



COMPETITIVE EVENTS

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INTRODUCTION

This section includes the guidelines for the Competitive Events Program of the National Awards Program (NAP) for the PBL division. These guidelines and the program they represent are the results of many hours of hard work on the part of many dedicated individuals for a period of many years. Their commitment to this association and their work are recognized and appreciated.

Mission Statement

NAP's mission is to prepare students for successful careers in business through support for curriculum development and innovative assessment tools. To help meet that charge, the Competitive Events Program has been developed and made available to local and state chapters for use in assessing students

in the various knowledge, skills, and abilities that make up today's business curriculum.

Program Design and Purpose

The PBL Competitive Events Program exemplifies the range of activities and focus of FBLA-PBL, Inc. These events are based on projects developed from the goals of FBLA-PBL and the curricula of business programs. FBLA-PBL is committed to facilitating the transition of its members from their educational development into their career path. The Competitive Events Program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

- demonstrate their career competencies, business knowledge, and job-related skills;
- expand their leadership skills;
- demonstrate their competitive spirit; and
- receive recognition for their achievements.



GENERAL INFORMATION

The administration and conduct of PBL's Competitive Events Program is vested in the national staff, under the direction of the NAP Committee. Members of the NAP Committee are selected based on their experience and expertise in the development and/or administration of competitive events. Committee members serve three-year terms and are responsible for approving event additions/deletions, ensuring events are current and relevant, developing guidelines for competitive events, and administering the competitive events program at the National Leadership Conference (NLC).

The NAP Committee follows a deliberate process in reviewing and updating the Competitive Events Program.

The review process is designed to respond in as timely a fashion as possible to the changing environment in which business finds itself, while ensuring appropriate input and participation from local and state advisers and members.

In general, the NAP Committee is committed to regular review of all competitive events. All events are evaluated following the NLC for administrative and operational improvements. In addition, each event is reviewed once every two years to ensure that the content, focus, and objectives of the event continue to be relevant, timely, and appropriate to FBLA-PBL programs and objectives. Finally, the NAP Committee welcomes and encourages local and state advisers, members, or other interested parties to submit ideas for event improvements or additions. Individuals desiring to submit recommendations to the NAP Committee, or to make comments about the competitive events program, are encouraged to review the procedures.

REFERENCE: Recommending a New or Modified Competitive Event and Recommendation to Retire an Event COMPETITIVE-59.



SPECIAL NOTE TO ADVISERS AND ADMINISTRATORS

Chapter advisers and school administrators are encouraged to keep the following points in mind as they prepare their students for participation in the National Awards Program Competitive Events.

- Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- To be the best generally requires innate ability, high motivation, and many hours of hard work.
- Travel and interaction with students from other schools are tremendous learning opportunities for students.
- Competitive events can be helpful in building school spirit and in publicizing a business program.
- Delaying contestant selection as long as possible is encouraged so more students are striving for mastery or excellence in a particular area.
- A teacher's competence or effectiveness should not be judged by the number of PBL winners. A teacher is not an excellent teacher simply because a student wins a competitive event.



CHANGES TO THIS EDITION

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2010–11 membership year.

Competitive Event Revisions/ Modifications

- New Events
 - Integrated Marketing Campaign, individual or team, performance
 - Retail Management, individual, objective
 - Strategic Analysis & Decision Making, individual, objective
- Modified Events
 - Computer Game & Simulation Program, individual or team
 - Web Site Development renamed to Web Site Design
- “Read me” file information must now be submitted on the “Statement of Assurance” along with copyright notations.
- Several objective test events have competency changes: Computer Applications, Database Design & Applications
- Rating Sheet Modifications—FBE Preliminary & Final, Local Chapter Annual Business Report (first bullet)
- Copyright guidelines are included in the Format Guide.
- Future Business Executive and Job Interview applications posted on the Web site.
- USB Flash Drives or DVDs may be submitted and properly labeled for Computer Game & Simulation Programming and Digital Video Production
- Weight for the computer production tests has changed: 20 percent objective test, 80 percent production test

Administrative and Procedural Reminders

- Students may enter any two events.
- Participants are responsible for bringing a copy of the prejudged media sent if they want to include it in their performance.
- All changes to NLC competitive event

participation must be made by the first Friday in June. Deletions are the only changes allowed on-site.

- 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 NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- The topics for Business Ethics, Business Presentation, Computer Game & Simulation Programming, Digital Video Production, Emerging Business Issues, and Web Site Design events are included in each of the event guidelines.
- For all events allowing equipment to be used, 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 Web Site Design, and the students must use the equipment provided for this event.
- Each state may submit three (3) entries in all events requiring only objective tests.
- Each state may submit two (2) entries in all interview, speaking, computer production, prejudged, and performance events.
- Preliminary performance events and final performances scheduled for Day 2 are not open to conference attendees.
- Nongraphing calculators will be provided for all objective tests. Students may bring a financial calculator for the accounting events, financial events, and the statistical analysis event.
- Two (2) copies of the following reports or media must be received by the national center for judging by the second Friday in May—Community Service Project, Computer Game & Simulation Programming, Digital Video Production, Free Enterprise Project, Local Chapter Annual Business Report, and Small Business Management Plan.
- Six (6) copies of application materials must be received by the second Friday in May for Future Business Executive, Future Business Teacher, and Job Interview.
- Six (6) copies of the Business Ethics synopsis must be submitted by the second Friday in May.
- Statements of Assurance for Computer Game & Simulation Programming, Digital Video Production, and Web Site Design must be received by the second Friday in May.
- School-site testing is administered by each state chair/state adviser in different ways; however, all application school-site testing must be received by the national center for judging by the third Friday in May. These events include Accounting for Professionals, Computer Applications, Database Design & Applications, Desktop Publishing, and Word Processing.
- Send all national materials to FBLA-PBL, 1912 Association Drive, Reston, VA 20191.
- The top 10 or 15 individuals or teams, or an equal number from each preliminary round, will advance to the final round.

PREPARING FOR COMPETITION

NAP is a very exciting part of the PBL year. Each state is allowed to send two (in some cases three) representatives in each event. Members prepare for months for the opportunity to shine nationally. The knowledge, experience, and motivation gained from competing makes every participant a winner.

Members can increase their chances of taking home an award by working with their advisers to ensure careful advanced preparation, adherence to all relevant guidelines and rules, and by following these tips.

Comply with entry procedures and regulations.

Check the status of membership dues. Students wishing to compete must be paid members. Each state sets its own eligibility deadline for district and state competitions; PBL's national deadline is April 15.

Ensure the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for district and state competitions and the state chair/state adviser for national competitions.

Be familiar with the event guidelines.

Check the current edition, contained in this handbook, of the PBL NAP Competitive Event Guidelines for a complete listing of individual, team, and chapter events.

Make copies of the appropriate guidelines and RATING SHEET. Check with your state chapter for modifications to the national guidelines for district or state competitions. Remember to check the general and special guidelines at the front of this section for additional information.

Become completely familiar with the procedures to be followed in administering the event.

Determine from the RATING SHEET and guidelines exactly what areas will be judged.

Identify and assemble needed resources.

Obtain a variety of textbooks on your subject matter to study. FBLA-PBL provides a PBL Competitive Event Study Guide for 2008–2011 with preparation tips and sample questions that can be ordered through the FBLA-PBL MARKETPLACE (866.325.2725).

Contact former and current chapter members who have entered this event in previous years.

Find mentors and other experts who can help you prepare.

Prepare for competition.

Where appropriate, involve faculty, other members, advisory committee members, and businesspeople. 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.

Comply with competition regulations.

Be familiar with the information to be provided and the deadlines to be met.

Make sure copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.



GENERAL GUIDELINES

❑ **Dress Code.** Members must adhere to the dress code established by the board of directors in order to participate in a competitive event at the NLC. In addition, the dress code is included in each conference guide.

REFERENCE: FBLA-PBL Dress Code PROGRAMS-4.

❑ **NLC Registration.** Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event and receive competitive recognition.

❑ **National Dues.** All participants who enter a competitive event must have paid dues by April 15 of the current school year.

❑ **Due Dates.** Event guidelines state all materials must be received at the national center no later than the end of business on the second Friday in May. It is the state chair's or state adviser's responsibility to forward these materials to the national center. The school-site production tests must be received by the national center no later than the end of business on the third Friday in May. All materials are sent to FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191.

❑ **Additional Materials.** 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 an event's guideline specifies materials or equipment that may be used (e.g., a 4" x 6" card or a calculator), only those materials or that equipment may be used. If an item is not listed, it is to be assumed it is not allowed. Individual participants and participating teams must conform to this event regulation or lose points.

❑ **NLC Competition.** Students may enter any two national events.

❑ **Recording of Presentations.** No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware that the national association reserves the right to record any performance for use in study or training materials.

❑ **Event Entry Forms.** The state chair, or designee, must certify the state's entries on the official online entry form(s).

❑ **Event Verification.** Competitive event changes may not be made after the first Friday in June. Deletions are the only changes allowed on-site.

❑ **Event Schedules.** Participants must report on time for their competitive event or be disqualified.

❑ **Competitive Event Results.** Unless specifically indicated in an individual event's guidelines, competitions at the national level will be judged using these procedures. In all cases where judges are involved in scoring an event, the decision of the judges is considered final. All announced results are final upon the conclusion of the NLC.

A. Individual Events (objective tests only). Ties will be broken by comparing the performance of affected members on the last ten questions of the exam, then by time, and then by the next ten (10) questions.

B. Individual, Team, and Chapter Events (reports and presentations). All materials will be screened to ensure chapters have followed the regulations. All materials sent to the national center will be prejudged. A separate panel of judges will evaluate the presentations. Final rank is determined by totaling the prejudged scores and the presentation scores. The project/report score will be used to break a tie.

C. Individual and Team Events (objective tests and presentations). The objective test portion of these events will be taken at the NLC. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges. The objective test will be used to break a tie.

D. Production Tests. The score received on the objective portion and the school site test varies. Check the specific guidelines. A separate panel of judges evaluates the school-site tests. Ties in these events will be broken by the production test score.

❑ **National Awards.** The event judges and/or the number of entries will determine the number of winners in the event. The maximum number of winners for each event, unless otherwise specified, will be ten (10).

ELIGIBILITY GUIDELINES

❑ **Membership Status.** Competitive events are provided as a membership benefit for PBL. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues-paid members on or before April 15 are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

❑ **Recognition and Chapter Events.** Recognition events generally are directed toward chapters and/or individuals other than members who have provided outstanding support for FBLA-PBL.

REFERENCE: RECOGNITION. In the rare case that a recognition event involves a member, such participation will not preclude that member from competing in another member or chapter event.

❑ **Open Events.** Each year at the NLC a variety of open events will be offered. Members may participate in one open event without any prequalifying.

❑ **Individual and Team Events.**

- **National Parliamentarian.** A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in two other events.

- **Who's Who.** A member nominated for Who's Who in PBL, which is recognition and not a member event, may compete in two other events.

❑ **Repeat Competitors.** Members may not repeat an event at the NLC. Exceptions to this regulation are as follows:

- **Modified Events.** An individual may not 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 each team may compete a second time in Business Decision Making, Business Ethics, Business Presentation, Computer Game & Simulation Programming, Desktop Publishing, Digital Video Production, Emerging Business Issues, Financial Services, Hospitality Management, Human Resource Management, Management Analysis & Decision Making, Marketing Analysis & Decision Making, Network Design, Small Business Management Plan, and Web Site Design. A student may not compete more than twice in the same team event at the NLC.
- **Parliamentary Procedure.** Two members of each team may have competed in this event at a previous NLC. A student may not compete more than twice in the same team event at the NLC.
- **Individual Competitor.** A member who competed as an individual entry in either an individual or team event may not compete again in the same event.
- **Pilot Events.** Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition.

❑ **Graduate Students.** Members who are, or have been, enrolled in a graduate program as of December 1 of the current school year are not eligible to participate in the competitive events program.



ACCOUNTING ANALYSIS & DECISION MAKING

Earning a degree in a specific field is important to an individual's future success in the job market. This event recognizes PBL members who possess knowledge across the core curriculum in the area of accounting.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

A one (1) hour objective test will be administered based on the competencies listed. This event is designed to test advanced concepts in accounting. Participants may bring a financial calculator.

Objective Test Competencies

- auditing
- intermediate accounting I & II
- managerial and cost accounting
- tax
- advanced accounting



ACCOUNTING PRINCIPLES

Knowledge of accounting principles is essential in preparing for careers in business. This event provides recognition for PBL members who have an understanding of the basic principles of accounting and who give evidence of their knowledge in solving practical accounting problems.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. Participants must not have more than two semesters or four quarters of accounting instruction with no intermediate accounting courses or advanced accounting courses.

Overview

A one (1) hour objective test will be administered based on the competencies listed. Participants may bring a financial calculator.

Objective Test Competencies

- basic concepts, principles, and terminology
- measurement, valuation, realization, and presentation of assets
- financial statements (balance sheet, income statement)
- accounts payable and receivable
- ownership structure
- worksheets
- professional standards and ethics
- other financial statements (e.g., cash flow, owner's equity statement, etc.)



ACCOUNTING FOR PROFESSIONALS

Knowledge of accounting, tax, and auditing principles is essential to a successful career in the accounting profession. These concepts also are useful in business careers outside the accounting profession. This event provides recognition for PBL members who demonstrate a comprehensive understanding of accounting, tax, and auditing principles.

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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 (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. Financial calculators may be used on the objective test.

One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Accounting or spreadsheet software must be used. Students may bring prepared templates, which may include, but are not limited to, general journal, bank reconciliation, payroll, financial statements, and worksheets. The score received on this portion of the event will constitute 50 percent of the final event score.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

guidelines continue

PBL COMPETITIVE EVENTS

Accounting for Professionals guidelines continued

- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
 - Students may bring prepared templates.
 - No reference materials are allowed.
 - Calculators are not allowed on the production portion of the test.
 - In case of a tie, the production test will be used to break the tie.
- professional standards and ethics
 - cost accounting
 - accounting concepts, principles, and terminology
 - financial statements and worksheets
 - not-for-profit and governmental accounting
 - ownership structure and valuation of equity accounts

Objective Test Competencies

- financial accounting and federal income tax
- audit controls, evidence, procedures, and reporting
- measurement, valuation, realization/recognition
- measurement and presentation of income and expense items
- presentation of assets and liabilities

Production Test Competencies

- financial statements
- bank reconciliation
- payroll
- trial balance
- journalizing
- inventory
- depreciation
- adjusting/closing entries



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 PBL members who demonstrate competencies in writing, speaking, and listening concepts.

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a writing sample. Participants are required to complete both parts to be eligible to win an award.

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

Each participant must complete a writing exercise at the NLC. No reference materials may be used. Thirty (30) minutes will be allowed for this portion of the event.

The objective test and writing sample each constitute 50 percent of the final event score. The objective test will be used to break a tie.

Objective Test Competencies

- mechanics of appropriate business English (e.g., grammar, punctuation)
- format and appropriateness of business messages (letters, reports, memos, e-mail)
- format and style differences with international communications
- listening, oral, and nonverbal concepts

REFERENCE: Business Communication—Production RATING SHEET-2.



BUSINESS DECISION MAKING

This event recognizes PBL members who develop competency in management, decision making, and who demonstrate knowledge of these key principles. This event is based on team rather than individual competition. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.

Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

The case study will consist of a problem encountered by management in one or more of the following areas: business planning, organizational design, economic environment, short-term and long-range planning, human resource management, financial management, and marketing management. All the questions raised in the case must be addressed during the oral presentation.

Final Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to break a tie.
- Twenty-five (25) minutes before the performance, each team will receive the case study.

- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. 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 ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at nine (9) minutes and again at ten (10) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees who are not performing participants of this event.

Objective Test Competencies

- principles of business ownership and management (business planning, organizational design, economics, environment, leadership)
- business plans
- ethics and social responsibilities
- financial management
- government regulations
- human resource management
- legal issues
- marketing management
- taxation

Performance Competencies

- 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
- effectively answer questions

REFERENCE: Business Decision Making—Performance RATING SHEET-3.



BUSINESS ETHICS

Ethical decisions are essential in the business world and the workplace. Often, employees must make decisions that are not just about what is right or wrong, but rather clarifying vague choices. This event requires students to organize adequately and deliver a presentation effectively as a team. They should demonstrate critical thinking skills through the careful analysis of the various ethical dimensions that are present in their case study. The case studies are based on real-life situations.

Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

Participants are expected to research a case prior to the conference and be prepared to present their findings and solutions at the NLC. All teams will participate in a preliminary performance at the NLC.

The content of the presentation must include good oral communication skills, group collaboration, and critical thinking and analysis. In addition, students will thoroughly research and present their findings.

2011 National Leadership Case Study

The 2011 case study topic is “Ethics and Social Media” and must identify ethical dilemmas from a business perspective. Students may choose any case related to this topic and the presentation must include one or more of the following aspects:

- the relationship between the employee and the employer
- the relationship between the business and the customer
- the relationship between the business and the economy

Participants will be expected to answer judges’ questions on their presentations. Ideally, this case will be used for competition at the state level. Participants should check with their state chair/state adviser to confirm the case to be used for their state competition.

Guidelines

- Participants are expected to research a real case prior to the conference and be prepared to present their findings and solutions.
- Student members, not advisers, must prepare the presentation.
- Facts and working data may be secured from any source.
- One (1) member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
- Submit six (6) copies of a written synopsis on the case selected, not longer than 500 words. All copies must be submitted in six (6) standard file folders and the folder tab labeled with the participant’s name, state, school, and event title. This information must be received by the national center by the second Friday in May.
- Teams will be permitted to bring prepared notes.
- Books, other bound materials, and props are not allowed.
- Equipment may not be used.

Preliminary Performance

- A maximum of (10) teams—or an equal number from each group—will advance to the final round.
- The team has ten (10) minutes to present.
- A timekeeper will stand at nine (9) minutes and again at ten (10) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.
- 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.

Performance Competencies

- make ethical business decisions in the business world and workplace
- provide a rationale for ethical decisions presented
- critical thinking and problem solving
- outstanding verbal and written communication skills
- effectively answers questions

REFERENCE: Business Ethics—Performance RATING SHEET-4.



BUSINESS LAW

This event provides recognition for PBL members who possess familiarity with those specific legal areas that most commonly affect personal and business relationships.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- contracts
- negotiable instruments
- agency, partnership & corporation
- bankruptcy
- consumer protection and product liability
- government regulations
- intellectual property
- wills and decedent's estates
- ethics
- torts
- environmental law

BUSINESS PRESENTATION

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

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

This event consists of a presentation given at the NLC.

2011 National Topic

The topic to be developed in this presentation and used for competition at the 2011 NLC will be:

The college career center has asked you to develop a presentation on how to “kick start” the job hunting process they can use. Explain strategies for landing their first full-time employment.

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

The presentation will be developed prior to the NLC and will be used when giving the business presentation.

Copyright and Fair Use Information.

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Performance Guidelines

Preliminary Performance

- A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare presentations.

- The participants must use a presentation software program as an aid in delivering the business presentation.
- The individual or team must provide all equipment for the presentation.
- The individual or team must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- 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 presentation over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performance is not open to conference attendees.

Final Performance

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

Performance Competencies

- create an informative presentation on topic given
- presentation logically arranged
- use effective and efficient layout and design
- demonstrate good verbal communication skills

REFERENCE: Business Presentation—Performance RATING SHEET-5.



BUSINESSPERSON OF THE YEAR

This national event recognizes outstanding leaders from the business sector who have contributed to the success of FBLA-PBL on the local, state, and/or national levels.

Eligibility

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

Overview

- The entry form must be completed by the state chair or designee and must be mailed, with the nominee's biographical sketch, to include the bullets under the procedures section, to the FBLA-PBL National Center with the official event entry form by the second Friday in May.
- Nominees for state and national Businessperson of the Year must be selected in accordance with the regulations of the state chapter and national association.

- Nominees must be members of the business community.
- Persons who are students or full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.

Guidelines

Criteria for selection of nominees at the state level should include, but not limited to,

- years of participation in FBLA-PBL activities
- promotion of FBLA-PBL through presentations and seminars
- contribution to local or state chapter projects and activities
- financial assistance to and sponsorship of activities for local and/or state chapter(s)

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

National Awards

All nominations received by the national association will be sent a certificate of recognition. Each nominee attending the NLC will be recognized during the conference.



CLIENT SERVICE

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of an individual interactive simulation related to client service.

Performance Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.
- The preliminary performance is not open to conference attendees.

Final Performance

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

Performance Competencies

- demonstrate good communication and listening skills
- translate case into effective, efficient, and spontaneous action
- demonstrate good decision-making and problem-solving skills
- show a positive and professional demeanor
- provide ways for client to solve their own problem
- resolve conflicts

REFERENCE: Client Service—Performance RATING SHEET-6.



COMMUNITY SERVICE PROJECT

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

Eligibility

Each state may submit two (2) projects from active local chapters (up to three [3] members), on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts to be eligible to win an award.

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

All entries will participate in the preliminary round. Performances should describe the project completed. Specifically, the performance should address the community served, member involvement, and results of the project.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.

- 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 does not adhere to the guidelines.

□ Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

Performance Guidelines

□ Preliminary Performance

- The top ten (10) entries—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participants must provide all equipment for the presentation.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- All team members are expected to actively participate in the performance.

guidelines continue

PBL COMPETITIVE EVENTS

Community Service Project guidelines continued

- Teams will have seven (7) minutes 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 a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

Final Performance

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

Project Competencies

- 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 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

REFERENCE: Community Service Project—Report RATING SHEET-7.

REFERENCE: Community Service Project—Performance RATING SHEET-8.



COMPUTER APPLICATIONS

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

Eligibility

Each state may enter two (2) participants who are members of active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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 (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 20 percent of the final event score. Nongraphing calculators will be provided.

Two (2) hours will be given for the production test at a site designated by the state chair/state adviser. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 80 percent of the final event score.

Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Documents produced must be prepared by the PBL competitors without help from the adviser or any other person.
- The production test will be used to break a tie.

Objective Test Competencies

- 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
- spreadsheet and database applications
- formatting, grammar, punctuation, spelling and proofreading

Production Competencies

- 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 word processing problems



COMPUTER CONCEPTS

Understanding of computers is integral to the successful operation of business. This event provides recognition for PBL members who understand the basic principles involved in computer technology.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- basic computer principles
- terminology
- hardware
- software (applications, operating systems, etc.)
- networking systems and procedures
- programming concepts
- troubleshooting
- ethics



COMPUTER GAME & SIMULATION PROGRAMMING—MODIFIED

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 state may enter two (2) entries created by an individual or team of two (2) or three (3) members who are from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

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.

2011 National Topic

The program to be developed in this presentation and used for competition at the 2011 NLC will be:

You will develop an entertaining simulation/game that will show traveling by highway starting in Chicago, Illinois to the PBL 2011 National Leadership Conference in Orlando, Florida. Along the way, billboards will display multiple choice questions related to job searches (e.g., interview process, company research, job research, resume writing, portfolios, dress, etc.). The player must choose the correct lane with the right answer to get more fuel for the trip.

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

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.
- Two (2) copies of program must be sent by the state chair/state adviser and received by the national center for judging 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.
 - An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
 - A quit command programmed to the escape key. This is needed if the player wants to end the game before completing.
- Two (2) DVDs or USB flash drives containing the executable object, data or support files needed to run the executable file must be received by the national center for judging by the second Friday in May along with a Statement of Assurance. Label the media using a marker with the school, participant name, state, and event.
- All data and programs should be contained in a master folder named STATE_ SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.
- Program must run on a 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 program score will be used to break a tie.
- 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.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

guidelines continue

PBL COMPETITIVE EVENTS

Computer Game & Simulation Programming guidelines continued

- 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; the final performance is open to conference attendees who are not performing participants of this event.

Project Competencies

- development of the 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

**REFERENCE: Computer Game & Simulation Programming—
Production RATING SHEET-9.**

**REFERENCE: Computer Game & Simulation Programming—
Performance RATING SHEET-10.**



CONTEMPORARY SPORTS ISSUES

This event provides recognition for PBL members who understand and demonstrate knowledge about the current principles and issues of the dynamic sports industry both in this country and internationally.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- sports management
- intercollegiate athletics
- professional sports
- sports management and marketing agencies
- sports tourism
- international sports
- sports consumer behavior
- public relations
- finance and economics in sports industry
- sports facility and event management
- legal considerations
- sociological aspects of sports



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 PBL members who understand security needs for technology.

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

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

DATABASE DESIGN & APPLICATIONS

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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 (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the production test at a site designated by the state chair/adviser. The score received on this portion of the event will constitute 80 percent of the final event score. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.
- The production test will be used to break a tie.

Objective Test Competencies

- data definitions/terminology
- query development/SQL
- table relationships (include referential integrity)
- normalization of data
- advanced queries (joins and unions, subqueries)

Production Test Competencies

- design of multiple table databases (selection of tables, fields and data types, ER)
- creation of tables and inserting of data into tables
- development of single table SQL statements
- development of multiple table SQL statements
- creation of forms/reports



DESKTOP PUBLISHING

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

Eligibility

Each state may submit two (2) teams composed of two (2) individuals from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. One (1) member may have competed in this event at a prior NLC.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants must complete both parts of an event to be eligible to win an award.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. If one team member is not present at the NLC, the other team member may be allowed to take the objective test; however, both team members must be registered for the NLC and have taken the production test. This is a collaborative test. Nongraphing calculators will be provided.

Two (2) hours will be given for the production test at a school site designated by the state chair/state adviser. The score received on this portion of the event will constitute 80 percent of the final event score. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- The team of two participants for this competitive event may use two computers. The participants also may choose to use a scanner and the Internet to download freeware pictures.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- No reference materials are allowed.
- The finished product may be submitted in black and white or in color on plain paper.
- The production test will be used to break a tie.
- Refer to the copyright guidelines found in the Format Guide.

Objective Test Competencies

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

Production Competencies

- 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

DIGITAL VIDEO PRODUCTION

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

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

This event consists of two (2) parts: a prejudged project and a performance component. A prejudged project should be developed based on the national topic listed.

All participants will compete in a preliminary performance to explain the development and contents of the video production. Participants must complete both parts of an event to be eligible to win an award.

2011 National Topic

The topic to be developed in this presentation submitted for competition at the 2011 NLC will be:

Prepare an informational video to be used as part of a presentation to your local Chamber of Commerce describing what PBL is and the benefits to members. The video will be part of a presentation asking for funds to help your local chapter members attend NLC. Topics in the video could include, but are not limited to, information about local chapter activities, members' achievements, and what members can gain from attending NLC.

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

Copyright and Fair Use Information.

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Guidelines

❑ Prejudged Project

- Presentations must address the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two (2) and no more than four (4) minutes in length.
- The production may use any method to capture or create moving images.
- Documentation must indicate that the music is royalty free.
- Submit two (2) DVDs or USB flash drives to be received at the national center for judging by the second Friday in May along with a Statement of Assurance form. Media should be clearly labeled using a marker with the name of the event, state, school, and participants' name.
- Members are expected to follow all applicable copyright laws.

Performance Guidelines

❑ Preliminary Performance

- A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round. The production score will be used to break a tie.
- The video production will be prejudged according to the rating sheet.
- The presentation is an explanation of the digital video production.
- The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participants must provide all equipment for the presentation including a copy of the digital video production project.
- The individual or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- Teams will have seven (7) minutes to describe the project.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

guidelines continue

Digital Video Production guidelines continued

- All team members are expected to actively participate in the performance.
- 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

- ❑ document addresses topic and is appropriate for the audience
- ❑ required information is effectively communicated
- ❑ 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
- ❑ 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 appropriate for the setting
- ❑ display self-confidence apparent through knowledge of content and articulation of ideas
- ❑ effectively answer questions

REFERENCE: Digital Video Production—Production RATING SHEET-11.
REFERENCE: Digital Video Production—Performance RATING SHEET-12.



ECONOMIC ANALYSIS & DECISION MAKING

Earning a degree in a specific field is important to an individual's future success in the job market. This event recognizes PBL members who possess knowledge across the core curriculum in the area of economics.

Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- ❑ microeconomics
- ❑ macroeconomics
- ❑ comparative economic systems
- ❑ international trade
- ❑ labor economics
- ❑ money and banking
- ❑ public sector economics
- ❑ history of economic thought

EMERGING BUSINESS ISSUES

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

Eligibility

Each state may enter two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

This event consists of a presentation for the topic listed taking the affirmative or negative argument.

2011 National Topic

The topic to be developed in this presentation submitted for competition at the 2011 NLC will be:

There is a great deal of emphasis in our economy to build and operate businesses in an environmentally efficient manner. Should state or the Federal government offer special incentives for companies who choose to build with green materials, harness green power, and employ other green tactics in their operations. Be prepared to argue the affirmative, that yes, the government should offer incentives in order to encourage businesses to build green; or be prepared to argue the negative, that no, the government should not subsidize overhead costs of businesses that build or operate in an environmentally efficient manner.

Participants will be expected to research the topic prior to conference and be prepared the present either an affirmative or negative argument.

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

Performance Guidelines

Preliminary Performance

- A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.
- Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
- Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.
- Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) 4" x 6" blank note cards also will be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams will have five (5) minutes to present the case. All team members are expected to actively participate in the performance.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.
- The preliminary performance is not open to conference attendees.

Final Performance

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

Performance Competencies

- evident understanding of topic
- present topic in a logical manner
- all teams members contribute to presentation
- arguments are persuasive and relevant to topic
- answer questions effectively

REFERENCE: Emerging Business Issues—Performance RATING SHEET-13.



FINANCIAL ANALYSIS & DECISION MAKING

Earning a degree in a specific field is important to an individual's future success in the job market. This event recognizes PBL members who possess knowledge across the core curriculum in the area of finance.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

A one (1) hour objective test will be administered based on the competencies listed. Participants may bring a financial calculator.

Objective Test Competencies

- financial institutions and markets
- investments
- capital management
- financial management/managerial finance
- business finance/corporate finance
- ethics



FINANCIAL CONCEPTS

Social, political, legal, and technical aspects of financial development and management are essential elements for contemporary study in business finance. This event provides recognition for PBL members who understand financial models and techniques used in reaching effective financial decisions.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

A one (1) hour objective test will be administered based on the competencies listed. Participants may bring a financial calculator.

Objective Test Competencies

- financial instruments and institutions
- time value of money
- cost of capital and capital budgeting
- evaluation and rates of return
- financial analysis
- capital investment decisions
- financial risks and returns
- international finance

FINANCIAL SERVICES

Understanding how different types of financial services institutions work is important to successful business ownership and management. This event provides recognition for PBL members who can demonstrate knowledge and understanding of the skills necessary in the general operations of various components of the financial services industry.

Eligibility

Each state may submit two (2) individuals or teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Individuals or team members will take one (1) objective test collaboratively. Financial calculators may be used on the objective test.

Final Performance Guidelines

- The top ten (10) individuals or 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 the performance score to determine final rank.
- Twenty (20) minutes before the performance, each team will receive the case study.

- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. 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 or 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 will refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- 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.

Objective Test Competencies

- concepts and practices
- government regulations
- basic terminology
- impact of technology on services
- types and differences between the various types of institutions
- ethics
- taxation
- careers in financial services

Performance Competencies

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

REFERENCE: Financial Services—Performance RATING SHEET-14.

FREE ENTERPRISE PROJECT

The Free Enterprise Project recognizes PBL chapters that develop and implement innovative, creative projects designed to increase understanding of the free enterprise system. Projects should be informational and educational with a plan to increase awareness of our economic and political system within the school and the business community.

Eligibility

Each state may submit two (2) projects from active local chapters (up to three [3] members), on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: A prejudged report and a performance component. Participants are required to complete both parts to be eligible for an award. The report must promote an awareness of some facet of the free enterprise business 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 project's intent is to help members learn more about the free enterprise system while interacting with the business community. By building a partnership with business leaders and experts in the field, members will have an opportunity to gain information and knowledge and share their expertise with others inside and/or outside of the school. All entries will participate in the preliminary round. Performances should describe the project development and

guidelines continue

Free Enterprise Project guidelines continued

implementation. Specifically, the performance should address the impact of the project, member involvement, business relationships developed, and results of the project.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- 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 does not adhere to the guidelines.

□ Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

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

- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages (a title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

Performance Guidelines

□ Preliminary Performance

The top ten (10) entries—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.

- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participants must provide all equipment for the presentation.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- All team members are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

□ Final Performance

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

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 for improvement

Performance Competencies

- good communication skills
- describe project development and implementation
- ability to make a professional presentation

REFERENCE: Free Enterprise Project—Report RATING SHEET-15.

REFERENCE: Free Enterprise Project—Performance RATING SHEET-16.



FUTURE BUSINESS EXECUTIVE

The event honors outstanding PBL members who have demonstrated leadership qualities, participation in PBL, executive potential, and evidence of knowledge and skills essential for successful careers in business.

Eligibility

Each state may enter two (2) participants who are members from an active local chapter and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: submission of a letter of application with a résumé, and application form, and an interview. Participants are required to complete all parts to be eligible to win an award.

A letter of application, résumé, and application form must be submitted in six (6) folders prior to the NLC by the state chair/state adviser, or designee and received by the national center by the second Friday in May.

Each participant will be scheduled for a ten (10) minute preliminary interview.

Guidelines

Letter, Résumé, Application Form

- A one-page letter of application (original or copy) addressed to a specific person and company, for a position for which the applicant is currently qualified.
- A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
- A job application must be completed. Download the form at www.fbla-pbl.org, click on Phi Beta Lambda, click on Competitive Events.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, state, participant's name, and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.

- Student members, not advisers, must prepare the letters of application and résumés.

Interview

A. Preliminary Interview

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute initial interview.
- Judges will be provided with a copy of each participant's application materials. No additional items may be brought into the interview.

Final Interview

The final guidelines are the same as the preliminary guidelines described above except the interview time is fifteen (15) minutes.

Performance Competencies

- complete letter, résumé, and job application
- ability to answer questions effectively
- demonstrates self-confidence, initiative, and assertiveness
- ability to communicate career knowledge and plans
- demonstrate participation in school, community, and leadership activities

REFERENCE: Future Business Executive—Interview Preliminary RATING SHEET-17.

REFERENCE: Future Business Executive—Interview Final RATING SHEET-18.



FUTURE BUSINESS TEACHER

This event honors outstanding PBL members who demonstrate teaching potential, leadership qualities, and evidence of knowledge and skills essential for successful careers in teaching business and/or marketing subjects.

Eligibility

Each state may enter two (2) participants who are members from an active local chapter and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Overview

This event consists of four (4) parts: submission of a letter of application with a résumé, submission of a lesson plan, an interview, and a lesson presentation. Participants are required to complete all parts to be eligible to win an award.

A letter of application, résumé, and lesson plan must be submitted in six (6) folders prior to the NLC by the state chair/state adviser, or designee and received by the national center by the second Friday in May.

Each participant will be scheduled for a ten (10) minute preliminary interview.

Guidelines

Letter of Application, Résumé, and Lesson Plan

- A letter of application, résumé, and lesson plan must be submitted. These materials must support an application for a teaching position for which the participant will be qualified upon completion of the current academic program.
- A letter of application for a teaching position.
- A brief résumé (original or copy) not to exceed two (2) pages. Photographs are not allowed.
- A recommendation (original or copy) from an educator attesting to the participant's potential teaching ability.
- A lesson plan that is representative of a lesson that would be taught in a middle school or secondary business education class. For the 2011 NLC, the lesson plan and presentation will be for a technology class. The lesson plan should be prepared for a 45-minute lesson presentation.

- Lesson plan should be no more than two pages and include the following components: Objective, Lesson Content (time of each activity), Instructional Events, Assessment, Resources, and Alignment to NBEA Standards.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with event title, state, participant's name, and school. Include participant's name on all pages submitted.
- Student members, not advisers, must prepare the letter of application, résumé, and lesson plan.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.

Preliminary Round

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute initial interview.
- Judges will be provided with a copy of each participant's application materials and lesson plan. No additional items may be brought into the interview.

Final Round

- Participants will have fifteen (15) minutes to present their lesson plan.
- Judges will be provided with a copy of each participant's application materials and lesson plan.
- Props or items needed to present the lesson may be brought into the room, but may not be left with the judges.

Performance Competencies

- ability to answer questions effectively
- demonstrates self-confidence, initiative, and assertiveness
- ability to communicate career knowledge and plans
- ability to prepare and teach a lesson

REFERENCE: Future Business Teacher—Interview Preliminary RATING SHEETS-19.

REFERENCE: Future Business Teacher—Interview Final RATING SHEETS-20.

GOLD SEAL CHAPTER AWARD OF MERIT *HOLLIS AND KITTY GUY AWARD*

The Hollis and Kitty Guy Award recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA-PBL.

Eligibility

Active local chapters must be nominated by the state chair and be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Regulations

1. The state chair or designee must complete the entry form and certify the chapters listed have met the Gold Seal Chapter Award of Merit suggested criteria.
2. Each state may select two (2) chapters or up to 15 percent of its total number of active local chapters, whichever is greater. (If the percentage results in a fractional number, it is rounded to the next higher number—i.e., 3.2 or 3.6 would be 4.)
3. Prior to nomination, each local chapter must submit a copy of the Local Chapter Annual Business Report to the state chair.
4. If no state chapter exists, nominations will be made directly to the national center.

Procedure

The suggested criteria for the Gold Seal Chapter Award of Merit serve as a guide for the state chapter in the evaluation process.

Criteria may include:

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

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

Upon receipt of nominations, the national office records will be audited for adherence to the regulations.

National Awards

The number of nominations verified by the national office determines the number of awards presented at the NLC.



HELP DESK

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

Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on competencies listed. Participants are required to complete both parts of the event to be eligible to win an award.

A role-play situation will be given on customer service in the technical field.

Final Performance Guidelines

- The top fifteen (15) 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.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.
- The final performance is open to conference attendees who are not performing participants of this event.

Objective Test Competencies

- introduction to help desk concepts
- help desk operations
- people component: help desk roles and responsibilities (customer service, difficult customers, stress, listening and communication skills)
- process component: help desk process and procedures – (training, user needs, analysis, and assessment)
- information component: help desk performance measures (troubleshooting, solving & preventing problems, types of software—call management, resolution, reporting tools, common problems)
- help desk setting
- customer support as a profession

Performance Competencies

- demonstrate good communication and listening skills
- translate case into effective, efficient, and spontaneous action
- demonstrate good decision-making and problem-solving skills
- show a positive and professional demeanor
- provide ways for client to solve their own problem
- be responsible, reliable, and trustworthy
- resolve conflict resolution

REFERENCE: Help Desk—Performance RATING SHEET-21.



HOSPITALITY MANAGEMENT

Hospitality is an important aspect of business and society. This area includes involvement in the hotel, restaurant, and tourism industry. This event provides recognition to PBL members who have the ability to help other people enjoy both leisure and business travel and events.

Eligibility

Each state may submit two (2) individuals or teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Individuals or team members will take one (1) objective test collaboratively. Nongraphing calculators will be provided.

Final Performance Guidelines

- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. 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 or 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.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- 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.

Objective Test Competencies

- marketing concepts
- operations and management functions
- human resources
- customer expectations
- legal issues
- financial management and budgeting
- environmental and global issues
- current industry trends

Performance Competencies

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

REFERENCE: Hospitality Management—Performance RATING SHEET-22.



HUMAN RESOURCE MANAGEMENT

Managing human resources is an important aspect of the business world. Planning is necessary to ensure and anticipate future personnel needs and to secure the needs and rights of the people resources. This event recognizes PBL members who understand the techniques and skills involved in human resource management.

Eligibility

Each state may submit two (2) individuals or teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Individuals or team members will take one (1) objective test collaboratively. Nongraphing calculators will be provided.

Final Performance Guidelines

- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. 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 or 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.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- 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.

Objective Test Competencies

- staff (recruitment, selection, careers, EOE diversity)
- training & development (performance management, safety, quality improvement, health)
- performance management
- employee benefits and compensation (performance, management employee benefits)
- labor relations & collective bargaining (union management relations, employee rights, negotiating contracts)
- government regulations & issues (discrimination laws, federal labor acts)
- human resource planning (mission, vision, internal/external issues, future needs)

Performance Competencies

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

REFERENCE: Human Resource Management—Performance RATING SHEET-23.



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 PBL members who develop qualities of business leadership by combining quick and clear thinking with conversational speaking.

Eligibility

Each state may submit two (2) participants from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

Participants will be given a topic related to one or more of the following: FBLA-PBL Goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics. The goals include:

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of the American business enterprise
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty
- Assist students in the establishment of occupational goals
- Facilitate the transition from school to work

Performance Guidelines

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number of participants from each group—will advance to the final round.
- Participants will be given the topic and have ten (10) minutes to prepare their speeches prior to appearing before the judges.
- Two (2) 4" x 6" note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- Each speech should be four (4) minutes in length.
- 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 time under 3:31 or over 4:29 minutes.
- The preliminary performance is not open to conference attendees.

Preliminary Performance

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

Performance Competencies

- extemporaneously speak on a subject
- demonstrate good verbal communication
- demonstrate critical thinking and problem solving
- poised manner
- professional appearance

REFERENCE: Impromptu Speaking—Performance RATING SHEET-24.



INTEGRATED MARKETING CAMPAIGN—*NEW*

Researching, creating, and presenting an integrated marketing campaign is a challenge for all prospective owners of businesses. This event provides recognition for PBL members who demonstrate a real-world understanding of marketing applications.

Eligibility

Each state may submit two (2) individuals or teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

The event consists of a presentation given at the NLC.

Performance Guidelines

- The team will be required to identify and meet with a real-life client in order to determine the client's marketing needs and desires. The client may be from any size business (profit or non-profit), government, or educational unit. The team will design and conduct appropriate market research for their proposed campaign.
- The campaign must include, but is not limited to:
 - Design and conduct market research from the target market of the proposed campaign
 - Interpret the results of the market research
 - State the campaign goals and how the campaign will achieve the goals
 - Create a tag line or promotion slogan
 - Design and create a minimum of one print advertisement
 - Design a minimum of one Internet component (Web page, Internet ad, etc.)

- The team should provide the necessary materials and equipment for demonstrating the marketing campaign
- The campaign must be the result of the team's own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the presentation.
- Visual aids and samples related to the presentation may be used in the preparation; however, no items may be left with the judges.
- No implementation of the proposed campaign is required.

❑ Preliminary Performance

- The top ten (10) teams—or an equal number from each group—will be scheduled for the final round.
- The team must provide all equipment for the presentation.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- All team members must participate in the presentation.
- The team has ten (10) minutes to interact with a panel of judges to sell the marketing plan. The judges will interact throughout the presentation.
- A timekeeper will stand at nine (9) minutes and again at ten (10) minutes.
- Preliminary performances are not open to conference attendees.

❑ Preliminary Performance

The final guidelines are the same as the preliminary guidelines described above; the final performance is open to conference attendees.

Performance Competencies

- ❑ describe and sell the marketing plan and the implementation process
- ❑ effectively present the aim of the plan and the research, design, and implementation for the marketing campaign
- ❑ demonstrate good communication skills
- ❑ possess good decision-making and problem-solving skills
- ❑ effectively interact with judges and answer questions

REFERENCE: Integrated Marketing Campaign—Performance RATING SHEET-25.



INFORMATION MANAGEMENT

Information is a fundamental resource of a business organization. Employees must understand the impact of technology on the efficient processing of information. This event provides recognition for PBL members who demonstrate knowledge in the areas of information management, decision making, human relations, and time management.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- resource management (human, financial, data)
- telecommunications and networking technology
- decision making
- E-business systems
- business communications
- ethics
- human relations



INTERNATIONAL BUSINESS

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

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- ownership and management
- legal issues
- communication (including culture and language)
- global business environment
- treaties and trade agreements
- marketing
- taxes and government regulations
- finance
- currency exchange
- human resource management



JOB INTERVIEW

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

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: a letter of application, résumé and a job application form; and an interview. Participants are required to complete all parts to be eligible to win an award.

- A letter of application, résumé, and job application must be submitted in six (6) folders prior to the NLC by the state chair or designee and received by the national center by the second Friday in May.
- Each participant must apply for a business or business-related job at a company of their choice. The job must be one for which he/she is now qualified, or for which he/she will be qualified for at the completion of the current school year.
- All participants will be scheduled for a ten (10) minute preliminary interview.

Guidelines

Letter, Résumé, Job Application

- Participants will apply for a position at a company of their choice.
- The state chair or designee must submit six (6) copies of the following items by the second Friday in May:
 - A one-page letter of application (original or copy) from the participant.
 - A brief résumé (original or copy) not to exceed two (2) pages.
 - Photographs are not allowed.

- A job application must be completed. Download the form at www.fbpa-pbl.org, click on Phi Beta Lambda, click on competitive events.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, state, participant's name and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.
- Student members, not advisers, must prepare the letter of application and résumés.

Interview Guidelines

Preliminary Interview

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute preliminary interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview.

Final Interview

The final guidelines are the same as the preliminary guidelines described above except the interview time is fifteen (15) minutes.

Performance Competencies

- exhibit a professional and poised appearance
- ability to answer questions effectively
- demonstrates good communication skills
- communicate career knowledge and plans

REFERENCE: Job Interview—Interview Preliminary RATING SHEET-26.

REFERENCE: Job Interview—Interview Final RATING SHEET-27.

JUSTICE ADMINISTRATION

This event provides recognition for PBL members who can identify, understand, and demonstrate knowledge about general criminal justice concepts.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- nature of crime, law, and criminal justice (victimization, substance and procedure, and current justice trends with terrorism, homeland security and cyber crime)
- police and law enforcement (history and organization, role and function, and professional, social, and legal issues)
- courts and adjudication (prosecution and defense, pretrial procedures, criminal trial and punishment and sentencing)
- corrections and alternative sanctions (community sentences, history and current information on corrections, and prison life)
- juvenile justice system



LOCAL CHAPTER ANNUAL BUSINESS REPORT

HAMDEN L. FORKNER AWARD

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

Eligibility

Each state may submit two (2) reports from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

The report should include the chapter's annual business; follow the rating sheet sequence in writing the report. Projects used for other PBL reports may be included.

Report Guidelines

Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written report must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- 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 report doesn't adhere to the report cover and report content guidelines.
- This event is prejudged prior to the NLC.

Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x-1x).
- All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

- Table of contents with page numbers.
- Letter for membership by chapter president.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and are included in the page count.)
- No items may be attached to any page in the report.

Report Competencies

- arrange report in proper business style and logically arranged
- correct spelling and grammar
- describe report development
- explain local chapter organization and characteristics of chapter
- document productivity and recognition of chapter

REFERENCE: Local Chapter Annual Business Report—Report RATING SHEET-28.



MACROECONOMICS

This event provides recognition for PBL members who can identify, understand, and demonstrate knowledge about general macroeconomic principles, theories, and concepts.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- money and interest rates
- wages and unemployment
- inflation and deflation
- gross domestic product
- aggregate demand and supply
- consumption and saving
- fiscal and monetary policies
- recessions and depressions
- stabilization
- government deficit and debt
- international trade
- exchange rates
- economic development and growth



MANAGEMENT ANALYSIS & DECISION MAKING

Earning a degree in a specific field is important to an individual's future success in the job market. This event recognizes PBL members who possess knowledge across the core curriculum in the area of management.

Eligibility

Each state may submit two (2) individuals or teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have entered this event at a prior NLC.

Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Individuals or team members will take one objective test collaboratively. Nongraphing calculators will be provided.

The case study is an interactive role play situation.

Final Performance Guidelines

- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.

- Two (2) 4" x 6" note cards will be provided for each individual or 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.
- The individual or 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 will refer to the case for specifics. This is a role-play event.
- The teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- 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.

Objective Test Competencies

- organizational behavior
- organizational theory
- management principles
- production/operations management
- business policies/strategic management
- management information systems

Performance Competencies

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

REFERENCE: Management Analysis & Decision Making—Performance RATING SHEET-29.



MANAGEMENT CONCEPTS

For success in the business as either an employee or an entrepreneur, the professional manager must build a solid foundation of business knowledge including its operation and its management. This event provides recognition for PBL members who possess knowledge of management principles.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- controlling
- decision making
- directing
- employee motivation theories
- planning
- organizing
- leadership
- business environment
- communication techniques
- group dynamics
- organizational structure
- policies and strategies
- staffing



MARKETING ANALYSIS & DECISION MAKING

Earning a degree in a specific field is important to an individual's future success in the job market. This event recognizes PBL members who possess knowledge across the core curriculum in the area of marketing.

Eligibility

Each state may submit two (2) individuals or teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Individuals or team members will take one (1) objective test collaboratively. Nongraphing calculators will be provided. The case study is an interactive role-play situation.

Final Performance Guidelines

- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. 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 or 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 will refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- 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.

guidelines continue

PBL COMPETITIVE EVENTS

Marketing Analysis and Decision Making guidelines continued

Objective Test Competencies

- consumer behavior
- advertising and promotion/sales management
- e-commerce
- marketing management
- public relations
- marketing research
- marketing principles and concepts

Performance Competencies

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

REFERENCE: Marketing Analysis & Decision Making—Performance RATING SHEET-30.



MARKETING CONCEPTS

Marketing involves the distribution of products and services to the consumer. This event provides recognition for PBL members who possess knowledge of the basic principles of marketing.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- basic marketing including price, product, place, and promotion
- marketing concepts and strategies
- international marketing
- legal and social aspects
- marketing research
- e-marketing



MICROECONOMICS

This event provides recognition for PBL members who can identify, understand, and demonstrate knowledge about general microeconomic principles, theories, and concepts.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- production and trade
- opportunity cost
- supply and demand
- elasticity
- labor markets and wages
- production factors
- distribution of income and wealth
- perfect competition
- monopolies
- oligopolies and duopolies
- capital and natural resource markets
- market failure
- economic uncertainties



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 PBL members who demonstrate an understanding of and ability to apply these skills.

Eligibility

Each state may submit two (2) teams composed of two (2) to three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have entered this event at a prior NLC.

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. Nongraphing calculators will be provided.

A case study will be given outlining a small organization and its computing environment and needs. Participants will then be required to analyze the situation and recommend a network solution to address the issues raised in the case study.

Final Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Twenty-five (25) minutes before the performance, each team will receive the case study.

- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- A flip chart and marker will be provided.
- All team members are expected to actively participate in the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at nine (9) minutes and again at ten (10) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees who are not performing participants of this event.

Objective Test Competencies

- network installation—planning, configuration, and topology
- problem solving and troubleshooting
- network administrator functions
- configuring network resources and services
- configuration of Internet resources
- security
- backup and disaster recovery

Performance Competencies

- analyze the computing environment and needs
- demonstrate an understanding of the case
- explain, discuss, describe recommendations
- demonstrate good communication skills
- demonstrate critical thinking/problem solving
- ability to work as a team
- answer questions effectively

REFERENCE: Network Design—Performance RATING SHEET-31.

 **NETWORKING CONCEPTS**

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

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- general network terminology
- equipment for network access (firewall, DSU/CSU, T1, Wi-Fi, etc.)
- OSI model and functionality
- network topologies and connectivity
- network security
- specific network operating systems concepts



PARLIAMENTARY PROCEDURE

DOROTHY L. TRAVIS AWARD

The Dorothy L. Travis Award recognizes PBL 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.

Eligibility

Each state may submit two (2) entries composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than two (2) members may have participated at a prior NLC.

Selection of the national parliamentarian is made from those team members or eligible state candidates who score highest on the national parliamentary procedures exam and who meet all other appropriate criteria. Refer to the National Officer Candidate Guide for specific candidate requirements and procedures.

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles section of the exam will be drawn from National Association of Parliamentarian's official test bank. The team score is determined by averaging the scores of its members.

The case problem will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert's Rules of Order, Newly Revised* (Copyright 2000).

Final Performance Guidelines

- The top ten (10) teams with the highest average score on the objective test will advance to the final round.
- The objective test will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, and a copy of the minutes from a preceding meeting. Participants are not to write on the copy of the problem.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance the secretary will take notes, but the notes will not be transcribed into minutes.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- The problem may or may not include each class of motions, but all five courses of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. When each team is finished the time used will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes or each full half minute over eleven (11) minutes.
- Final performances are open to conference attendees, who are not performing participants of this event.

Objective Test Competencies

- parliamentary procedure principles
- PBL Bylaws

Performance Competencies

- demonstrate critical thinking and problem solving
- exhibit good communication skills
- effectively present the case
- all team members contribute to presentation

REFERENCE: Parliamentary Procedure—Performance RATING SHEET-32.

PROJECT MANAGEMENT

The ability to prepare and submit an initial project plan that includes project selection, time and cost estimates, a project plan development, and management and closure of a project. This event provides recognition for PBL members who have an understanding of and skill in project management.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- effective project management
- project team management
- progress and performance measurement and evaluation
- project times and cost estimates
- project plan development
- risk management
- resource scheduling
- project audit and closure
- project selection
- project definition

PUBLIC SPEAKING

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

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of a five (5) minute speech. The speech must be of a business nature and must be developed from one (1) or more of the nine (9) FBLA-PBL Goals. The goals include:

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of the American business enterprise
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty

- Assist students in the establishment of occupational goals
- Facilitate the transition from school to work

Performance Guidelines

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 speeches. Facts and working data may be secured from any source.
- When delivering the speech, the participant may use notes prepared before the event. No visual aids may be used.
- Each speech should be five (5) minutes in length.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29 minutes.
- The preliminary performance is not open to conference attendees.

Final Performance

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

Performance Competencies

- demonstrate good verbal communication
- demonstrate critical thinking and problem solving
- poised manner
- good communication skills
- professional appearance

REFERENCE: Public Speaking—Performance RATING SHEET-33.



RETAIL MANAGEMENT—NEW

This event recognizes PBL members who demonstrate knowledge of the functions of retail management and the changing environment that affects retailing.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- customer value
- retail planning
- retail environment
- identification of retail customers
- retailing information systems
- location
- finance
- merchandise buying and handling
- human resource management in retailing
- pricing
- customer service
- laws and ethics
- diversity and trends in retailing



SALES PRESENTATION

This event is designed to recognize outstanding students in the field of salesmanship. The purpose of this event is to enable students to use their knowledge of good selling techniques and to create an awareness of the importance of good salesmanship.

Eligibility

Each state may submit two (2) individuals who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

Participation in this event will allow the individuals to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer.

Guidelines

- The individual shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each participant's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the preparation; however, no items may be left with the judges.
- Dress code must be followed.

- When delivering the demonstration, the participant may use notes, note cards, and props. All materials must be removed at the end of the performance.

Performance Guidelines

Preliminary Performance

- The top ten (10) individuals—or an equal number from each group—will be scheduled for the final round.
- The individual must provide all equipment for the presentation.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The individual must perform all aspects of the presentation (e.g. speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- The individual has ten (10) minutes to interact with a panel of judges and sell the product or concept. The judges will interact throughout the presentation.
- A timekeeper will stand at nine (9) minutes and again at ten (10) minutes.
- Preliminary performances are not open to conference attendees.

Final Performance

The final guidelines are the same as the preliminary guidelines described above; the final performance is open to conference attendees.

Performance Competencies

- describe product and sell the recommendations
- translate product into effective, efficient, and spontaneous action
- demonstrate good communication skills
- possess good decision-making and problem-solving skills
- effectively interact with judges
- effectively answer questions

REFERENCE: Sales Presentation—Performance RATING SHEET-34.

SMALL BUSINESS MANAGEMENT PLAN

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

Eligibility

Each state may submit two (2) plans created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

The plan must not have been submitted for a previous NLC.

Overview

This event consists of two (2) parts: a prejudged 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 compete in a preliminary performance to explain the development of the business plan.

Report Content

Reports may describe a viable and realistic proposed business venture or a current business operation. The business described in the project report must not have been in operation for a period exceeding twelve (12) months before the NLC. Reports should not be submitted that evaluate ongoing business ventures. An effective business plan should include the following information:

- **Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- **Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.

- **Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- **Target Market.** Provides a brief overview of the nature and accessibility of the target market.
- **Competitive Analysis.** Includes a realistic and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- **Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, use 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 (3), five (5), or more years. Demonstrates a realistic 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 realistically and conservatively.
- 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, and product technical descriptions.

Report Guidelines

□ Report—General

- Student members, not advisers, must prepare the plan.
- Two (2) copies of the written plan must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These plans 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 plan does not adhere to the guidelines.

guidelines continue

*Small Business Management Plan guidelines continued***□ Report Cover**

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of student, name of the school, state, name of the event, and year (201x–1x).
- All reports must be bound (e.g., tape binding, spiral binding).

□ Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed thirty (30) pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

Performance Guidelines**□ Preliminary Performance**

- The top ten (10) individuals or teams—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.

- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- The participants 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 present the case describing the project and the results obtained.
- The participant(s) should introduce themselves, describe the plan, and summarize their findings.
- 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. 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.
- Preliminary performances are not open to conference attendees.

□ Final Performance

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

Report Competencies

- 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 Competencies

- 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
- effectively answer questions

REFERENCE: Small Business Management Plan—Report RATING SHEET-35.

REFERENCE: Small Business Management Plan—Performance RATING SHEET-37.



SPORTS MANAGEMENT AND MARKETING

The sports industry is rapidly growing in this country and the world. For individuals to be successful and effective in this type of work, they must learn the management and marketing techniques necessary for future success. This event provides recognition for PBL members who possess the knowledge of the basic principles of sports management and marketing.

Eligibility

Each state may enter three (3) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- law and sports application
- human resource management in sports
- facility management
- strategic marketing
- labor relations in professional sports
- ethics
- tort liability and risk management
- group decision making and problem solving
- sponsorships
- sports licensing
- economics of sports
- accounting and budgeting
- financing sports
- sports management history



STATISTICAL ANALYSIS

The ability to use statistical tools and concepts is an important business skill. This event provides recognition for PBL members who demonstrate knowledge of and the ability to apply common techniques and statistical analysis tools.

Eligibility

Each state may enter three (3) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Overview

A one (1) hour objective test will be administered based on the competencies listed. Participants may bring a financial calculator.

Objective Test Competencies

- organizing and presenting of statistical data
- descriptive statistical analyses
- probability distributions
- sampling techniques
- linear regression
- confidence integrity
- hypothesis testing



STRATEGIC ANALYSIS AND DECISION MAKING—NEW

In this event, the mission, vision, and objectives for developing policies and plans are evaluated for long-range planning. This event also provides PBL members an opportunity to examine the strategic ramifications of such topics as executive compensation, e-commerce, the Internet, entrepreneurship, ethics, continuous improvement, virtual organization, cultural diversity, outsourcing, strategic alliances, and global competition.

Eligibility

Each state may enter three (3) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- strategy overview: integrating intuition and analysis; adapting to change
- strategy formation: internal and external assessments to include: vision and mission; external audit; attitude and social policy; customer orientation; Porter's Model; SWOT; forecasting models; global challenges; competitive analysis; cultural analysis; suitability; feasibility; acceptability; etc.
- strategy implementation: operations issues; resource allocations; managing conflict; reengineering; financing and accounting issues; strategy hierarchy.
- strategy evaluation, review and control: taking corrective action; balanced scorecard; R&D review; contingency planning; auditing; history; growth and portfolio evaluation; competitive advantage gained.



TELECOMMUNICATIONS

Telecommunications is a rapidly growing field in the business world. This event provides recognition for PBL members who demonstrate knowledge of the field of telecommunications as it affects the conduct of business.

Eligibility

Each state may submit three (3) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

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

Objective Test Competencies

- coding, digitizing, and circuits
- voice communications
- telecommunication management
- history of telecommunications
- network security
- network management
- operating systems and communication methods
- current trends and developments such as e-commerce standards

WEB SITE DESIGN (FORMERLY WEB SITE DEVELOPMENT)

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

Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

The event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts of an event to be eligible to win an award.

A prejudged Web site developed according to the 2011 national topic must be completed and available for review by the second Friday in May. All participants will compete in a preliminary performance to explain the development of their Web site.

2011 National Topic

The topic for the Web site to be developed for competition at the 2011 NLC will be:

The career center at your school has asked you to design a Web site for job postings. The career center receives many phone calls from local and nationwide businesses with job opportunities for students seeking part-time jobs, internship experience (unpaid), and full time employment for the college graduate.

The site would list part-time jobs, internship opportunities, and full time employment opportunities, which may be real or fictitious. The site would require minimally developing criteria for:

- *Position*
- *Qualifications*
- *Hours*
- *Days of the week*
- *Pay*
- *Duties*

The opportunities may be real or fictitious.

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

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Project Guidelines

❑ Prejudged Project

- Student members, not advisers, must prepare projects.
- Projects must address the given topic (information may be real or fictitious).
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the second Friday in May.
- The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (second Friday in May). Judging of the Web site will take place before the NLC.
- 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. See Format Guide.
- Web sites should be designed to allow for viewing by as many different platforms as possible.
- Use of templates must be identified at bottom of page.

Performance Guidelines

❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The Web site score will be used to break a tie.
- The presentation is an explanation of the Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals 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; and copyright issues with pictures, music, and other items.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.

guidelines continue

Web Site Development guidelines continued

- All team members are expected to actively participate in the performance.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Students must use the computer provided and may bring a flash drive to use on the equipment provided.
- The individual or team has five (5) minutes to present.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, 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 who are not performing participants of this event.

Project Competencies

- 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
- copyright laws followed

Performance Competencies

- 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
- effectively answer questions

REFERENCE: **Web Site Development—Production RATING SHEET-38.**

REFERENCE: **Web Site Development—Performance RATING SHEET-39.**

**WHO'S WHO IN PBL**

This award honors PBL members who have made outstanding contributions to the association at the local, state, and national levels.

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

National officers automatically earn recognition in this event; therefore, having a national officer does not prohibit a state from selecting an additional member for this honor.

Overview

1. The entry form must be completed by the state chair or designee and must be submitted to the national center by the second Friday in May.
2. Nominees must be selected in accordance with the regulations of the state chapter and the national association.

3. If the state chapter nominee is unable to attend the NLC, the state may designate one of its other delegates to accept the award for that nominee.

Guidelines

Criteria for selection of nominees by the state chapter should include:

- years of participation in PBL 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-PBL

National Awards

One (1) member from each state submitting an entry form and all national officers will be recognized as recipients of the national Who's Who in PBL award at the NLC.



WORD PROCESSING

A high level of word processing skill is a necessity for employees in productive offices. This event recognizes PBL members who demonstrate that they have acquired word processing proficiency beyond the entry level.

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test. Participants must complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the production test. The score received on this portion of the event will constitute 80 percent of the final event score. Tests must be returned to the national center by the state chair/state adviser or chair by the third Friday in May.

Guidelines

The production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair/state adviser.

- The following reference materials are allowed at the test site: dictionaries and the Format Guide.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- The production test will be used to break a tie.

Objective Test Competencies

- basic computer concepts
- document formatting rules and standards
- grammar, punctuation, spelling, and proofreading
- word processing applications

Production Test Competencies

- production of all types of business forms
- letters
- memorandums
- tables
- reports
- statistical reports
- materials from rough draft and unarranged copy



RECOMMENDING A NEW OR MODIFIED COMPETITIVE EVENT AND RECOMMENDATION TO RETIRE AN EVENT

Submit by first Friday in May.

Each year, the NAP Committee receives a number of suggestions for modifications to FBLA-PBL's competitive events or for the adoption of new events. Recognizing the importance of obtaining and responding to these field proposals in a timely, efficient, and fair manner, the NAP Committee has instituted the following procedures.

Submitting a Proposal for a New or Modified Competitive Event

Proposals to modify or adopt new competitive events may be submitted by local and state advisers, members of a state committee, or by individual student members of FBLA-PBL.

When submitting a proposal, individuals are asked to provide the following items:

- purpose of the new event or modification
- rationale for making the change or adopting the new event
- eligibility
- regulations
- procedures
- judging
- all supporting materials, including:
 - two (2) sample tests (objective tests)
 - proposed rating sheet (performance events, chapter events)
 - sample problems or cases (performance events, skill events)

Refer to the existing competitive event guidelines for information on format, content, and more.

Submitting a Recommendation to Retire a Competitive Event

When submitting a proposal to retire a current competitive event, explain the rationale for making this change.

Review Process for a New or Modified Competitive Event

Step 1. Proposals should be submitted to the national center.

Proposals received will be assigned to a member of the NAP Committee for initial review. The committee member will first review the proposal to ensure it is complete and appropriate. If the proposal is not complete, the committee member will work with the individual(s) submitting the proposal to complete the file.

Step 2. Once the proposal is complete, the NAP member assigned to the review will distribute copies (except for sample tests, cases, and so on) to at least five (5) state advisers for review and comment.

Step 3. After obtaining reviews from at least five (5) state advisers, the committee member will prepare a report to the full NAP Committee recommending approval as submitted, approval with modifications, or rejection.

Approval and Implementation

The NAP Committee will review completed recommendations at its annual fall meeting. Notification of all modifications and/or adoptions will be sent to state committee members for comments. The NAP Committee will present the approved modifications and/or adoptions at the next NLC for implementation for the upcoming school year. The decision to implement the event (or event modification) as an official event or as a pilot event will be at the discretion of the NAP Committee.