (minimum of two) chartered and/or reactivated, giving chapter number, name of school, city, state, and zip code.

**Chapter name of School City State Zip Date Chapter Activities Completed to number Chartered or Reactivated installed or Charter or Reactivate Reactivated**


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

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

Signed Date	Signed Date
Chapter President or Adviser State Chair or State Adviser	

## **LOCAL RECRUITMENT OF CHAPTERS – MIDDLE GRADE**

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

- 2) The chartering or reactivation of FBLA and/or PBL chapters may 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.

### **ELIGIBILITY**

Each active local chapter on record in the FBLA state office as having paid dues by the second semester dues deadline of the current school year may enter.

### **PROCEDURE**

Chapter recognition in the event is determined by the state office after the audits of the current year's membership record. The figures used in determining the winners will be the number of newly chartered or reactivated chapters on record in the FBLA state office for the current school year.

### **REGULATIONS**

- 1) An Event Entry Form must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.

### **STATE AWARDS**

First-, second-, and third-place awards will be presented at the State Leadership Conference.

## Local Recruitment of Chapters– Middle Grade

Please check one of the following:  FBLA  PBL  FBLA–Middle Level

This event is designed to honor those local chapters that charter or reactivate chapters of FBLA, FBLA-Middle Level, and/or PBL.

Complete all of the information requested below. A local chapter *must recruit a minimum of two (2) new/reactivating chapters* to qualify. Mail this entry to your state chairperson for approval. The state chairperson must forward the entry to the national center **to be received by the second Friday in may**.  
 School Name: \_\_\_\_\_

Lead Adviser’s Name: \_\_\_\_\_ Chapter No: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

List chapters (minimum of two) chartered and/or reactivated, giving chapter number, name of school, city, state, and zip code.

**Chapter name of School City State Zip Date Chapter Activities Completed to number Chartered or Reactivated installed or Charter or Reactivate Reactivated**


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

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

Signed Date Chapter President or Adviser State Chair or State Adviser	Signed Date
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## **MARKETING**

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

### **COMPETENCIES**

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

#### **Objective Test Competencies**

- basic marketing fundamentals (price, product, place, and promotion)
- economics
- selling and merchandizing
- channels of distribution
- marketing, information research and planning
- promotion, advertising media
- legal and social aspects of marketing
- e-commerce

#### **Performance Competencies**

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

### **ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

### **REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

#### **Objective Test**

- A one-hour (1) objective test will be administered based on the previously listed COMPETENCIES section. If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators. They may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

#### **Performance**

- The top ten (10) individuals with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Individuals will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, the individual will receive the case study.
- Two (2) 4" x 6" note cards will be provided and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The individual has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The final performance is open to conference attendees who are not performing participants of this event.

#### JUDGING

Ties will be broken based on the order in which the tests were returned.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

## MARKETING

Performance Rating Sheet

Final Round

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

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **NETWORK DESIGN**

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

### **COMPETENCIES**

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

Objective test competencies include: network installation—planning, configuration, and topology; problem solving and troubleshooting; network administrator functions; configuration of Internet resources; backup and disaster recovery; configuring network resources and services; and security.

Performance competencies include: analyzing the computing environment and needs; demonstrating an understanding of the case; explaining, discussing, describing recommendations; demonstrating good communication skills; applying critical thinking/problem solving; demonstrating ability to work as a team; and answering questions effectively.

### **ELIGIBILITY**

Each chapter may enter **one (1) team** composed of two (2) to three (3) members. One (1) team member may have entered this event at a previous State Leadership Conference. Team members must be active members on record in the NC FBLA state office as having paid dues by the second-semester dues deadline.

#### **Case Study**

Participants will be given a case study outlining a small business and its computing environment and needs. Participants will then be required to analyze the situation and

recommend a network solution to address the issues raised in the case study.

### **REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

#### **Objective Test**

- A one-hour (1) objective test based on skills identified in the **COMPETENCES section will be administered at the State Leadership Conference**. Team members will take the objective test **collaboratively**.
- Participants must furnish their own Number 2 pencils and erasers.
- They may use their own non-graphing calculators.
- The ten (10) teams with the highest score will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the event office.

#### **Case Study**

- Members of the ten (10) finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance time. Twenty (20) minutes before their performance, each team will receive the case study.
- Two (2) 4" x 6" index cards will be provided for each team member and may be used during the preparation and presentation. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- In addition, teams will be provided with flip chart presentation sheets and markers.
- No reference materials or visual aids other than those created during the preparation time can be used during the preparation or presentation portions of this event.
- The team has seven (7) minutes to present their solution to the judges.
- Team members should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation. Team members will be allowed to use their note cards and flip chart sheets in explaining their recommendations and rationale to the judges.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question and answer period. Participants should be prepared to defend their recommendations and respond to questions from the judges.
- Case study presentations are open to conference attendees, except performing participants in the event.

#### JUDGING

The written objective test will be machine graded. Ties will be broken based on the order in which the teams' tests were returned or, if online, by the time the test was completed.

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

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first and second place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

**NETWORK DESIGN  
Performance Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describes the situation	0	1-3	4-7	8-10	
Resolves problem	0	1-3	4-7	8-10	
Uses correct terminology	0	1-5	6-10	11-15	
Presents an effective strategy	0	1-10	11-20	21-25	
<b>Technology</b>					
System appropriate for size of business	0	1-5	6-10	11-15	
Technology is currently available or being developed	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-5	6-10	11-15	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-3	4-7	8-10	
Team members demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(150 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>	<b>(150 max.)</b>				
<b>Objective Test Score</b> (To be used only in the event of a tie.)					

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ 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.

### **COMPETENCIES**

The objective test competencies include: general network terminology; network operating system concepts; equipment for network access (firewall, DSU/CSU, T1, Wi-Fi, etc.); OSI model and functionality; network topologies and connectivity; and network security.

### **ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester dues deadline. Local chapters may enter members based on the following guidelines:

<b>Membership</b>	<b>Participants</b>
1 – 99	1
100 – 149	2
150 – 199	3
200 up	4

### **REGULATIONS**

1. A participant failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of

Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

- A one-hour (1) objective test will be administered based on the previously listed COMPETENCIES section. If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils and erasers.
- Participants may use their own non-graphing calculators.
- If this test is administered online, participants may still use their non-graphing calculators.

### **JUDGING**

The tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second and third place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.

## **NC ACTE BROYHILL LEADERSHIP SCHOLARSHIP**

This scholarship award, made possible by the North Carolina Association for Career and Technical Education, honors a local chapter officer by providing tuition for attending the Broyhill Leadership Conference, and one scholarship for any freshman or sophomore FBLA member even if they do not hold an office.

### **ELIGIBILITY**

Each local chapter may enter two (2) participants who are active members. One scholarship is designated for a local chapter officer (president, vice-president, secretary, treasurer, historian, reporter, or parliamentarian) who is not in their senior year. The second scholarship is reserved for any freshman or sophomore. This applicant does not have to hold an office.

Schools may apply for either or both scholarships. A member is eligible to apply for this scholarship each year he or she is a local officer except during their senior year. A freshman who has applied for this scholarship may also apply when he or she is a sophomore.

### **REGULATIONS**

1. A member entering this event must be currently classified below the senior grade level.
2. A member entering this event may also enter another event at the State Leadership Conference.
3. The applicant for this award must submit the following materials along with the entry form to the FBLA state office:
  - a. A two to four (2-4) page, double spaced essay entitled, "Why I Would Like To Attend The Broyhill Leadership Conference."
  - b. The essay must be in manuscript form, double spaced, one-inch side margins, name, school, and title keyed on separate title page.
  - c. The following should be included in the essay:

- Activities in which the applicant has participated where leadership skills were needed.
  - Opportunities the applicant has had to use leadership skills (emphasis should be given to current year activities).
  - Situations where the applicant felt a need for better leadership skills.
  - How attendance and participation in the Broyhill Leadership Conference would benefit the applicant.
  - How the local chapter would benefit from the applicant's participation in the Conference.
- d. The student must sign, as part of the entry form, a statement of originality for the essay submitted.

### **CRITERIA**

Criteria to be considered in the selection of the local chapter's nominee(s) for this event should include:

- Contributions to the local FBLA chapter.
- Leadership ability/ potential.
- Benefits derived from FBLA membership.

### **JUDGING**

Applications will be reviewed by a screening committee and eight (8) finalists will be selected and notified prior to the State Leadership Conference. These finalists must be available for interviews at the State Leadership Conference. A separate panel of judges will interview the finalists using the rating sheet for this event.

All decisions of the judges are final.

### **STATE AWARDS**

One scholarship award for a local chapter officer and one scholarship award for a freshman/ sophomore will be announced at the State Leadership Conference.

**NC ACTE BROYHILL LEADERSHIP  
SCHOLARSHIP  
Rating Sheet**

Points given may range between zero and the maximum number indicated.

**ESSAY**

Correct form (spacing, margins, length, organization, and neatness)	_____	10
Evidence of activities using leadership skills*	_____	20
Evidence of how student and chapter would benefit from Broyhill Leadership Conference**	_____	20
<b>Subtotal</b>	_____	<b>50</b>

**INTERVIEW**

Communication skills	_____	15
Presentation of facts in an orderly manner	_____	10
Personal appearance	_____	5
Self-confidence, initiative, and assertiveness	_____	10
Poise and maturity	_____	10
<b>Subtotal</b>	_____	<b>50</b>

**TOTAL SCORE** \_\_\_\_\_ **100**

Name \_\_\_\_\_

Region \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Date \_\_\_\_\_

Judge's Comments:

## **NC FBLA HONORARY LIFE MEMBER AWARD**

Honorary life members shall be persons who are assisting in the advancement of business education and/or who are rendering outstanding service to FBLA. Honorary life members shall not vote or hold office and shall not be required to pay dues.

### ELIGIBILITY

Honorary life membership may be awarded to educators, business or civic leaders who are not actively engaged in business education, and have given support and encouragement to the further development of FBLA. Educators with previous service in FBLA may be eligible upon termination of service.

### CRITERIA

Criteria for selection of nominees at the local and state level should include:

- Years of participation in FBLA activities.

- Promotion of FBLA through presentations, seminars, and workshops.
- Contribution to chapter projects and activities at the local, regional and state levels.
- Financial assistance to local and/or state chapter.
- Donations and sponsorships of activities.

The biographical sketch of each nominee should address the areas listed above. The sketch should be limited to no more than five keyed pages and received by the state office **no later** than the close of business on the date given on the Calendar of Activities.

### STATE AWARD

State chapter honorary life membership(s) will be determined by a majority vote of the NC FBLA Board of Directors. The recipient(s) of the award will be announced at the State Leadership Conference.

## **NCBEA OUTSTANDING STUDENT SERVICE AWARD**

To develop and promote local chapter involvement, the North Carolina Business Education Association recognizes an outstanding student of a local FBLA chapter.

### **ELIGIBILITY**

Each local chapter may enter one (1) participant at the regional level who is an active member and is on record in the FBLA state office as having paid dues by the first semester dues deadline.

The awardee from each region will be entered in competition at the State Leadership Conference

### **REGULATIONS**

- 1) The award is based only on the current school year.
- 2) The participant may not enter the Who's Who in FBLA event.
- 3) The participant should submit the following supporting materials along with the entry form to the regional board member.
  - a) A one (1) page double-spaced essay stating, "Why I Am Applying For This Award."
  - b) A narrative report listing the participant's contribution to the local chapter and service given which strengthened and implemented the chapter's Program of Work and support the Goals of FBLA. Information in this report should be listed in the order indicated on the rating sheet.
  - c) Copy of the local chapter's Program of Work.

### **CRITERIA**

Criteria to be considered in the selection of the local chapter's nominee for this event should include:

- Contributions to or participation in local chapter projects that support the Program of Work and the FBLA Goals.
- Offices, chairmanships and local committee memberships held.
- Contributions to local, state and national projects.

### **FBLA-PBL GOALS**

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

### **JUDGING**

A panel of judges appointed by the regional board member will judge this event on the regional level. All judges' decisions are final.

A panel of judges at the State Leadership Conference will evaluate the regional awardees and select a first-place awardee.

### **STATE AWARDS**

A first-place certificate will be presented at the Regional Competitive events. The finalists from each region will receive a medallion and a plaque. The first-place awardee at the state level will receive a plaque at the State Leadership Conference.

**NCBEA OUTSTANDING STUDENT SERVICE AWARD**

**RATING SHEET**

**Please note – This has been revised.**

Points given may range between zero and the maximum number indicated.

<b>Evaluation Criteria</b>	<b>POOR</b>	<b>GOOD</b>	<b>EXCELLENT</b>	<b>SCORE</b>
<b>Essay ~ Why I am applying for this award"</b>				
One Page / Double Spaced	0 1 2 Does not follow guidelines as stated.	3 4 Partially follows guidelines as stated	5 Follows guidelines as stated	
Essay content addresses question	0 1 2 Does not address question	3 4 Partially addresses question	5 Completely addresses question	
<b>Narrative Report ~ Listing the participant's contributions which strengthened &amp; implemented Program of Work &amp; FBLA Goals</b>				
Contributions & service which strengthened the chapter's program of work	0 1 2 3 4 5 6 7 8 Limited participation in chapter activities	9 10 11 12 13 Partial participation in chapter activities	14 15 Outstanding participation in all chapter activities.	
Goal #1: Develop competent, aggressive business leadership	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
Goal #2: Strengthen the confidence of students in themselves and their work	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	

NC FBLA AWARDS PROGRAM

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Evaluation Criteria	POOR	GOOD	EXCELLENT	SCORE
Goal #3: Create more interest in and understanding of American business enterprise.	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
Goal #4: Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
Goal #5: Develop character, prepare for useful citizenship, and foster patriotism	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
Goal #6: Encourage scholarship and promote school loyalty	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
Goal # 7: Assist students in the establishment of occupational goals.	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
Goal #8: Facilitate the transition from school to work.	0 No activities to promote this goal	2 3 4 Some activities to promote this goal	5 Outstanding activities to promote this goal.	
<b>Participation ~ Offices, Chairmanships, Committee Memberships</b>				
Officer positions held	0 No officer positions held	9 10 11 12 13 Chapter officer position(s) held	14 15 State and/or National officer positions held	

NC FBLA AWARDS PROGRAM

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Evaluation Criteria	POOR	GOOD	EXCELLENT	SCORE
Chairmanships held	0 No Chairmanship positions held	2 3 4 5 6 Chapter chairmanship position(s) held	7 8 9 10 State and/or National chairmanship position(s) held	
Committee Memberships held	0 No committee memberships positions held	2 3 4 Chapter committee memberships position(s) held	5 State and/or National committee memberships position(s) held	
<b>Contributions ~ Contributions to local, state &amp; national projects</b>				
Contributions made	0 No contributions made	2 3 4 Some contributions made	5 Significant contributions made	
<b>Total Score</b>				

Name \_\_\_\_\_

Region \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City (Zip) \_\_\_\_\_

Judge's Signature \_\_\_\_\_ Date \_\_\_\_\_

Judge's Comments:

## **PARLIAMENTARY PROCEDURE-- HIGH SCHOOL**

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.

However if the chapter does not have a team that will be participating, but has a student that wants to take the test to qualify for State Parliamentarian, they can register this student for the Parliamentary Procedures event. Under this circumstance this can then classify as an individual event, but is otherwise a team event.

### **COMPETENCIES**

This event is composed of two (2) parts: completion of an objective test and a performance. Criteria for both parts will be based on *Robert's Rules of Order, Newly Revised* (Copyright 2000).

### **OBJECTIVE TEST**

The majority of the written objective test will consist of parliamentary procedure principles with additional questions on the FBLA national bylaws.

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

### **PERFORMANCE**

The case problem will be given to simulate a regular chapter meeting. The performance should demonstrate critical thinking and problem solving skills, exhibit good communication skills, effectively present the case, and all team members must contribute to the presentation.

### **ELIGIBILITY**

Each local chapter may enter (1) team, which must be composed of four (4) or five (5) persons - a president, a vice president, a secretary, a treasurer, and an additional member. No more than two (2) members may have participated previously in this event.

Selection of the state parliamentarian is made from those team members or eligible state candidates<sup>1</sup> who meet the following criteria:

- Are active members.
- Have one or more years remaining in FBLA.
- Have the support of local chapter adviser(s), parents, and local administrators.
- Score highest on the state parliamentary procedure written test at the State Leadership Conference.
- Are able to attend the events and activities planned for all state officers.

### **REGULATIONS**

1. Participants failing to report on time for the event may be disqualified.
2. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

#### **Objective Test**

- A one-hour (1) written objective test will be administered based on the competencies listed.
- Participants must furnish their own Number 2 pencils, pens, and erasers.
- 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 test. The order of

performance will be determined through a random drawing.

## PERFORMANCE

- All 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. All team members will be sequestered until their performance times. Twenty (20) minutes before the performance, the team's president will receive an envelope containing a copy of the problem for each team member.
- The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the problems must be included in the appropriate order of business, but other items should also be taken up during the meeting.
- The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, a copy of the minutes from a preceding meeting, and paper for recording the minutes of this meeting. Participants are **not** to write on the copy of the problem.
- The problem may or may not include each class of motions, but all five classes of motions -- main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly -- must be demonstrated during the performance.
- Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. When each team is finished the time used will be recorded, noting a deduction of one (1) point for each

full half minute (30 seconds) under nine (9) minutes or each full half minute (30 seconds) over eleven (11) minutes.

- The Team's secretary, with the assistance of one other member, has thirty (30) minutes following the performance to prepare and file with the judges the minutes of the performance. No reference materials may be used during the writing of the minutes other than the problem, minutes of the previous meeting, treasurer's report, and notes taken by the secretary during the performance. The minutes are to be handwritten on 8 1/2" x 11" paper provided by the secretary. Those minutes will be judged on both form and content. (See *Robert's Rules of Order, Newly Revised*, copyright 1990.)
- Performances are open to conference attendees, except performing participants of this event.

## JUDGING

The written objective test will be machine graded or administered online.

A panel of judges will evaluate the performance portion of the event. Judges' decisions will be based on *Robert's Rules of Order Newly Revised* (Copyright 2000). All decisions of the judges are final.

Objective scores will not be calculated into final scores (updated NLC 2008)

Parliamentary Procedure objective test will no longer be part of the final score. The score will still appear on the rating sheet and will be used only to break a tie. This change was announced at NLC 2008.

## STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first-place and second-place State Leadership Conference teams are eligible to compete at the National Leadership Conference.

**PARLIAMENTARY AUTHORITY  
REFERENCE**

*Robert's Rules of Order, Newly Revised,*  
Copyright 2000, by General Henry M.  
Robert, Scott Foresman and Company,  
Glenview, Illinois

**PARLIAMENTARY PROCEDURE  
Performance Rating Sheet**

*Motions: Deduct one (1) point for each mistake in each classification*

		Value	Score
<b>Motions Classification</b>		<b>Comments</b>	
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
<b>Motions Performance Subtotal</b>			
<b>Business of the Meeting</b>			
Problem quality (concise, complete, clear, germane)		15	
Directions followed		5	
Other business quality		10	
<b>Business of the Meeting Performance Subtotal</b>			
<b>General Parliamentary Procedure</b>			
Proper order of business		10	
Proper use of parliamentary terms		10	
Clarity of expression and voice projection		5	
Impartiality of presiding official		5	
Initiative of members		5	
Poise, dignity, and appearance		5	
<b>General Parliamentary Procedure Performance Subtotal</b>			
<b>Subtotal</b>		<b>(100 max.)</b>	
<b>Time Penalty</b> Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. Time:			
<b>Penalty</b> Deduct five (5) points for not following directions			
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.			
<b>Final Score</b>		<b>(100 max.)</b>	
<b>Objective Test Score (to be used in the event of a tie)</b>			

Name(s): \_\_\_\_\_

State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**PARLIAMENTARY PROCEDURE – MG**

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

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

**COMPETENCIES**

The written objective test will consist of parliamentary procedure principles and FBLA-PBL bylaws. Questions for this test are drawn from the National Association of Parliamentarians’ official test bank and *Robert’s Rules of Order, Newly Revised* (Copyright 2000).

**ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

**PROCEDURE**

- A one-hour (1) written objective test will be administered based on the previously listed COMPETENCIES section.
- Participants must furnish their own No. 2 pencils and erasers. If this test is administered online, participants may still use their non-graphing calculators

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

## ***PARTNERSHIP WITH BUSINESS PROJECT***

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

### **PROJECT PURPOSE**

This event consists of two (2) parts: a prejudged report and a performance component.

**Project Competencies:** have outstanding written and verbal communication skills; report in proper business style; spelling and grammar correct; describe project development and implementation; explain business partnership; and report results of the project and analyze project's successes and areas for improvement.

This project describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about a business. This event should not be a chapter fund-raising project.

**Performance Competencies:** demonstrate good communication skills; describe project development and implementation; describe the partnership; demonstrate ability to make a professional presentation; and effectively answer questions.

### **ELIGIBILITY**

Each active local chapter on record in the FBLA state office as having paid dues by the second semester membership dues deadline for the current school year may enter one (1) report.

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

### **REGULATIONS**

1. Projects described in the reports cannot be submitted in any other event except the Local Chapter Annual Business Report.
2. Reports must describe activities of the local chapters that were conducted between the previous State Leadership Conference and the current State Leadership Conference.
3. Entries must adhere to all of the event regulations or be disqualified.
4. Report formats must adhere to the same technical guidelines listed for chapter manuals. ( See REPORT FORMAT GUIDELINES on National Website)
5. A maximum of ten (10) chapters will be notified that they are finalists and must give oral presentations at the State Leadership Conference.
6. Chapters failing to report on time for their oral presentations for the event may be disqualified.
7. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

#### **Written Report**

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

#### **Oral Presentation**

- Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral

presentations at the State Leadership Conference.

- Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the State Leadership Conference. Seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used, however, **all equipment for the presentation must be provided by the chapter.** Five (5) minutes will be allowed to set up **and** remove equipment and presentation items.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of five (5) points for any presentation over seven (7) minutes.
- Following each presentation, the judges will conduct a three (3) minute question and answer period.
- The final performance is open to conference attendees, **except** performing participants of this event if space permits.

#### JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists before the State Leadership Conference.

A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. All decisions of the judges are final.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference

**PARTNERSHIP WITH BUSINESS PROJECT  
Report Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
<b>Development</b>	0	1-2	3-4	5	
Description of the partnership goals					
Description of the planning activities used to build a partnership	0	1-3	4-7	8-10	
Roles of business leaders and chapter members in developing the partnership	0	1-2	3-4	5	
<b>Implementation</b>	0	1-5	6-10	11-15	
Description of the activities implemented to learn concepts of business operations					
Roles of business leaders and chapter members in implementing the project	0	1-5	6-10	11-15	
Results, concepts learned, and impact of the project provided	0	1-5	6-10	11-15	
Degree of Involvement (e.g., hours spent, personal contact, and executives and department heads contacted)	0	1-3	4-7	8-10	
Examples of publicity and recognition received as a result of the partnership	0	1-2	3-4	5	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of written report and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Penalty Points:</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):					
<input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages, pasted items <input type="checkbox"/> no page numbers <input type="checkbox"/> 3 copies of report not received <input type="checkbox"/> report format follows rating sheet					
<b>Total Points</b>	<b>(100 max.)</b>				

School: \_\_\_\_\_ State: \_\_\_\_\_  
 Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Judge's Comments:

VERIFICATION  
 (scores checked)  
 Administrator  
 NAP

**PARTNERSHIP WITH BUSINESS PROJECT  
Performance Rating Sheet**

Preliminary Round       Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of project development and strategies used to implement the partnership	0	1-7	8-14	15-20	
Degree of chapter member involvement in the project	0	1-5	6-10	11-15	
Explain roles of business leaders and chapter members in implementing the project	0	1-5	6-10	11-15	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1-5	6-10	11-15	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>(100 max.)</b>				
<b>Report Score</b>	<b>(100 max.)</b>				
<b>Final Score</b> (add total points and report score)	<b>(200 max.)</b>				

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

**PERSONAL FINANCE**

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

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 of the current school year. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

**PROCEDURE**

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

listed. Nongraphing calculators may be used but provided by the student.

**Objective Test Competencies**

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

**JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference.

**PROOFREADING & EDITING--MG**  
**(KNOWN AS INTRODUCTION TO**  
**BUSINESS COMMUNICATION AT THE**  
**NATIONAL LEVEL)**

*The ability to proofread work accurately is a valuable business tool. This event is designed to provide recognition for FBLA-Middle Level members who have learned basic proofreading techniques, the ability to proofread accurately, spelling, and basic grammar rules.*

**Eligibility**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

*\*Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-up	4

The winners will be recognized by the national center on the FBLA-PBL Web site.

**Overview**

The objective test may include questions on proofreading, grammar, punctuation, word division, expression of numbers, capitalization, and business spelling.

**Guidelines**

1. The state chapter will administer this event either by school-site testing or at a conference.
2. A 45-minute objective test will be administered based on the competencies listed in the description.
3. Participants must furnish their own number two (2) pencils and erasers.

**REGIONAL/STATE AWARDS**

First-, second-, and third-place awards will be presented at Regional Competitive Events. The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

## **PUBLIC SPEAKING –MG**

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

### **COMPETENCIES**

The content of the three-minute (3) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

### **ELIGIBILITY**

Each local chapter may enter participants at the regional level who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

*\*Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

### **REGULATIONS**

1. Participants must not have entered this event previously.
2. 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.

3. When delivering the speech, the participant may use notes or note cards. No visual aids may be used.
4. NO lectern will be available. No microphone will be used.
5. A local chapter adviser must confirm contestant with the regional board member at the Regional Competitive Events and at the conference registration desk at the State Leadership Conference to verify event registration.
6. Participants failing to report on time for the event may be disqualified.
7. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### **PROCEDURE**

#### **Preliminary Round**

- Participants could be divided in up to three (3) groups depending on the number of participants.
  - Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined by a random drawing.
1. At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be three (3) minutes in length. A timekeeper will stand at two (2) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 2:31 or over 3:29.
- All performances are open to conference attendees, except performing participants of this event.
  - A maximum of fifteen (15) participants — up to five (5) from each group — will be selected for the final round.

#### **Final Round**

- Finalists must report for instructions thirty (30) minutes prior to the time of

the first scheduled speech. The order of performance will be determined through a random drawing.

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

#### JUDGING

A panel of judges will evaluate speeches. All decisions of the judges are final.

#### REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies.

NC FBLA AWARDS PROGRAM

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**PUBLIC SPEAKING MG  
Performance Rating Sheet**

Preliminary Round  
 Final Round

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

Name: \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

## **PUBLIC SPEAKING I**

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

### COMPETENCIES

The content of the four-minute (4) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. Performance competencies are: demonstrate good verbal communication; demonstrate critical thinking and problem solving; poised manner; professional appearance; and good communication skills.

### ELIGIBILITY

Each local chapter may enter one (1) participant at the regional level who is an active member and is on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

*Only members enrolled in grades 9 through 10 of the current school year are eligible. Student transcript is required with the entry form.*

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

### REGULATIONS

1. Participants must not have entered this event previously and must not have entered Public Speaking II previously.
2. 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.

3. When delivering the speech, the participant may use notes or note cards. No visual aids may be used.
4. NO lectern will be available. No microphone will be used.
5. A local chapter adviser must confirm contestants with the regional board member at the Regional Competitive Events and at the conference registration desk at the State Leadership Conference to verify event registration.
6. Participants failing to report on time for the event may be disqualified.
7. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### PROCEDURE

#### Preliminary Round

- Participants could be divided in up to three (3) groups depending on the number of participants.
- Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined by a random drawing.
- At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be four (4) minutes in length. A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.
- A lectern will be available. No microphone will be used.
- All performances are open to conference attendees, except performing participants of this event.
- A maximum of fifteen (15) participants — up to five (5) from each group — will be selected for the final round.

#### Final Round

- Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined through a random drawing.
- All other procedures as outlined for the preliminary round will be followed for the final round.

#### JUDGING

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

#### REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The First and second place winners are eligible to compete in the National Leadership Conference

NC FBLA AWARDS PROGRAM

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**PUBLIC SPEAKING I  
Performance Rating Sheet**

Preliminary Round  
 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to FBLA–PBL goals	0	1–3	4–7	8–10	
Purpose clearly stated	0	1–3	4–7	8–10	
Suitability and accuracy of statements	0	1–2	3–4	5	
<b>Organization</b>					
Topic adequately developed	0	1–5	6–10	11–15	
Logical sequence of ideas	0	1–5	6–10	11–15	
Accomplishment of purpose	0	1–5	6–10	11–15	
<b>Delivery</b>					
Demonstrated self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Uses appropriate gestures and eye contact	0	1–2	3–4	5	
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1–2	3–4	5	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>	<b>(100 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **PUBLIC SPEAKING II**

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

### COMPETENCIES

The content of the five-minute (5) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. Performance competencies are: demonstrate good verbal communication; demonstrate critical thinking and problem solving; poised manner; professional appearance; and good communication skills.

### ELIGIBILITY

Each local chapter may enter one (1) participant at the regional level who is an active member and is on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

### REGULATIONS

1. Participants must not have entered this event previously.
2. Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. Student members must prepare the speech - **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.
3. When delivering the speech, the participant may use notes or note cards. No visual aids may be used.

4. NO lectern will be available. No microphone will be used.
5. A local chapter adviser must confirm contestant with the regional board member at the Regional Competitive Events and at the conference registration desk at the State Leadership Conference to verify event registration.
6. Participants failing to report on time for the event may be disqualified.
7. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

### PROCEDURE

#### Preliminary Round

- Participants could be divided in up to three (3) groups depending on the number of participants.
- Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined by a random drawing.
- At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be five (5) minutes in length. A timekeeper will stand at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29.
- All performances are open to conference attendees, except performing participants of this event.
- A maximum of fifteen (15) participants — up to five (5) from each group — will be selected for the final round.

#### Final Round

- Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined through a random drawing.

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

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

#### JUDGING

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

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners are eligible to compete in the National Leadership Conference

#### REGIONAL/STATE AWARDS AND NATIONAL ELIGIBILITY

NC FBLA AWARDS PROGRAM

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**PUBLIC SPEAKING II  
Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
<b>Delivery</b>					
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and eye contact	0	1-2	3-4	5	
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-2	3-4	5	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time: _____					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>	<b>(100 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

## **SPIRIT- CHEER/CHANT/SLOGAN & TEE SHIRT CONTESTS**

### OVERVIEW

**Goal:** To build, unify, and amplify the spirit of North Carolina FBLA participants at the summer National Leadership Conference (NLC) by annually selecting a state **chant/cheer/slogan**. The **tee shirt design** will be included in the NC FBLA Spirit Pack that participants to the NLC will be able to purchase.

### CHANT/CHEER/SLOGAN CONTEST

- The **chant/cheer/slogan MUST** be submitted for judging on a **CD ROM** or **DVD Disc** that is **Microsoft Media Player** accessible.
- The individual or team contestant(s) may choose to demonstrate a performance of the chant/cheer/slogan (but this is not mandatory).
- Whether or not a performance version of the chant/cheer/slogan is submitted, the script (words) for the chant/cheer/slogan accessible in a **Word document** (saved as a **rich text file**) **MUST** be submitted for judging.

### TEE SHIRT CONTEST

The **tee shirt design MUST** be submitted for judging on a **CD ROM** or **DVD Disc** in **JPG format** (maximum of *1 Megabyte* in size).

- FBLA members may enter both contests but a *separate entry form must* be used for each of the two contests.
- The Chant/Cheer/ Slogan and Tee Shirt Design contests will be judged at **three levels** as follows:
  1. Local
  2. Regional
  3. State

### LOCAL CONTEST

- Each local chapter will conduct Chant/Cheer/Slogan and Tee Shirt Design contests.

- **Only NC FBLA members** are eligible to participate in any of the two contests
- Each contestant can only submit **one entry** for the Chant/Cheer/Slogan contest and/or the Tee Shirt Design contest.
- The local contests will be judged by a committee selected by the local Adviser and/or the local Advisory Committee
- The local judging must be done on or before **December 1**. The winning local chant/cheer/slogan and tee shirt design will be submitted into the **Regional Contest**.

### REGIONAL CONTEST

- All local chapter-winning entries for both the Chant/Cheer/Slogan and/or Tee Shirt Design contests **MUST** be submitted to the **Regional Board Member** and received no later than **December 1**.
- The Regional Board Member will organize a committee to judge all winning local entries received by the deadline.
- **One Regional entry** will be selected to compete with other Regional winning entries at the State level.
- Regional Board Members must submit the Region's winning entry to the State Adviser by the date given on the Calendar of Activities.

### STATE CONTEST

- The State Adviser will select a committee consisting of FBLA Professional members and/or DPI Consultants to judge the eight (or fewer, if all regions did not participate) regional winning entries for both the Chant/Cheer/Slogan and/or Tee Shirt Design contests submitted to the State Adviser by the December 20 deadline.
- All regional winners from the **Chant/Cheer/Slogan contest** will appear on stage at the NC SLC Opening Session.

- **The top three winners will receive awards.**
- The winning Chant/Cheer/Slogan will be used for the **State's NLC chant/cheer/slogan.**
- All regional winners from the **Tee Shirt Design Competition** will appear on stage at the SLC Opening Session.
- **The top three winners will receive awards.** The winning Tee Shirt Design will be used for the **State's NLC Tee Shirt.**

RULES AND REGULATIONS FOR SPIRIT CONTEST

1. Only **NC FBLA** members are eligible to submit entries for the Chant/Cheer/Slogan and/or Tee Shirt Design competitions. The script (words) for the **chant/cheer/slogan *MUST*** be included in a Word document (saved as a **rich text file**).
2. Each entry must be submitted by the deadline given on a separate **CD ROM** or **DVD Disc** that is **Microsoft Media Player** accessible.
3. The **CD ROM** or **DVD Disc *MUST*** be labeled with the following information:
  - a. Contestant's Name:  
\_\_\_\_\_
  - b. Competition (Please check one):  Chant/Cheer/Slogan  Tee Shirt Design
  - c. FBLA Chapter:  
\_\_\_\_\_
  - d. Chapter Number:  
\_\_\_\_\_
  - e. Adviser's Name:  
\_\_\_\_\_
4. The Chant/Cheer/Slogan and Tee Shirt competition entry ***MUST*** be the **original work** of the individual or team entering the contest.
5. The Chant/Cheer/Slogan entry must:
  - a. Be catchy, lively, short, (no more than 1 minute), and may rhyme.
  - b. Include part or all of the State Theme
  - c. Clearly identify who we are – **NC FBLA**.
  - d. Should be convincing and believable.
  - e. Sparks participants' emotions.

**Please Key**

**NC FBLA SPIRIT CHEER/CHANT/SLOGAN & T-SHIRT  
CONTEST FORM FOR  
INDIVIDUALS OR TEAMS**

Place a Check (✓) Mark Beside the Contest That You Are Entering.  
**Use a separate form for each contest.**

**NC FBLA Spirit Cheer/Chant/Slogan Contest**     **NC FBLA Spirit T-Shirt Contest**

Member(s) Participating in this Contest

- 1.
- 2.
- 3.

Chapter #	Number of Members	Name of School
-----------	-------------------	----------------

Region	City
--------	------

Adviser's Name

Adviser's School Phone Number (     )	Adviser's Home Phone Number (     )
--	--

Adviser's School FAX Number (     )	Adviser's E-mail Address
--	--------------------------

I have not previously entered this contest at an FBLA Local, Regional, or State Leadership Conference. My adviser and I have read the North Carolina State FBLA Spirit Contest Guidelines and based on the guidelines, I am eligible to compete.

President's or Secretary's Signature

Adviser's Signature	For Office Use Only
Planning Period	
Best Time to Call at Home	

## NC FBLA SPIRIT Chant/Cheer/Slogan (Individual & Team) Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENTS</b>					
Identification					
Clearly identifies NC	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
Includes NC FBLA Theme	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Originality</b>					
High evidence of individual's or team's original creativity	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Chant/Cheer/Slogan</b>					
Is catchy, lively, short (no more than 30 seconds-1 minute)	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Effects</b>					
Sparks emotions & excitement	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
Convincing and believable	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Total Points</b>					<b>/30 max</b>

Name(s) – Individual or Team members:

\_\_\_\_\_

Home Address (team captain, if a team):

\_\_\_\_\_

School: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Judge's Comments:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## NC FBLA SPIRIT Tee Shirt (Individual Only) Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENTS</b>					
<b>Identification</b>					
Clearly identifies NC FBLA	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
Includes all or part of NC FBLA Theme	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
Includes the name of the city where the NLC will be held	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Originality</b>					
High evidence of individual's or team's original work and creativity	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Craftsmanship/Skill</b>					
Design is colorful, shows craftsmanship, is beautiful	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Suitable for the Purpose</b>					
Design is suitable for the purpose for which it is intended (public display on T-Shirts to be worn by NC FBLA participants attending the NLC).	<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>	
<b>Total Points</b>					<b>/30 max</b>

Name: \_\_\_\_\_

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

School: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

**Judge's Comments:**

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## **SPORTS MANAGEMENT**

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

### **Eligibility**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 of the current year. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

### **PROCEDURE**

A one (1) hour objective test will be administered based on the previously listed competencies. Non-graphing calculators may be used but provided by the students.

### **Objective Test Competencies**

- sports marketing/strategic marketing
- facility and event management
- human resource management [labor relations]
- financing and economic input
- management and leadership in sport
- sports law
- overview of sports industry
- communications in sports
- ethics
- licensing
- management information technology
- sport governance
- careers

### **JUDGING**

Tests will be machine graded. Ties will be broken based on the order in which the tests were returned.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies and are eligible to compete in the National Leadership Conference

**SPREADSHEET - MG**

*Knowledge of spreadsheet applications is a necessity in today's high-tech business world. FBLA-Middle Level students must be able to apply various spreadsheet applications in a business environment, utilizing critical thinking and decision-making skills.*

**ELIGIBILITY**

Each local chapter may enter participants at the state level who are active members and are on record in the FBLA state office as having paid dues by February 1 of the current school year.

The winners will be recognized by the national center on the FBLA-PBL website.

*\*Only members enrolled in grades 6 through 8 of the current school year are eligible to compete in this event.*

Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-30	1
31-60	2
61-90	3
91-Up	4

**Overview**

Participants should be prepared to complete problems in a spreadsheet format, which may include various functions, including formatting, sorting, editing, creating and applying formulas, and charts. Results will be based on accuracy and formula-view printout.

**Guidelines**

1. The state chapter will administer this event either by school-site testing or at a conference.
2. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
3. Calculators are not allowed.
4. Participants must recognize the necessity for accurate proofreading.

**STATE AWARDS**

First-, second-, and third-place awards will be presented at State Competitive Events. The top ten (10) finalists will receive medallions.

## SPREADSHEET APPLICATIONS

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

### COMPETENCIES

This event is composed of two (2) parts:

- A Home Site computer spreadsheet applications test
- An objective (written) test

For the production test, participants should be well prepared in basic mathematical concepts as well as data organization concepts. Participants should be prepared to utilize data by creating formulas, using functions, generating graphs for analysis purposes, use pivot tables, create macros, and filter and extract data.

The objective test participants may be tested on their knowledge of formulas; functions; graphics, charts, reports; purpose for spreadsheets; pivot tables and advanced tools; macros and templates; filters and extraction of data; and format and print options..

### ELIGIBILITY

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the membership dues deadline. Local chapters may enter members as follows:

Membership	Participants
1-99	1
100-149	2
150-199	3
200-up	4

### PROCEDURE

Home Site Testing  
Production Test

- One (1) hour will be allowed for the Home Site test that is administered at the school location. Additional time will

be allowed for general directions, equipment setup, and warm-up. Problems are weighted according to difficulty and may be completed in any order. Calculators are not allowed on the production portion of the test.

- A Home Site testing administrator form must be completed and received by the state office by the date given on the calendar of events.
- The Home Site test will constitute 85% of the final event score.

### Objective Test

- A one-hour (1) objective test will be administered based on previously written competencies and basic skill knowledge.
- If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.
- The score received on this portion of the event will constitute 15 percent of the final event score

### STATE AWARDS AND NATIONAL ELIGIBILITY

The top ten (10) finalists will receive medallions and first, second, and third-place awards will be presented at the State Leadership Conference. First and second place State Leadership awardees are eligible to compete at the National Leadership Conference.

**TECHNOLOGY CONCEPTS**

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

**COMPETENCIES**

The objective test may include questions on networking concepts, operating systems and browsers, computer applications and integration, basic technology concepts, telecommunications, Internet safety, and computer equipment.

**ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-up	4

**PROCEDURE**

- A one-hour objective test will be administered at the State Leadership Conference based on the previously listed COMPETENCIES section. If the test is a written test, it will be machine graded. Ties will be broken based on the order in which the tests were returned. If the test is administered online, ties will be broken based on the shortest amount of time taken to complete the test.
- Participants must furnish their own No. 2 pencils and erasers; they may use their own non-graphing calculators. If this test is administered online, participants may still use their non-graphing calculators.

**JUDGING**

Tests will be machine scored or online. Ties will be broken based on the order in which the tests were returned.

**STATE AWARDS AND NATIONAL ELIGIBILITY**

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. First, second and third place State Leadership awardees are eligible to compete at the National Leadership Conference.

## **UNCG-BRYAN SCHOOL OF BUSINESS AND ECONOMICS SCHOLARSHIP**

This scholarship award is designed to provide financial assistance to FBLA members planning to attend the University of North Carolina - Greensboro and declare a business major in the Bryan School of Business and Economics. This one thousand dollar (\$1,000) scholarship is renewable for four (4) years.

### ELIGIBILITY

1. Each local chapter that is on record as having paid dues by the second semester membership dues deadline may enter one (1) contestant.
2. Only high school seniors who are active members of an FBLA chapter and take an active part in the State Leadership Conference are eligible.
3. All applicants should have applied for admission to the University of North Carolina - Greensboro and plan to work toward a degree with a business major in the Bryan School.
4. A committee composed of members of the high school business faculty and either the principal, guidance counselor, or both, should select each eligible applicant.
5. Students applying for this scholarship may also enter another non-scholarship event at the State Leadership Conference.

### REGULATIONS

1. A four (4) part application package must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. The four (4) part application package consists of:
  - a. Event Entry Form.
  - b. Letter of Recommendation from the school principal.
  - c. Applicant's Essay.
  - d. Official Transcript.
3. Participants **must not** have entered this event previously.

4. Participants selected for an interview and failing to report on time may be disqualified.
5. In order to receive the award, the student will attend UNCG and enroll as a Business major in the Bryan School of Business on a full-time basis, in the fall semester of the calendar year in which the initial award was announced and continue that status through the spring semester of the following year.

### PROCEDURE

- The award will be administered by the FBLA state chairman/adviser.
- Winners will be notified in writing of the steps to follow in obtaining the remittance.
- Students applying must write an essay (maximum of two (2) pages, single- or double-spaced) in which they discuss why they wish to pursue a degree in one of the programs at the Bryan School of Business and Economics and how it relates to their career goals.
- This award is renewable each year for \$1,000 for up to three additional years of continuous full-time enrollment. (Maximum total award \$4,000)
- The recipient must maintain at least a 3.0 grade point average, make normal progress toward the business undergraduate degree in the Bryan School of Business and Economics, show evidence of benefiting from participation in co-curricular activities and continue to meet eligibility and initial selection criteria.

### JUDGING

A screening committee will review applicants and five (5) finalists will be selected. These finalists will be notified by letter or telephone at least one week before the State Leadership Conference. The finalists must be available for interviews at the State

Leadership Conference. A panel of judges will conduct interviews and determine the winner and alternate(s).

#### STATE AWARDS

The recipient of the scholarship award will be announced at the State Leadership Conference.

**UNCG-BRYAN SCHOOL OF  
BUSINESS SCHOLARSHIP**

**RATING SHEET**

Points given may range between zero and the maximum number indicated.

**ESSAY**

Evidence of career planning \_\_\_\_\_ 10

**TRANSCRIPT**

Scholastic aptitude \_\_\_\_\_ 20

**INTERVIEW**

Personal appearance \_\_\_\_\_ 10

Proper greeting, introduction, and closing \_\_\_\_\_ 10

Poise, maturity, and enthusiasm \_\_\_\_\_ 10

Communication skill \_\_\_\_\_ 10

Self-confidence, initiative, and assertiveness \_\_\_\_\_ 10

Need \_\_\_\_\_ 20

**TOTAL SCORE \_\_\_\_\_ 100**

Name \_\_\_\_\_

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

School \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Date \_\_\_\_\_

Judge's Comments:

## **WEBSITE DESIGN**

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

### COMPETENCIES

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

Performance competencies include: develop presentation logically and systematically; communicate design process effectively; explain tips, techniques, and tools used; demonstrate good verbal communication; articulate ideas and knowledge of content; and effectively answer questions.

The topic to be addressed by the website:  
See National Website for topic.

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

### ELIGIBILITY

Each local chapter on record in the FBLA state office as having paid dues by the second semester membership dues deadline for the current school year may submit one (1) entry. Websites can be prepared by Individuals or by a team of two (2) or three (3) members. No more than one (1) team member may have competed in

this event at a prior State Leadership Conference.

### REGULATIONS

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 (First Friday in February). Judging of the website will take place before the State Leadership Conference. Chapters must send a backup copy of the website on IBM-compatible diskettes or CDs along with the event entry form to the state office by the date given on the Calendar of Activities.

### PROCEDURE

- Entries will be judged according to the rating sheet **prior to the State Leadership Conference**.
- An official event entry form must be completed and submitted by the local adviser. This form will list the following information: chapter name, team member names, school, city, state, and URL.
- The website must be available for viewing on the Internet at the time of judging. Judging of the website will take place before the State Leadership Conference. Chapters must send a backup copy of the website on IBM-compatible diskettes or CDs along with the event entry form to the state office by the date given on the Calendar of Activities.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately. Use of templates must be identified.

- Websites should be designed to allow for viewing by as many different platforms as possible.

#### Oral Presentation

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Leadership Conference.
2. The oral presentation is an explanation of the Web site and the Web site maybe shown when explaining the site. The team or INDIVIDUAL will be able to access their URL. The explanation should include, but not be limited to:
  - development of the topic
  - development and design process
  - use and implementation of innovative technology
  - use and development of media elements
  - copyright issues with pictures, music, and other items.
3. A windows-based computer, projection device, screen, and internet connection will be provided for the oral presentation. No other equipment is allowed.
4. An INDIVIDUAL or team has five (5) minutes to present. A timekeeper will

stand at four (4) minutes. When each INDIVIDUAL or team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentations over five (5) minutes. Following each oral presentation, the judges may conduct a three (3) minute question-and-answer period during which the presenters should be prepared to defend all aspects of their multimedia presentation.

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

#### JUDGING

Media will **NOT** be returned to the chapters.

#### STATE AWARDS AND NATIONAL ELIGIBILITY

The top five (5) teams will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference. The first- and second-place State Leadership Conference awardees are eligible to compete at the National Leadership Conference.



**FBLA-PBL STATEMENT OF ASSURANCE**  
**Event Entry Form**

*This form must be completed and sent for the following events:*

Check one:

- |   |   |
|---|---|
| <input type="checkbox"/> Computer Game & Simulation Programming | <input type="checkbox"/> Digital Design & Promotion |
| <input type="checkbox"/> Desktop Application Programming        | <input type="checkbox"/> E-Business                 |
| <input type="checkbox"/> Digital Video Production               | <input type="checkbox"/> Web Site Design            |

For E-business, Internet Application Programming, and Web Site Design, give the URL. These events will be judged online. Make sure the URL link is valid through the National Leadership Conference.

State: \_\_\_\_\_ **Check One:**  
 FBLA Region \_\_\_\_\_  FBLA or  
 PBL

School: \_\_\_\_\_  
 Web site URL Address: \_\_\_\_\_  
 (where appropriate) \_\_\_\_\_  
 Member(s) Name: \_\_\_\_\_  
 \_\_\_\_\_

Local Chapter Contact (adviser preferred)  
 Name: \_\_\_\_\_  
 Daytime Phone Number: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_  
 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) \_\_\_\_\_

**WEB SITE DESIGN  
Performance Rating Sheet**

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Describes the development of the topic	0	1-3	4-7	8-10	
Explains the development and design process	0	1-7	8-14	15-20	
Explains the use of your social media elements and why they were selected	0	1-7	8-14	15-20	
Explains the development of media elements (graphics, video, audio, etc.)	0	1-7	8-14	15-20	
Reference proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>	<b>(100 max.)</b>				
<b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>(100 max.)</b>				
<b>Prejudged Score</b>	<b>(200 max.)</b>				
<b>Final Score</b> (add total points and prejudged score)	<b>(300 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

**WEB SITE DESIGN  
Production Rating Sheet**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Fonts, colors, and graphics enhance aesthetic appeal	0	1-7	8-14	15-20	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Web site maximizes the use of social media technology	0	1-7	8-14	15-20	
<b>Site Navigation</b>					
All links are functional	0	1-3	4-7	8-10	
Links are consistent and support theme	0	1-3	4-7	8-10	
Navigational scheme is logical and effective	0	1-3	4-7	8-10	
<b>Content</b>					
Site is effective for topic	0	1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-10	11-20	21-30	
<b>Technical</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-5	4-10	11-15	
Site is compatible with multiple platforms	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates identified at the bottom of the home page	0	1-5	6-10	11-15	
<b>Total Points</b>	<b>(200 max.)</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator  
 NAP

## **WHO'S WHO IN FBLA**

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

### **ELIGIBILITY**

Each local chapter may enter one (1) participant who is an active member and is on record in the FBLA State Office as having paid dues by the second semester membership dues deadline. Local chapters that have a state officer may have up to two (2) participants.

### **REGULATIONS**

1. An Event Entry Form must be completed and received by the state office no later than the close of business on the date given on the Calendar of Activities.
2. Participants must be enrolled in their senior year of school and are required to submit an official transcript along with the entry form.

### **CRITERIA**

Criteria for selection of nominees at the state level should include:

- Years of participation in FBLA activities.
- Extent of participation in conferences sponsored by the state chapter and national association.

- Offices, chairmanships, and committee memberships held.
- Contributions to local, state, and national projects.
- Participation in other activities.
- Recommendations supportive of the member's involvement in FBLA.
- Complete the "Future" level of the Business Achievement Awards.

### **PROCEDURE**

Nominee(s) shall prepare and submit a narrative report along with the Event Entry Form.

The narrative should follow the report format given in the front of the guidelines.

The narrative will be *much shorter* than business reports in other events.

### **JUDGING**

Reports will be evaluated by a panel of judges who will select the winners. All decisions of the judges are final.

### **STATE AWARDS AND NATIONAL ELIGIBILITY**

The ten (10) finalists will receive medallions and the first-place winner will receive an award at the State Leadership Conference. The first-place awardee will be recognized at the National Leadership Conference

**WHO'S WHO IN FBLA**

**RATING SHEET**

Points given may range between zero and the maximum number indicated.

**SERVICE**

Number of years in FBLA	_____	3 pts. each year
Local chapter committee member	_____	3 pts. each committee
Local chapter committee chairman	_____	5 pts. each chaired
Local chapter officer	_____	6 pts. each year
State officer	_____	40 pts. each office
National officer	_____	50 pts. each office

**Subtotal** \_\_\_\_\_

**PARTICIPATION**

Number of Fall Regional Leadership Conferences Attended	_____	5 pts. each conference
Number of State Leadership Conferences Attended	_____	10 pts. each conference
Number of National Leadership Conferences Attended	_____	10 pts. each conference
Number of Regional/ State/ National Competitive Events Entered	_____	5 pts. each event
Number of Regional/ State National Competitive Events Won	_____	5 pts. each event

**Subtotal** \_\_\_\_\_

**OTHER CONTRIBUTIONS**

FBLA contributions (service you specifically gave) which strengthened and implemented your chapter's program of work	_____	2 pts. each (list)
--	-------	--------------------

**TOTAL SCORE** \_\_\_\_\_

Name \_\_\_\_\_ City \_\_\_\_\_

School \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Date \_\_\_\_\_

Judge's Comments:

**WORD PROCESSING I**

Word processing skills are necessary in today's world. This event recognizes FBLA members who demonstrate that they have acquired entry level skills for word processing positions in business.

**COMPETENCIES**

Home Site Test:

Production competencies include: production of letters and memorandums, reports, tables, resumes, and material from rough draft and unarranged copy. Specific formatting directions may not be provided. Any acceptable letter, memorandum, or report style may be used.

Objective Tests:

Competencies include: document formatting rules and standards; grammar, punctuation, spelling, and proofreading; basic word processing terminology and concepts; and word processing applications.

**ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. *Only members enrolled in grades 9 and 10 are eligible.* Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

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

An **official transcript is required** of each participant and must be submitted with the entry form.

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. Local Advisers must register winners to compete at the state level.

**PROCEDURE**

Home Site Testing

- One (1) hour will be allowed for the skills production test at the home-testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
- Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the General Information section.)
- Participants must recognize the necessity for accurate proofreading.
- The Formatting Guide and dictionaries may be used as reference materials.

Objective Test

- A one (1) hour written objective test will be administered at the Regional Competitive Events based on the COMPETENCIES listed.
- Participants must furnish their own No. 2 pencils and erasers. If this test is administered online, participants may use their non-graphing calculators if desired.
- This procedure is repeated for the State Leadership Conference competitors.

**ADMINISTRATION**

Local chapters must submit with the Event Entry form a Test Administrator Identification Form. The Regional Adviser will send the test, Administrator Release Form, guidelines, script, and return envelope to the identified test administrator. This test should be administered in accordance with the instructions included in the test packet.

After the test is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the Regional Adviser by the stipulated deadline. Tests not postmarked by the deadline will be disqualified. It is suggested that local chapters return test packets by certified mail. FBLA will not be responsible for test material lost in the mail or not received by the deadline.

#### JUDGING

Objective tests will be machine graded. The test will constitute **15 percent** of the final event score.

A panel of judges for this event will evaluate the documents. Judging of the skill test will be based on printed copy. All decisions of the judges are final. The production portion of this event will constitute **85 percent** of the final event score.

Ties will be broken based on the scores associated with the objective test portion of the event.

#### REGIONAL/ STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners are eligible to compete in the National Leadership Conference.

**WORD PROCESSING II**

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

**COMPETENCIES**

Home Site Tests:  
Competencies are: production of all types of business forms; letters, mail merge; memorandums; tables; reports; statistical reports; materials from rough draft and unarranged copy; and e-messages.

Objective Tests:  
In addition, participants will be tested on their understanding and mastery of basic computer concepts, document formatting rules and standards, grammar, punctuation, spelling, proofreading, and related word processing applications.

**ELIGIBILITY**

Each local chapter may enter participants who are active members and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline. Local chapters may enter members as follows:

<b>Membership</b>	<b>Participants</b>
1-99	1
100-149	2
150-199	3
200-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

**PROCEDURE**

**Home Site Testing**

- One (1) hour will be allowed for the skills production test at the home-testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
- Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the General Information section.)
- Participants must recognize the necessity for accurate proofreading.
- The Formatting Guides and dictionaries may be used as reference materials.

**Objective Test**

- A one (1) hour written objective test will be administered at the Regional Competitive Events based on the previously written COMPETENCIES section and basic skills knowledge.
- Participants must furnish their own No. 2 pencils and erasers. If this test is administered online, participants may use their non-graphing calculators if desired.
- This procedure is repeated for the State Leadership Conference competitors.

**ADMINISTRATION**

Local chapters must submit with the Event Entry form a Test Administrator Identification Form. The Regional Adviser will send the test, Administrator Release Form, guidelines, script, and return envelope to the identified test administrator. This test should be administered in accordance with the instructions included in the test packet.

After the test is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the Regional Adviser by the stipulated deadline. Tests not postmarked by the deadline will be disqualified. It is suggested that local chapters return test packets by certified mail. FBLA will not be responsible for test material lost in the mail or not received by the deadline.

#### JUDGING

Objective tests will be machine graded. The test will constitute **15 percent** of the final event score.

Judging of the skill test will be based on printed copy. A panel of judges for this event will evaluate the documents. All decisions of the judges are final. The production portion of this event will constitute **85 percent** of the final event score.

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Ties will be broken based on the scores associated with the objective test portion of the event.

#### REGIONAL/ STATE AWARDS AND NATIONAL ELIGIBILITY

Regional – First, second, and third place winners will receive plaques and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten will receive medallions. The first, second, and third place winners will receive trophies. The first and second place winners are eligible to compete in the National Leadership Conference