FBLA
MIDDLE LEVEL
COMPETITIVE EVENTS
PROGRAM

Updated Summer, 2021

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COMPETITIVE EVENTS PROGRAM

MISSION STATEMENT

The mission of the NC FBLA competitive Events 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.

PROGRAM DESIGN AND PURPOSE

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 the Regional and State competitive events.

ADMINISTRATIVE AND PROCEDURAL REMINDERS

- Each participant may compete in one chapter event and one individual or team event.
- Participants must bring a copy of the prejudged media sent if they want to include it in their performance.
- Performance attendance for prejudged events—presentation of the event must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SLC; however, all team members who wish to be recognized as state winners must register for the SLC. No replacement or substitutes will be allowed.
- 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 SLC, 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. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
- Microphones will not be used in any events.
- **Preliminary performance** events are not open to conference attendees.
- Report projects must not have been submitted for a previous SLC.

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 uploaded by the date listed on the Calendar of Activities. 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 Competitive Events Program for guidelines and a complete listing of individual, team, and chapter events.
- Refer to the National Website for specific guidelines, rating sheets, and sample materials for most events. There are some events that are only offered at the regional and state level use this guide for information and rating sheets for these events.
- Make copies of the appropriate guidelines and rating sheets.
- 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 *Market Place*.

- 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 NC FBLA 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.

OVERVIEW OF FBLA COMPETITIVE EVENTS PROGRAM COMONENTS

Test Components	Description
Objective Test Individual	A 30-minute objective online test. Non-graphing calculators may be used.
Production Test Individual	A 45-minute computer production test administered and proctored at the home school prior to the RLC and/or SLC.

Performance Components	Description
Prejudged Individual, Team, or Chapter	Report or project content is prejudged before the conference. The presentation of a report or project is judged during the conference.
Speech Individual	A business speech based on FBLA-PBL goals, current events, and/or relevant business topics created and articulated by competitors.
Presentation Individual or Team	The presentation of an individual or team's project, or campaign on a specific topic provided on the National Website. This topic changes each year.
Demonstration Individual or Team	Competitors will be required to demonstrate how well the project works during the event demonstration.

TABLES OF COMPETITIVE EVENTS

Legend – This will explain the codes used in the tables 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	▪ J = Prejudged project
		▪ C = Case Study
		▪ P = Oral Presentation/Performance
		▪ D = Demonstration

See the National FBLA Competitive Event link for National Level Event Guidelines and Rating Sheets.
http://www.fbla-pbl.org/fbla/competitive-events/

TABLE I - COMPETITIVE EVENTS SORTED BY EVENT NAME – MIDDLE LEVEL

Middle Level event participants must be enrolled in grades 6 – 8.

Event Name	Event Type Individual (I) Chapter (C) Team (T)	Level	Event Activities	# NLC
Annual Chapter Activities Presentation	C	S,N	P	2
American Enterprise Project – ML	C	S	J	
Business Ethics	I or T	S, N	O,C,P	2
Business Etiquette	I	S, N	O	2
Career Exploration – ML	I	R, S, N	O	2
Career Research	I	S, N	P	2
Community Service Presentation	C	S, N	P	2
Crime Prevention Project – ML	C	S	J	
Critical Thinking	I or T	S, N	C,P	2
Desktop Publishing Application – ML	I or T	S	H	
Digital Citizenship	I	S, N	O	2
Elevator Speech	I	R, S, N	P	2
Exploring Business Issues	I or T	S, N	P	2
Exploring Computer Science	I	S, N	O	2
Exploring Economics	I	S, N	O	2
Exploring Technology	I	S, N	O	2
FBLA Concepts	I	S, N	O	2
FBLA Mission & Pledge	I	R, S, N	P	2
Financial Literacy	I	R, S, N	O	2
Gold Seal Chapter Award of Merit – ML	C	S	J	
Impromptu Speaking – ML	I	S	P	
Interpersonal Communication	I	S, N	O	2
Keyboarding Applications I – ML	I	S	H	
Keyboarding Applications II – ML	I	S	H	
Largest Local Chapter Membership Award – ML	C	S		

Event Name	Event Type Individual (I) Chapter (C) Team (T)	Level	Event Activities	# NLC
Local Chapter Activities Report - ML	C	S	J	
Leadership	I	S, N	O	2
Learning Strategies	I	S. N	O	2
Local Recruitment of Chapters – ML	C	S		
Marketing Mix Challenge	I or T	S, N	P	2
Multimedia & Website Development	I or T	S, N	D	2
Public Speaking – ML	I	R, S	P	
Running an Effective Meeting	I	S, N	O	2
Spirit – NC FBLA	C - T-Shirt C - Cheer C – Theme & Web Banner	R, S	J	
Spreadsheet – ML	I	S	H	
Video Game Challenge	I or T	S, N	D	2

TABLE II – RECOGNITION EVENTS

Title	Type	Level	Eligibility Restrictions
Adviser of the Year Award	I	S,N	
Businessperson of the Year	C	R,S,N	
Largest Local Chapter Award	C	S,N	
NC FBLA Honorary Life Member	I	S	

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 Competitive Events 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/about-fbla/

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

Members will be screened for dress code violations before they will be allowed to go 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.

- Participants failing to report on time for their event may be disqualified.

- 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
- 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:

- Members that are a part of the Gold Seal Chapters may compete in another event.

CHANGES TO THIS EDITION

New Events
- Annual Chapter Activities Presentation will be a chapter event, with a presentation team of one to three members. The chapter will present an account of their activities from the close of the previous NLC through the conclusion of the current SLC.
- Business Ethics will be an individual/team objective test event and a case study to be presented to judges.
- Career Research will be an individual presentation event. Members will conduct research on a career of their choice and present information related to the career.
- Exploring Business Issues will be an individual or team presentation event, with teams of two to three members. Members will receive a topic to research and present their findings during the presentation.
- Exploring Economics will be an individual objective test event.
- Exploring Technology will be an individual objective test event.
- FBLA Concepts will be an individual objective test event.
- FBLA Mission & Pledge will be an individual presentation event. Members will recite and reflect on the FBLA mission and pledge.
- Interpersonal Communication will be an individual objective test event.
- Leadership will be an individual objective test event.
- Learning Strategies will be an individual objective test event.
- Marketing Mix Challenge will be an individual or team presentation event, with teams of two to three members. Members will create a marketing plan for a product/service that includes integration of the five Ps of the marketing mix with promotional materials as part of the presentation.
- Running an Effective Meeting will be an individual objective test event.
- Video Game Challenge will be an individual or team demonstration event, with teams of two to three members. Members will create a video game based on a published topic and will demonstrate the video game and its usability and functionality.

Modifications
- Business Math & Financial Literacy will now be named Financial Literacy and the business math concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- Introduction to Computer Science & Coding will now be named Exploring Computer Science and the coding concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- Multimedia & Website Development will now be an individual or team demonstration event, with teams of two to three members. Additionally, the event will be modified to become a demonstration event where the project will be demonstrated directly to the judges to show its usability and functionality. The project will no longer be prejudged, and the objective test will be eliminated.

Name Change
- Community Service Project will be renamed Community Service Presentation.

Procedural Change
- Each state will be allowed to submit two entries for each FBLA-Middle Level competitive event.

Retired Events
- Business Communications
- Business Computer Technology
- Business Concepts
- Computer Slide Show Presentation
- FBLA Creed
- Parliamentary Procedure

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NC COMPETITIVE EVENTS MODIFICATIONS

NO electronic equipment will be provided at SLC.
This book will only contain guidelines for events not offered at NLC. You will need to refer to the national website for event guidelines, rating sheets, and sample items for all events that are offered at NLC

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.

CHAPTER EVENTS — WRITTEN REPORTS

See national website for format guidelines:

http://www.fbla-pbl.org/media/Format-Guide-Competitive-Events.pdf

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.

INDIVIDUAL OR 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 upload an Event Entry Form by the receipt deadline on the Calendar of Activities. Participants must be selected in accordance with the regulations of the state and national associations.
- Members may not repeat an event at the SLC. Exceptions to this regulation are as follows:
  - *National Modified Events.* An individual may compete in the same event when the event is modified.
  - *Team Events.* In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at one previous SLC. Team members may not compete in the same event more than two (2) years at the state level.
  - *Parliamentary Procedure.* Two members of the team may have competed in this event at a previous SLC; however, they may not compete more than twice in this event at the state level.
  - *Individual Entry.* A member who competed as an individual entry in a team event at the state level may compete in the same event a second time as part of a team but not a second time as an individual.
- Participants failing to report on time for the event may be disqualified.
- Participants must adhere to the dress code

HOME SITE PRODUCTION EVENTS

Regional Home Site—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. **Each region may handle this differently**.
State Home Site—Local chapters must upload the Event Entry Form and furnish the Test Administrator Identification Form by the date given on the Calendar of Activities. Directions will be emailed to you.

After the **regional 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. **State test** will be uploaded. Directions will be emailed to you.

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 an online test that will be administered at the school.
- Performance – Performance events require an active participation on behalf of the students. These events will require the student to stand and orally defend his/her 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. 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 an on-line objective test portion.
- Demonstration – The demonstration of a project on a specific topic provided in the event guidelines. Competitors may use technology, equipment, and/or visual aids as part of the presentation.

TOPICS – COMPETITIVE EVENTS

Some of the competitive events have topics around which they must be developed. They are:
- Business Ethics – ML
- Desktop Publishing – ML
- Elevator Speech – ML
- Exploring Business Issues -- ML
- Multimedia & Website Development – ML
- Video Game Challenge – ML

COMPETITIVE EVENTS, PROJECTS & RECOGNITION

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

Individual Events Middle Level

Regional/State

Speaking
Public Speaking

Regional/State/National

Objective Test
Career Explorations – 1st & 2nd Place at SLC moves to NLC Competition
Financial Literacy – 1st & 2nd Place at SLC moves to NLC Competition

Speech
Elevator Speech – 1st & 2nd Place at SLC moves to NLC Competition

Presentation
FBLA Mission & Pledge – 1st & 2nd Place at SLC moves to NLC Competition

State/National

Objective Test
Business Etiquette – 1st Place at SLC moves to NLC Competition
Digital Citizenship – 1st Place at SLC moves to NLC Competition
Exploring Computer Science – 1st & 2nd Place at SLC moves to NLC Competition
Exploring Economics – 1st & 2nd Place at SLC moves to NLC Competition
Exploring Technology – 1st & 2nd Place at SLC moves to NLC Competition
FBLA Concepts – 1st & 2nd Place at SLC moves to NLC Competition
Interpersonal Communications – 1st & 2nd Place at SLC moves to NLC Competition
Leadership – 1st & 2nd Place at SLC moves to NLC Competition
Learning Strategies – 1st & 2nd Place at SLC moves to NLC Competition
Running an Effective Meeting – 1st & 2nd Place at SLC moves to NLC Competition

Presentation
Career Research – 1st & 2nd Place at SLC moves to NLC Competition

State

Home Site Production
Keyboarding Applications I
Keyboarding Applications II
Spreadsheet

Speaking
Impromptu Speaking

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INDIVIDUAL OR TEAM EVENTS MIDDLE LEVEL

State

Prejudged Project
Desktop Publishing Application

State/National

Presentation
Exploring Business Issues – 1st & 2nd Place at SLC moves to NLC Competition
Marketing Mix Challenge – 1st & 2nd Place at SLC moves to NLC Competition

Objective Test, Case Study & Presentation
Business Ethics – 1st & 2nd Place at SLC moves to NLC Competition

Demonstration
Video Game Challenge – 1st & 2nd Place at SLC moves to NLC Competition
Multimedia & Website Development – 1st & 2nd Place at SLC moves to NLC Competition

Presentation – jCase Study
Critical Thinking – 1st & 2nd Place at SLC moves to NLC Competition

CHAPTER EVENTS MIDDLE LEVEL

Local/Regional/State
Spirit Event – Cheer/Chant/Slogan
Spirit Event – Tee Shirt Design
Spirit Event – Theme & Web Banner

State

Prejudged Project
American Enterprise Project
Crime Prevention Project – Case Study
Gold Seal Chapter Award of Merit
Local Chapter Activities Report

State/National

Presentation
Annual Chapter Activities Presentation – 1st & 2nd Place at SLC moves to NLC Competition
Community Service Presentation – 1st & 2nd Place at SLC moves to NLC Competitio

INDIVIDUAL EVENTS MIDDLE LEVEL

IMPROMPTU SPEAKING – ML

State Event   Speech Event

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

ELIGIBILITY

Each chapter may enter participants who are active members (grades 6 through 8) 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
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

Each participant will be given the same topic that will relate to FBLA-PBL goals, activities, and/or current programs.

GUIDELINES

- 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.

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IMPROMPTU SPEAKING – ML
Performance Rating Sheet

☐ **Preliminary Round**   ☐ **Final Round**

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

Name: _____

School: _____ State: _____

Judge's Signature: _____
ompete at NLC.

KEYBOARDING APPLICATIONS I – ML

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.

ELIGIBILITY

Each local chapter may enter participants who are active members (grades 6 through 8) 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
1-30	1
31-60	2
61-90	3
91-up	4

OVERVIEW

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 Mailablility.

GUIDELINES

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.

JUDGING

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.

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.

KEYBOARDING APPLICATIONS II – ML

State Event   Home Site Production

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.

ELIGIBILITY

Each local chapter may enter participants who are active members (grades 6 through 8) 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
1-30	1
31-60	2
61-90	3
91-up	4

OVERVIEW

Participants should be able to produce a business 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.

GUIDELINES

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.

JUDGING

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.

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.

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updated 2021

PUBLIC SPEAKING – ML

Regional/State Event   Speech Event

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.

ELIGIBILITY

Each local chapter may enter participants at the regional level who are active members (grades 6 through 8) 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
1-30	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.*

OVERVIEW

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.

GUIDELINES

- Participants must not have entered this event previously.
- 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.
- When delivering the speech, the participant may use notes or note cards. No visual aids may be used.

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

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 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.

Public Speaking – ML Continued

REGIONAL/STATE RECOGNITION

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

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

updated 2021

PUBLIC SPEAKING – ML
Performance Rating Sheet

☐ **Preliminary Round**   ☐ **Final Round**

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

Name: _____

School: _____ State: _____

Judge's Signature: _____

SPREADSHEET – ML

State Event   Home Site Production

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 who are active members (grades 6 through 8) 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
1-30	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

- The state chapter will administer this event by school-site testing.
- Students will be given forty-five (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.
- Calculators are not allowed.
- Participants must recognize the necessity for accurate proofreading.

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.
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INDIVIDUAL

OR

TEAM EVENTS

MIDDLE

LEVEL

DESKTOP PUBLISHING APPLICATION—ML

State Event - (Individual or Team)   Prejudged Project

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

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and 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
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

A prejudged project will be submitted prior to SLC. 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.

TOPIC

Find the topic on the NCFBLA website under documents.

GUIDELINES

- The publication should address the topic given on the NCFBLA website under the documents tab.
- Entries will be judged according to the rating sheet.
- The finished product and a Statement of Assurance should be uploaded in PDF format by the date listed on the Calendar of Activities.

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.

DESKTOP PUBLISHING APPLICATION – ML
Rating Sheet - Modified

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Overall Appeal					
Presentation immediately grabs audience	0	1-3	4-7	8-10	
Content effectively covers topic with all the vital information (who, when, where, why, and how)	0	1-3	4-7	8-10	
Presentation appeals to intended audience	0	1-3	4-7	8-10	
Layout					
Layout is creative, original	0	1-3	4-7	8-10	
Text and graphics are well balanced with no overlapping items that reduce readability	0	1-3	4-7	8-10	
Font selection (type, size, style, kerning, leading, number of typefaces) is appropriate and appealing	0	1-3	4-7	8-10	
Technical Features					
Effective application of a special effect(s) may include but are not limited to drop caps, shadowing, reverse type, screens, and mirror images	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	
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Total Points				**(100 Max.)**	

Names: _____

School: _____ State: _____

Judge's Signature: _____

Judge's Comments:

updated 2021

CHAPTER EVENTS MIDDLE LEVEL

AMERICAN ENTERPRISE PROJECT – ML

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

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

OVERVIEW

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.

PROCEDURE

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given 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.

REPORT GUIDELINES

- Report must be keyed in the order of the questions listed in the following Report Format section.
- The report must describe an activity on American enterprise/free enterprise that was conducted during the current school year.
- 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.

REPORT FORMAT

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

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

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.

AMERICAN ENTERPRISE PROJECT – ML
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
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	
Format of Project					
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	
Total Points			**(100 max.)**		

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments:

updated 2021

CRIME PREVENTION PROJECT – ML

State Event   Prejudged Report

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

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

REGULATIONS

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- 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
- The report 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.

- 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.
- 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.
- 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.

updated 2021

CRIME PREVENTION PROJECT - ML
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
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	
Format					
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	
Total Points				**(100 max.**	

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments:

updated 2021

GOLD SEAL CHAPTER AWARD OF MERIT – ML

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

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

OVERVIEW

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 20th.
- 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 Middle Level Achievement 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.

GUIDELINES

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- 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.
- The format must adhere to the same technical guidelines for chapter manuals (See REPORT FORMAT GUIDELINES on the National Website).

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 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 – ML
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
Support of National Projects (examples below)	_____ 5 points each

     March of Dimes
     Champion Chapter Recognition Program

Support of State Projects (examples below)	_____ 5 points each

     Contribution to James L White Scholarship
     Food Drive
     Secure a Business Partner for an SLC competitive event (minimum $50 donation)
     Participate in Spirit Events

Business Achievement Awards Chapter Program	_____ 6 points each

     Contributor, Leader, Advocate, or Capstone (Individual Recognition at the National Level)

Professional Development Activities with Business and Industry	_____ 5 points each

     Guest Speakers
     Field Trips
     Partner with a business for a competitive event project

Attendance at Conferences: (Do not list advisers as attendees)

Regional Fall Leadership Conference (Must list names of student attendees)	_____ 3 points per person
National Fall Leadership Conference (Must list names of student attendees)	_____ 5 points per person
Regional Competitive Events (Must list names of student attendees AND their events)	_____ 3 points per person
State Leadership Conference (Must list names of student attendees AND their events)	_____ 5 points per person
National Leadership Conference (Must list names of student attendees AND their events)	_____ 9 points per person

RECOGNITIONS (Points for Team event winners/finalists are awarded for the team & not to each individual on the team)

Regional Competitive Events Finalist (Top 10)	_____ 1 point each
Regional Competitive Events Winner (1st - 4th place)	_____ 3 points each
State Competitive Events/Open Test Finalist (Top 10)	_____ 1 point each
State Competitive Events Winner (1st - 4th place)	_____ 3 points each
National Competitive Events Finalist (Finalist round)	_____ 2 point each
National Competitive Events Winners (Top 10)	_____ 10 points each
Radio, TV, Civic/Trade Group Appearance	_____ 5 points each
Publicity (Newspaper, Magazine Article)	_____ 3 points each
Social Media (Instagram, Twitter, Facebook)	_____ 3 points each

PROCEDURES

Paid State and National Dues by deadline on the NCFBLA Calendar	_____ 10 points
Financial Development Projects (Fundraisers, Income Statement, Solicitation of Funds, etc.)	_____ 3 points each

TOTAL SCORE _____

School: _____

Address: _____Region: _____

Judge's Signature:_____

LOCAL CHAPTER ACTIVITIES REPORT – ML

State Event   Prejudged Report

This event recognizes FBLA-Middle Level chapters that effectively summarize their year's activities.

ELIGIBILITY

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

OVERVIEW

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the current State Leadership Conference. This report meets one of the requirements for the Outstanding Chapter Award of Merit program.

PROCEDURE

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given 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.

GUIDELINES

- The report should follow the Rating Sheet.
- 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.
- 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

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

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Local Chapter Activities Report – ML
Written Report Rating Sheet - Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
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	
Format of Report					
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	
Total Points				**(100 max)**	

School:_____

City:_____State:_____

Judge's Signature:_____Date:_____

Judge's Comments:

SPIRIT EVENT - CHEER/CHANT/SLOGAN

Local/Regional/State Event and Used at National

This event will help to unify, build and amplify the spirit of North Carolina FBLA participants at the summer National Leadership Conference (NLC) by annually selecting a state **chant/cheer/slogan.**

ELIGIBILITY

Each active local chapter on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year may submit one (1) entry for the Chant/Cheer/Slogan contest. Up to three (3) members may participate. Participation will not preclude FBLA members from competing in another category. Only **NC FBLA** members are eligible to submit entries for the Chant/Cheer/Slogan competition. The Chant/Cheer/Slogan competition entry *MUST* be an **original work.**

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 and should include the script (words**)** for the chant/cheer/slogan accessible in a ***Word document*** *(saved as a rich text* file). The disc should be labeled with the following information:

  - Contestant's Name
  - Competition – Chant/Cheer/Slogan
  - FBLA Chapter
  - Chapter Number
  - Adviser's Name

- FBLA local chapters may enter both spirit contests (Cheer/Chant/Slogan and/or Tee Shirt Design) but a separate entry form must be used for each of the two contests.

- The chapter contestant(s) may choose to demonstrate a performance of the chant/cheer/slogan (but this is not mandatory).

- The Chant/Cheer/Slogan entry should:

  - Be catchy, lively, short, (no more than 1 minute), and may rhyme.
  - Include part or all of the State Theme
  - Clearly identify who we are – **NC FBLA**.

- Should be convincing and believable.
- Spark participants' emotions.

LOCAL CONTEST

- Each local chapter will conduct Chant/Cheer/Slogan contest.

- **Only NC FBLA members** are eligible to participate in the contest.

- The local contest will be judged by a committee selected by the local Adviser and/or the local Advisory Committee

- Each chapter can only submit **one entry** for the Chant/Cheer/Slogan.

- The winning local chant/cheer/slogan will be submitted into the **Regional Contest.** The local judging must be done in time to submit the events to the board member on the date home site tests are due for Regional Competition.

REGIONAL CONTEST

- All local chapter-winning entries for the Chant/Cheer/Slogan contest *MUST* be submitted to the **Regional Board Member** on the date home site tests are due for Regional Competition according to the Calendar of Activities.

- The Regional Board Member will organize a committee to judge all winning local entries submitted in a timely manner.

- **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.

updated 2020

Spirit Event – Cheer/Chant/Slogan Contest Continued

STATE CONTEST

The State Adviser will select a committee consisting of NC Executive Board members and current NC FBLA State Officer Team to judge the eight (or fewer, if all regions did not participate) regional winning entries for the Chant/Cheer/Slogan contest submitted to the State Adviser by the deadline on the Calendar of Activities.

REGIONAL/STATE/NATIONAL RECOGNITION

- All regional winners from the **Chant/Cheer/Slogan contest** will appear onstage 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**

updated 2020

SPIRIT EVENT- TEE SHIRT DESIGN

Local/Regional/State Event and Used at National

This event will help to unify, build and amplify the spirit of North Carolina FBLA participants at the summer National Leadership Conference (NLC) by annually selecting a tee shirt design. The tee shirt design will be included in the NC FBLA Spirit Pack that participants to the NLC will be able to purchase.

ELIGIBILITY

Each active local chapter on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year may submit one (1) entry for the Tee Shirt Design contest. Up to three (3) members may participate. Participation will not preclude FBLA members from competing in another category. Only **NC FBLA** members are eligible to submit entries for the Tee Shirt Design competition. The Tee Shirt Design competition entry *MUST* be an **original work.**

TEE SHIRT DESIGN 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). A printed copy of the design should also be included. The disc should be labeled with the following information:

  o Contestant's Name

  o Competition – Chant/Cheer/Slogan

  o FBLA Chapter

  o Chapter Number

  o Adviser's Name

- FBLA local chapters may enter both contests (Cheer/Chant/Slogan and/or Tee Shirt Design) but a separate entry form must be used for each of the two contests.

- A maximum of two ink colors may be used on the tee shirt design and no hand drawn entries will be accepted. Designs for front and back should be submitted on application software.

LOCAL CONTEST

- Each local chapter will conduct Tee Shirt Design contest.

- **Only NC FBLA members** are eligible to participate in the contest. The local contest will be judged by a committee selected by the local Adviser and/or the local Advisory Committee

- The winning local Tee Shirt Design will be submitted into the **Regional Contest.** The local judging must be done in time to submit the events to the board member on the date home site tests are due for Regional Competition.

REGIONAL CONTEST

- All local chapter-winning entries for the Tee Shirt Design contest *MUST* be submitted to the **Regional Board Member** on the date home site tests are due for Regional Competition according to the Calendar of Activities.

- The Regional Board Member will organize a committee to judge all winning local entries submitted in a timely manner.

- **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 NC Executive Board members and the current NC FBLA State Officer Team to judge the eight (or fewer, if all regions did not participate) regional winning entries for the Tee Shirt Design contest submitted to the State Adviser by the deadline on the Calendar of Activities.

updated 2020

Spirit Event – Tee Shirt Design Contest Continued

REGIONAL/STATE/NATIONAL RECOGNITION

- All regional winners from the **Tee Shirt Design contest** will appear on stage at the NC SLC Opening Session.

- **The top three winners will receive awards.**

- The winning Tee Shirt Design will be used for the **State's Tee Shirt Design** for NLC.

SPIRIT EVENT - THEME AND WEB BANNER (NEW EVENT)

Local/Regional/State Event and Used at National

This event will help create a theme for the following year and enhance the NC FBLA website.

ELIGIBILITY
Each active local chapter on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year may submit one (1) entry for the Theme and Web Banner Event. Up to three (3) members may participate. Participation will not preclude FBLA members from competing in another category. Only **NC FBLA** members are eligible to submit entries for this competition. The entry *MUST* be an **original work NO copyrighted material may be used.**

THEME AND WEB BANNER CONTEST
- The image **MUST** be submitted for judging via email to the regional board member. The email should contain:

  o Contestant's Name
  o Competition – Theme/Web Banner
  o FBLA Chapter
  o Adviser's Name

- FBLA local chapters may enter all spirit contests but a separate entry form must be used for each of the three contests.

- The Web Banner must:

  o Be a .png file.
  o Must be approximately this size in pixels: 2500x1000
  o If a image editing software was used please also submit the original file such as the Photoshop file.
  o The image must relate to the theme and include the theme in some way with the image.

- The Theme

  o Should be brief
  o Be relatable to FBLA and its members
  o Inspire its members for this school year and competitive season

LOCAL CONTEST

- Each local chapter will conduct the Theme and Web Banner contest.

- **Only NC FBLA members** are eligible to participate in the contest.

- The local contest will be judged by a committee selected by the local Adviser and/or the local Advisory Committee

- Each chapter can only submit **one entry** in this event.

- The winning local Theme and Web Banner will be submitted into the **Regional Contest.** The local judging must be done in time to submit the events to the board member on the date home site tests are due for Regional Competition.

REGIONAL CONTEST
- All local chapter-winning entries for the Theme and Web Banner contest *MUST* be submitted to the **Regional Board Member** on the date home site tests are due for Regional Competition according to the Calendar of Activities.

- The Regional Board Member will organize a committee to judge all winning local entries submitted in a timely manner.

- **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.

updated 2020

Spirit Event – Theme and Web Banner Continued

STATE CONTEST

The State Adviser will select a committee consisting of NC Executive Board members and current NC FBLA State Officer Team to judge the eight (or fewer, if all regions did not participate) regional winning entries for the Theme and Web Banner contest submitted to the State Adviser by the deadline on the Calendar of Activities.

REGIONAL/STATE/NATIONAL RECOGNITION

- All regional winners from the **Theme and Web Banner contest** will appear onstage at the NC SLC Opening Session.

- **The top three winners will receive awards.**

- The winning Theme and Web Banner will be used in some manner on the NC FBLA website for the following school year. NC FBLA reserves all rights to edit the Theme and Web Banner to best fit technological specifications or make necessary adjustments recommended by the officer team to best fit the upcoming year's goals.

PLEASE KEY

NC FBLA SPIRIT CHEER/CHANT/SLOGAN, TEE SHIRT, and THEME & WEB BANNER CONTEST FORM

Place a Check (✔) Mark Beside the Contest That You Are Entering.
Use a separate form for each contest.

☐ **NC FBLA Spirit Cheer/Chant/Slogan**　　　☐ **NC FBLA Spirit T-Shirt**
☐ **NC FBLA Spirit Theme and Web Banner**

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 ( )
Advisers 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	

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FBLA SPIRIT CHANT/CHEER/SLOGAN
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENTS					
Identification					
Clearly identifies NC	0	1-2	3-4	5	
Includes NC FBLA Theme	0	1-2	3-4	5	
Originality					
High evidence of individual's or team's original creativity	0	1-2	3-4	5	
Chant/Cheer/Slogan					
Is catchy, lively, short (no more than 30 seconds-1 minute)	0	1-2	3-4	5	
Effects					
Sparks emotions & excitement	0	1-2	3-4	5	
Convincing and believable	0	1-2	3-4	5	
Total Points				**(30 max)**	

School: _____

Address: _____ Region: _____

Judge's Signature: _____Date:_____

Judge's Comments:

NC FBLA SPIRIT TEE SHIRT
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENTS					
Identification					
Clearly identifies NC	**0**	**1-2**	**3-4**	**5**	
Includes all or part of NC FBLA Theme	**0**	**1-2**	**3-4**	**5**	
Includes the name of the city where the NLC will be held	**0**	**1-2**	**3-4**	**5**	
Originality					
High evidence of individual's or team's original work and creativity	**0**	**1-2**	**3-4**	**5**	
Craftsmanship/Skill					
Design reflects craftsmanship, creativity and purposeful regard for the membership of NC FBLA (two colors maximum)	**0**	**1-2**	**3-4**	**5**	
Suitable for the Purpose					
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).	**0**	**1-2**	**3-4**	**5**	
Total Points				**(30 max)**	

School: _____

Address: _____ Region: _____

Judge's Signature: _____Date:_____

Judge's Comments:

NC FBLA SPIRIT THEME AND WEB BANNER
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENTS					
Identification					
Web Banner incorporates theme and represents theme visually.	0	1-2	3-4	5	
Theme is brief and catchy/relatable	0	1-2	3-4	5	
Originality					
High evidence of individual's or team's original work and creativity (no copyrighted material is used)	0	1-2	3-4	5	
Craftsmanship/Skill					
Design reflects craftsmanship, creativity and purposeful regard for the membership of NC FBLA	0	1-2	3-4	5	
Suitable for the Purpose					
Design of Web Banner and Theme is suitable for the purpose for which it is intended (Displayed on NCFBLA website and used throughout the competitive year)	0	1-2	3-4	5	
Total Points				**(30 max)**	

School: _____

Address: _____ Region: _____

Judge's Signature: _____Date:_____

Judge's Comments:

updated 2020

RECOGNITION EVENTS

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 emailed to the state adviser no later than the close of business on the date given on the Calendar of Activities.

OVERVIEW

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.

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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

BUSINESS PERSON OF THE YEAR AWARD

Regional/State/National Event

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.

OVERVIEW

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 though 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.

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.

- Nominees must be selected in accordance with the regulations of the state chapter and national association.
- Nominees must not have received state recognition in this event at a previous State Leadership Conference.
- Regional recipients, along with any nominees from the state office will be considered for the state award.
- 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.

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 ELIGIBLITY

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.

NC FBLA STATE COMPETITIVE EVENTS ENTRY FORM BUSINESSPERSON OF THE YEAR	
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 **December 1.**	

LARGEST LOCAL CHAPTER MEMBERSHIP AWARD – ML

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

Spirit Event- Cheer/Chant/Slogan Contest Continued

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.

OVERVIEW

Criteria for selection of nominees at the local and state level should include:

Years of participation in FBLA activities.
Promotion of FBLA though 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

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