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Competitive Events

Introduction

This section includes the guidelines for the Competitive Events Series of the National Awards Program for the FBLA division. These guidelines and the program that they represent are the results of a lot 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

The mission of the National Awards Program (NAP) is to *prepare students for successful careers in business through support for curriculum development and innovative assessment tools*. To help meet that charge, this competitive events series has been developed and made available to local and state chapters for use in assessing students in the various knowledge, skills, and abilities that make up today's business education curriculum.

Program Design and Purposes

The Competitive Events Series 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 education 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.

The FBLA-PBL competitive events program is designed to correlate with nationally recognized business curriculum standards. For instance, members participating in competitive events demonstrate their mastery of the Foundation Skills and Competencies outlined by the SCANS Workplace Skills Standards. These include:

Foundation Skills

- Basic skills: reading, speaking, listening, and knowing arithmetic and mathematical concepts
- Thinking skills: reasoning, making decisions, thinking creatively, solving problems, seeing things in the mind's eye, and knowing how to learn
- Personal qualities: responsibility, self-esteem, sociability, self-management, integrity, and honesty

Competencies

- Resources: identifying, organizing, planning, and allocating time, money, materials, and workers
- Interpersonal skills: negotiating, exercising leadership, working with diversity, teaching others new skills, serving clients and customers, and participating as a team member
- Information skills: using computers to process information and acquiring and evaluating, organizing and maintaining, and interpreting and communicating information

- Systems skills: understanding systems, monitoring and correcting system performance, and improving and designing systems
- Technology utilization skills: selecting technology, applying technology to a task, and maintaining and troubleshooting technology.

Finally, the FBLA-PBL competitive events have been fully correlated against the Business Education Curriculum Standards published by the National Business Education Association. Each event's guideline pages indicate the specific NBEA standard(s) that the event addresses.

General Information

The administration and conduct of FBLA-PBL's competitive events program is vested in the national staff, under the direction of the National Awards Program 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 that events are current and relevant, developing guidelines for competitive events, and administering the competitive events program at the National Leadership Conference.

The NAP committee follows a deliberate process in reviewing and updating the competitive events series. The review process is designed to respond in as timely a fashion as possible to the changing environment in which business education 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 National Leadership Conference for administrative and operational improvements. In addition, each event is reviewed once every three years to ensure that the content, focus, and objectives of the event continue to be relevant, timely, and appropriate to FBLA-PBL's programs and objectives. Finally, the NAP 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 procedure outlined on page V-XX.

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 Event Guidelines.

- Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- To be the best generally requires innate ability, high motivation, and many hours of hard work.
- Travel and interaction with students from other schools are tremendous learning opportunities for students.
- Competitive events can be helpful in building school spirit and in publicizing a business program.
- Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be used, grading procedures, or for teacher evaluations.
- Too much effort should not be given to trying to compile test files by securing copies of previous tests and/or having competitors make copious notes following their events.
- Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.
- Delaying contestant selection as long as possible is encouraged so that more students are striving for mastery or excellence in a particular area.
- A teacher's competence or effectiveness should not be judged by the number of winners produced in a period of time. A teacher is not an excellent teacher simply because a student wins a competitive event any more than a teacher is a poor teacher because a student does not win.
- Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. While an important element of the overall FBLA-PBL program, competitive events are just that—a part. Many activities and programs work together to build a successful chapter.
- Teachers should recognize the value of competitive events, maintain a professional attitude towards the events, and keep them in proper perspective.

Changes to this Edition

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2001 – 2002 membership year.

I. Chapter Reports.

- A. Chapter reports must now include the name of the school, the state chapter, the name of the event, and the year in which the report is entered on the cover.
- B. The time period to be covered by the various chapter reports has been clarified.
- C. Finalists in the American Enterprise Project, Community Service Project, and Partnership with Business Project events may use visual aids and samples during their oral presentations. However, members will not be allowed to leave materials with the judges or audience members following their presentation.
- D. The Community Service Project guidelines have been revised to indicate that the report should focus on the details of one project rather than cataloging all service activities conducted by the chapter.
- E. The Local Chapter Annual Business Report rating sheet has been updated.
- F. The guidelines, and especially the “Project Purpose” statement, for the Partnership with Business event have been clarified as to the intent and nature of the event.

II. Skill Events.

- A. The skill event guidelines have been modified to clarify that the time allowed for the administration of the exam must run continuously once the exam is started and cannot be broken into multiple sessions.
- B. The “Competencies” section of the Computer Applications guidelines has been rewritten to emphasize the skill integration nature of the test.
- C. The Desktop Publishing guidelines have been revised to allow output in either black and white or color format. The rating sheet for this event has also been updated. Finally, the guidelines have been clarified to reflect that no member of the team may repeat in this event at the National Leadership Conference.

III. New Events.

- A. Hospitality Management will be adopted as a new event beginning with the 2002 National Leadership Conference. This event will include an objective, machine-graded exam only. State chapters will be allowed two entries at the NLC.
- B. Website Development will be adopted as a new event beginning with the 2002 National Leadership Conference. The event will replace the Chapter Website event, which will be discontinued. Website Development will involve a team of 2-3 members and will follow the same administrative procedures as the Multimedia Presentation event. The topic will be communicated to chapters via the *Chapter Management Handbook* and members will submit the same site for competition at their state conference and at the NLC. State chapters will be allowed two entries at the NLC.
- C. Network Design will be piloted during the 2002 National Leadership Conference. This event will involve a team of 2-3 members and will follow similar administrative procedures as the Entrepreneurship/Business Decision Making events.

IV. Administrative and Procedural Changes.

- A. The style guide that had previously been introduced for use with the 2001 National Leadership Conference has been returned to the committee for further revision.
- B. The method for breaking ties in the objective, machine-graded events has been changed. Rather than using only the order in which tests were submitted to determine the winner, we will first evaluate the students’ performance on the final ten questions of the exam. This change will be implemented starting with the 2001 NLC.
- C. The format for all judges’ rating sheets has been revised to provide additional guidance to judges in assigning scores. A rubric format will be adopted with points spread among categories including “Not Demonstrated,” “Does Not Meet Expectations,” “Meets Expectations,” and “Exceeds Expectations.”
- D. The topics for the Emerging Business Issues, Multimedia Presentation and Website Development events will be included in these guidelines each year. (See pages V-33, V-52 and V-68 for the 2001-2002 topics.)

Preparing for Competition

The FBLA-PBL National Awards Program is a very exciting part of the FBLA-PBL year. Each state is allowed to send two (in some cases, one) representative(s) 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.

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

I. 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; FBLA-PBL's national deadlines are March 1 for FBLA members and April 15 for PBL members.
- Ensure that 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 adviser for national events.

II. Be familiar with the event guidelines.

- Check the current edition, contained in this handbook, of the FBLA or PBL National Awards Program Competitive Event Guidelines for a complete listing of individual, team, and chapter events.
- Make copies of the appropriate guidelines and rating sheets. Check with your state chapter for modifications to the national guidelines in force for district or state competitions. Don't forget 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 sheets and guidelines exactly what areas will be judged.

III. Identify and assemble needed resources.

- Obtain a variety of textbooks on your subject matter to study. FBLA-PBL provides a study guide with preparation tips and sample questions through the FBLA-PBL MARKETPLACE.
- Contact former and current chapter members who have entered this event in previous years.

- Find mentors and other experts who can help you prepare.

IV. Prepare for competition.

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

V. Comply with competition regulations.

- Be familiar with the information to be provided and the deadlines to be met.
- Make sure that copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.
- Bring several no. 2 pencils and erasers.

General Guidelines

- I. **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 National Leadership Conference. A copy of the dress code is included in the National Organization section of the *Chapter Management Handbook*. In addition, the dress code is included in each conference guide.
- II. **NLC Registration.** Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.
- III. **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 guidelines specify materials or equipment that may be used (e.g. a 4" x6" card or a calculator), only those materials or equipment may be used. If an item is not listed, it is to be assumed that it is *not* allowed. Individual participants and participating teams must conform to this event regulation or be disqualified.
- IV. **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.

- V. **Due dates.** Event guidelines call for a *receipt* date of no later than the **end of business on the second Friday in May**. This date refers to the official date stamp placed by the U.S. Post Office and *not* a postage meter date. Exceptions to this regulation are specified in the specific event guidelines.
- VI. **Event Entry Forms.** Event entry forms will be mailed to the state chairman, or designated representative, with the exception of those required for the Membership Recognition Awards (detailed in the Chapter/Member Recognition section of this handbook). Nomination and entry forms for these events will be distributed as appropriate before the National Leadership Conference. The state chairman, or designee, must certify the state's entries and include them on the official entry form(s).
- VII. **Event Verification.** A state committee member, or designee, must report to the event confirmation desk at the National Leadership Conference to verify all event registrations. Changes to the state's event participant roster must be accompanied by proof of NLC registration.
- VIII. **Event Schedules.** Participants must report on time for their competitive event or they may be disqualified. With rare exceptions, participants will not be allowed to reschedule events to accommodate other conference activities or travel schedules. The NAP Committee has full discretion as to whether an exception can be granted to this policy.
- IX. **Judging.** 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 decisions of these judges are considered final.
- A. **Chapter Events (Report only).** Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will score all reports and select the winners.
- B. **Individual Events (Tests only).** Tests will be machine graded. Ties will be broken by comparing the performance of affected members on the last ten questions of the exam.
- C. **Individual and Chapter Events (Report and Presentation).** Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists before the National Leadership Conference. A separate panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores.
- D. **Individual and Team Events (Presentation/Project only).** Presentations will be evaluated by a panel of judges.
- E. **Individual and Team Events (Test and Performance).** The objective test portion of these events will be machine graded. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges. The various portions of the events will be weighted as follows:
1. **Business Decision Making.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances of these finalists and select winners. The objective test score will be added at this stage only to determine final rank in case of a tie.
 2. **Future Business Executive and Future Business Teacher.** Finalists will be selected by combining at equal weight the scores from the objective test and the initial interview/material review. Final rank will be determined using the score from the second interview. The objective test score will be used at this stage only to determine final rank in case of a tie. In the event that fewer than twenty (20) participants apply for this award, the second interview can be eliminated and winners selected by combining the scores of the objective test and initial interview/material review.
 3. **Parliamentary Procedure.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances. Final rank will be determined by a weighting of 20 percent of the team's average written test score and 80 percent of the performance score.

F. Skill Tests. The objective test portion of these events will be machine graded. The score received on this portion of the event will constitute 15 percent of the final event score.

Judging of the production portion of these events will be based on final copy. A panel of judges for this event will evaluate all documents produced. The score received on this portion of the event will constitute 85 percent of the final event score.

Ties in this event will be broken by comparing the performance of the affected members on the last ten questions of the exam.

X. National Awards. The number of winners will be determined by the event judges and/or the number of entries in the event. The maximum number of events, unless otherwise specified, will be ten.

Eligibility Guidelines

I. Membership Status. These competitive events are provided as a membership benefit for the Phi Beta Lambda (post-secondary) division. 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. FBLA-PBL members may participate only in the competitive events associated with their affiliated divisions.

II. Event Types. National events are divided into four categories: Recognition Events, Chapter Events, Individual Events, and Team Events.

III. 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. 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. A member may represent his/her chapter in any number of the chapter events.

IV. Individual and Team Events. A member may enter only one individual or team event with these exceptions:

A. Chapter Events. Members representing their chapters in the oral presentation components of the American Enterprise Project, Community Service Project, or Partnership with Business Project may compete in another individual event.

B. National Parliamentarian. A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.

C. Who's Who. A member nominated for Who's Who in PBL, which is a recognition and not a member event, may compete in another event.

V. Repeat Competitors. Members may not repeat in an event at the National Leadership Conference. Exceptions to this regulation are as follows:

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

B. Business Plan. In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at a previous National Leadership Conference. A member who has submitted an individual entry may not compete again in this event.

C. Multimedia Presentation. In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at a previous National Leadership Conference. A member who has submitted an individual entry may not compete again in this event.

D. Network Design. One member of the team may have completed in this event at a previous National Leadership Conference.

E. Parliamentary Procedure. Two members of the team may have competed in this event at a previous National Leadership Conference.

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

G. Pilot Events. Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition.

V. 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. However, members either who are enrolled in a fifth-year accounting program or who are pursuing post-graduate work to certify in business education are eligible to compete.

VI. Number of Competitors. Depending on the specific event, each state chapter may enter either one or two competitors for competition at the National Leadership Conference. In general, events consisting of a performance (e.g. interview, speech, team presentation) allow one competitor per state. Chapter events and individual events requiring only an objective test at the NLC allow two competitors per state. Refer to the individual event descriptions for specific eligibility requirements associated with each event.

Special Event Regulations

The following regulations apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event specific guidelines will be disqualified. The state chairman will receive notification of any disqualifications.

I. Chapter Events — Written Reports. These regulations apply to the American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project, and State Chapter Annual Business Report.

A. Report Contents

1. Reports must contain a table of contents. A title page, divider pages, and appendices are optional.
2. Reports must not exceed 30 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are not counted in the page limit.
3. Pages must be standard 8½" x 11" paper.
4. Pages must not be laminated or bound in sheet protectors.
5. Reports may be single- or double-spaced.
6. Each side of the paper providing information is counted as a page.
7. Valuable items should not be included with the report. Copies should be sent rather than important original documents.
8. No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits are not acceptable.

B. Report Covers

1. Both a front and back cover are required.
2. Report covers must contain the following information: Name of the School; State Chapter; Name of the Event; Year. They may also contain other information, but are not counted against the page limit.
3. Report covers must be of a weight such as cover stock, index stock, or card stock. Covers should not be laminated.
4. Two- or three-ring binders are not acceptable as report covers.
5. Report covers must not exceed 9½" x 12".

C. General Requirements

1. Reports must be prepared by student members, not advisers. State and local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
2. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
3. 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. The State Chapter Annual Business Report is the one exception to this requirement. Activities in the state chapter report should cover the period from just after the previous State Leadership Conference through the end of the current State Leadership Conference.
4. State chapters will be provided with Finalist Notification postcards that must be self-addressed, self-stamped, and attached to the report prior to its submission. In addition, finalists will be posted on the national website following judging.
5. Only one (1) copy of each report should be sent to the National Center. **Reports will not be returned.**
6. 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.

II. Chapter Events — Oral Presentations. The following regulations apply to the oral presentation component of the American Enterprise Project, Community Service Project, and Partnership with Business Project.

- A. Chapters will be notified, by return of a self-addressed, self-stamped postcard, and by posting on the national website, in early June as to their status. Chapters whose reports are selected as finalists must give oral presentations at the National Leadership Conference.
- B. A maximum of three (3) members may represent the chapter in making the oral presentation. Participation in this presentation will not preclude a member from competing in an individual or team competitive event. All aspects of the presentation (e.g. speaking, setup, operating audio-visual equipment, etc.) must be performed by these three (3) members. No additional assistance may be provided by other representatives of the chapter.
- C. Visual aids and samples specifically related to the project may be used in the presentation. However, no items may be left after the presentation with either the judges or the audience.
- D. Advisers may assist delegates during the designated “practice” times for these events. However, advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audio-visual equipment, etc.

III. Individual and Team Events – Projects. The following regulations apply to the Business Plan, Multimedia Presentation, and Website Design events.

- A. Projects must be labeled with the name(s) of the member(s), their state chapter, the name of the event, and the year. Projects must be the original work of the member(s) listed on the project.
- B. State chapters will be provided with Finalist Notification postcards that must be self-addressed, self-stamped, and attached to the report before its submission. In addition, finalists will be posted on the national website following judging. Currently, this requirement applies only to the Business Plan project.
- C. Only one (1) copy of each project should be sent to the national center. **Project materials will not be returned.**

D. Projects submitted for competition become the property of FBLA-PBL, Inc. These materials may be used for publication and/or reproduced for sale by the national association.

IV. Skill Events. The following regulations apply to the Computer Applications, Desktop Publishing, and Word Processing events.

A. School Site Testing Administration. A portion of the skill events are administered prior to the National Leadership Conference. The administration of the National School Site Skills Test may be accomplished through implementation of one of the following choices.

1. The state chairman/state adviser designates the date, time, and central site location for the test.
2. The state chairman/state adviser or member of the state committee may be designated to travel to various sites for administration of the exam(s).
3. The state chairman/state adviser may send the exam(s) to a local administrator at the student’s location who will designate a neutral person to administer the test. Local FBLA advisers or other business educators may not be the test administrator or proctor.

Under options one and two, equipment and software will be arranged by the state chairman/state adviser. The deadline for returning the School Site Skills Test materials will be included with the testing materials.

B. Allotted Time. Each event’s individual guidelines specify a maximum time allowed for completion of the event. This time must run continuously and cannot be administered in multiple sessions. Once an event has begun, the clock may be stopped only for repair of technical problems outside the control of the student being tested. Time should begin immediately following the resolution of the technical challenge and continue with the remaining time. Entries which have been administered in multiple sessions, or that have exceeded the allowed time limit, will be disqualified.

- C. Standards of Mailability.** Materials submitted in these events are graded against the standard of zero errors and business-like format. Any generally accepted letter, memorandum, report, or other business document style is allowable.
1. In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error.
 - A. Omission of a non-essential part of a document (e.g. reference initials, enclosure notation, etc.)
 - B. Minor errors in vertical placement
 - C. Minor errors in horizontal placement
 - D. Minor spacing errors
 - E. Inserted or omitted words that do not change the meaning of the sentence
 - F. Transposed words that do not change the meaning of the sentence
 2. The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.
 - A. Failure to follow specific directions
 - B. Keying or spelling errors
 - C. Inserted or omitted words that change the meaning of the sentence
 - D. Omission of essential parts of a document (e.g. date, inside address, etc.)

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.

Competencies

The written objective test will include problems covering the basic principles of financial accounting. The questions may pertain to accounting concepts, principles, terminology, worksheets, accounts payable and receivable, professional standards and ethics, measurement, valuation, realization, presentation of assets, and ownership structure.

Eligibility

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

Participants must not have completed or be enrolled in courses beyond the elementary introductory principles of accounting. Participants must not have taken more than Principles of Accounting or one course in Financial Accounting, and no more than 2 semester, 2 tri-semester, or 3 quarters of accounting instruction. Members who have completed cost, auditing, intermediate, tax, advanced, or other upper-division accounting courses are not eligible to enter this event.

Procedure

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

Participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators.

Accounting for Professionals

Knowledge of accounting, tax, and auditing principles is essential to a successful career in the accounting profession. These concepts are also 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.

Competencies

The written objective test will include problems on various areas of financial accounting and federal income tax, as well as basic auditing principles and concepts. The questions may pertain to accounting principles; terminology; measurement, valuation, realization/recognition, and the presentation of assets and liabilities; measurement and presentation of income and expenses; cost accounting; taxes; financial statements and worksheets; professional standards and ethics; ownership structure and valuation of equity accounts; not for profit and governmental accounting; internal control; evidence and procedures; and reporting.

Eligibility

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

Participants should have had more than one (1) year of high school accounting instruction or its equivalent.

Procedure

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

Participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators.

American Enterprise Project

Edward D. Miller Award

The Edward D. Miller Award recognizes PBL chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program.

Project Purpose

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

Eligibility

Each state may enter two (2) reports from its active local chapters that are on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Procedure

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

Written Report

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

Creativity through design and use of meaningful graphics is encouraged.

Oral Presentation

Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the National Leadership Conference.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the National Leadership Conference. Ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used; however, all equipment for the presentation must be provided by the chapter.

A timekeeper will stand at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of ten (10) points for presentations over 10 minutes.

Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

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



American Enterprise Project

Written Report Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Purpose of project Project designed specifically to promote local understanding of and support for the American enterprise system	0	1 – 5	6 – 10	11 – 15	
Research into school and/or community needs	0	1 – 2	3 – 4	5	
Description of project Planning, development, and implementation	0	1 – 10	11 – 20	21 – 30	
Uniqueness of project	0	1 – 2	3 – 4	5	
Evaluation and results Benefits to and impact on the school and/or community	0	1 – 7	8 – 14	15 – 20	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Creativity in the project presentation	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



American Enterprise Project

Oral Presentation Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 8	9 – 17	18 – 25	
Appropriate level of member involvement	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 5	6 – 10	11 – 15	
Total Points					/100 max.

Penalty Points. Deduct ten (10) points for presentations over 10 minutes.

Presentation Score	/100 max.
Report Score	/100 max.
Final Score	/200 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Business Communication

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all business people. This event provides recognition for PBL members who demonstrate competencies in writing, speaking, and listening concepts.

Competencies

The written objective test may include questions regarding planning for effective writing; implementing the mechanics and format of business letters and report writing; and listening, oral, and nonverbal concepts.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Business Decision Making

This event recognizes PBL members who develop competency in management, decision making, and leadership quality, 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.

Competencies

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

Objective Test

The written objective test may include questions on the principles of business ownership and management, business plans, community/business relationships, legal issues, initial capital and credit, human resource management, financial management, marketing management, taxes, and government regulations.

Case Study

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, personnel management, financial management, and marketing management. All the questions raised in the case must be addressed during the oral presentation.

Eligibility

Each state may enter one (1) team that must be composed of three (3) members. One (1) team member may have entered this event at a previous National Leadership Conference. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Procedure

Objective Test

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

Team members will take one objective test cooperatively.

Participants must furnish their own No. 2 pencils and erasers.

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

Case Study Problem

Members of the ten (10) participating finalist teams will meet for instructions and time assignments one (1) hour before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty-five (25) minutes before performance, each team will receive an envelope containing three (3) copies of the case study.

Two (2) 4"x 6" index cards will be provided for each participant and may be used during the preparation and performance of the oral segment of the event. Information may be written on both sides of the note cards.

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

The team has fifteen (15) minutes to present the case.

One member should introduce the team and describe or summarize the case study. All team members must participate in the presentation. The team members will be allowed to use their note cards in explaining their decisions and rationale to the judges.

A timekeeper will stand at 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 fifteen (15) minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Participants should be prepared to defend their decisions and respond to questions from the judges.

Case study performances are open to conference attendees, except performing participants of this event.



Business Decision Making

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1 – 5	6 – 10	11 – 15	
Alternatives are recognized with pros and cons stated and evaluated	0	1 – 5	6 – 10	11 – 15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1 – 5	6 – 10	11 – 15	
Anticipated results are based on correct reasoning	0	1 – 5	6 – 10	11 – 15	
Explanation of the Case					
Thoughts and statements are well-organized and clearly stated; appropriate business language is used	0	1 – 5	6 – 10	11 – 15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1 – 5	6 – 10	11 – 15	
All team members participate actively during the presentation	0	1 – 3	4 – 7	8 – 10	

Presentation Score /100 max.

Penalty Points. Deduct five (5) points for presentations over fifteen (15) minutes.

Final Score /100 max.

Written Test Score To be used only in the event of a tie.

Name: _____

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

The written objective test may consist of both objective questions and case problems. Questions may address commonly recognized areas of business law including contracts, sales, negotiable instruments, agency, bailments, wills and decedents estates, business organization, consumer protection, bankruptcy, insurance, trade regulations, torts, and product liability.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Business Plan

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

Report Content

An effective business plan should include the following information:

- *Executive Summary.* Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- *Company Description.* Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- *Industry Analysis.* Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- *Target Market.* Provides a brief overview of the nature and accessibility of the target market.
- *Competitive Analysis.* Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- *Marketing Plan and Sales Strategy.* Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- *Operations.* Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, utilization of technology, and processes followed to ensure delivery of products or services.
- *Management and Organization.* Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- *Long-Term Development.* Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.

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

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

Eligibility

Each state may enter two (2) projects from active local members. Participants must be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Each project may be authored by an individual member or by a team, not to exceed three (3) members. The project must not have been submitted for a previous National Leadership Conference. In the case of a team project, no more than one (1) member may have competed in this event at a previous National Leadership Conference.

Regulations

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

1. Student members, not advisers, must prepare reports. State and local advisers should serve as consultants to ensure that the reports are well organized, contain substantiated statements, and are written in an acceptable business style.
2. Chapters submitting entries will be notified in early June of their status by return of a self-addressed, self-stamped postcard, and by posting on the National website. Entries selected as finalists will give an oral presentation during the National Leadership Conference.
3. Reports submitted in support of this event must conform to the same guidelines listed under Special Event Regulations, Chapter Events — Written Reports found on page V-9 of this section.
4. The oral presentation of finalist entries must be conducted by authors of the proposal only. In the case of a proposal submitted by multiple authors, at least one author must be present at the National Leadership Conference to conduct the presentation. No replacement or substitute presenters will be allowed.
5. Visual aids and samples specifically related to the business plan may be used in the presentation. However, no items may be left after the presentation with either the judges or the audience.
6. Advisers may assist delegates during the designated “practice” times for this event. Advisers and members not part of the actual presentation team may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audio-visual equipment, etc.
7. Proposals must describe **proposed** business ventures. The business venture must also be currently viable and realistic. The business described must not have been in operation for a period exceeding 12 months prior to the National Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.

Procedure

Written Report

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

Creativity through design and use of meaningful graphics is encouraged.

Oral Presentation

Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the National Leadership Conference.

A maximum of three (3) members from each local chapter selected for the finals will give an oral presentation at the National Leadership Conference. A maximum time limit of ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used; however, all equipment for the presentation must be provided by the chapter.

A timekeeper will stand at seven (7) minutes. When each chapter is finished, the timekeeper will record the time used, noting deductions of ten (10) points for any presentation over ten (10) minutes.

Following each oral presentation, the judges may conduct a five-minute (5) question-and-answer period.

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



Business Plan

Written Report Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Executive Summary <ul style="list-style-type: none"> • Convinces reader that business concept is sound and has a reasonable chance of success • Is concise and effectively written 	0	1 – 7	8 – 14	15 – 20	
Company Description <ul style="list-style-type: none"> • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company's financial status 	0	1 – 5	6 – 10	11 – 15	
Industry Analysis <ul style="list-style-type: none"> • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry 	0	1 – 5	6 – 10	11 – 15	
Target Market <ul style="list-style-type: none"> • Target market defined (size, growth potential, needs) • Effective analysis of market's potential, current patterns, and sensitivities 	0	1 – 5	6 – 10	11 – 15	
Competition <ul style="list-style-type: none"> • Key competitors identified • Effective analysis of competitors' strengths and weaknesses • Potential future competitors • Barriers to entry for new competitors identified 	0	1 – 5	6 – 10	11 – 15	
Marketing Plan and Sales Strategy <ul style="list-style-type: none"> • Key message to be communicated is identified • Options for message delivery identified and analyzed • Sales procedures and methods defined 	0	1 – 5	6 – 10	11 – 15	
Operations <ul style="list-style-type: none"> • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of technology 	0	1 – 5	6 – 10	11 – 15	



Business Plan

Written Report Rating Sheet — Score Calculation (cont.)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content (cont.)					
Management and Organization • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan	0	1 – 5	6 – 10	11 – 15	
Long-term Development • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals	0	1 – 5	6 – 10	11 – 15	
Financials • Type of accounting system to be used is identified • Financial projections appear sound and reasonable • Assumptions clearly identified • Appropriate metrics provided to allow for effective evaluation	0	1 – 7	8 – 14	15 – 20	
Supporting Documents • For example, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, product technical descriptions, endorsements, etc.	0	1 – 5	6 – 10	11 – 15	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					/200 max.

Member(s): _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Business Plan

Oral Presentation Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 5	6 – 10	11 – 15	
Underlying assumptions explained and supported	0	1 – 3	4 – 7	8 – 10	
Risks and potential adverse results identified, analyzed, and planned for	0	1 – 5	6 – 10	11 – 15	
All aspects of the plan effectively presented	0	1 – 5	6 – 10	11 – 15	
Student evaluation of project effectiveness	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions regarding business start-up logistics	0	1 – 7	8 – 14	15 – 20	
Total Points					/100 max.

Penalty Points. Deduct ten (10) points for presentations over ten (10) minutes.

Presentation Score	/100 max.
Report Score	/200 max.
Final Score	/300 max.

Name(s): _____

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Business Principles

The American business enterprise system will function more effectively when all its participants are adequately trained to make good business decisions. This event provides recognition for PBL members who evaluate concepts and understand the American business system and its basic function.

Competencies

The written objective test may include questions on the foundations of American business systems including basics of management, marketing, finance, accounting, and economics.

Eligibility

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

Participants in this event must not have completed more than 96 quarter hours or 64 semester hours of credit.

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Businessperson of the Year

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

Eligibility

Each state may enter one (1) or more persons in the Businessperson of the Year event. Nominees must be members of the business sector.

Regulations

1. The entry form must be completed by the state chairman or designee and must be mailed, with the nominee's biographical sketch, to the national association.
2. Nominees for state and national Businessperson of the Year must be selected in accordance with the regulations of the state chapter and national association.
3. Nominees must be members of the business community. Persons who are full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.

Procedure

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

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

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

National Awards

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

Community Service Project

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

Project Purpose

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

Eligibility

Each state may enter two (2) reports from its active local chapters that are on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Members representing their chapters in the oral presentation portion of this event may compete in an additional individual event.

Procedure

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

Written Report

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

Creativity through design and use of meaningful graphics is encouraged.

Oral Presentation

Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the National Leadership Conference.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the National Leadership Conference. Ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used; however, all equipment for the presentation must be provided by the chapter.

A timekeeper will stand at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of ten (10) points for presentations over 10 minutes.

Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

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



Community Service Project

Written Report Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of project • Statement of project goals • Service to the community and its citizens	0	1 – 5	6 – 10	11 – 15	
Scope and intensity of project • Planning, development, and implementation	0	1 – 8	9 – 17	18 – 25	
Uniqueness of project	0	1 – 3	4 – 7	8 – 10	
Benefits to and impact on the community	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

School:

City: _____ State:

Judge's Signature: _____ Date:



Community Service Project

Oral Presentation Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 8	9 – 17	18 – 25	
Appropriate level of member involvement	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 5	6 – 10	11 – 15	
Total Points					/100 max.
Penalty Points. Deduct ten (10) points for presentations over ten (10) minutes.					
Presentation Score					/100 max.
Report Score					/100 max.
Final Score					/200 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Computer Applications

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

Competencies

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

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

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

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

Graphics — Participants will be responsible for completing various graphics, including bar, line, pie, exploded pie, or stacked bar.

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

Results will be based on accuracy of printed copy.

In addition, participants will be tested on their understanding and mastery of basic computer terminology and concepts, document formatting rules, grammar, punctuation, spelling, proofreading, and related computer application knowledge.

Eligibility

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

Procedure

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

School Site Testing

Two (2) hours will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.

Word division manuals and dictionaries may be used as reference materials.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge.

Participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators.

Computer Concepts

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

Competencies

The written objective test may include questions on basic computer principles, terminology, programming concepts, networking systems, computer application concepts, and equipment.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

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.

Competencies

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

In addition, participants will be tested on their understanding and mastery of basic desktop terminology and concepts, desktop layout rules, and related desktop application and knowledge.

Eligibility

Each state may submit two (2) entries. Each entry must be created by a team of two (2) individuals. The participants must be members of an active local chapter and be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Procedure

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

School Site

Two (2) hours will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions. Participants will complete one problem that may include application of the following:

- Graphics
- Text creation
- Lay-out creativity
- Selection of appropriate fonts and type sizes

Two computers may be used by the team of two participants for this competitive event. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in black and white, or in color.

Word division manuals and dictionaries may be used as reference materials.

Documents produced for this event must be prepared by the PBL competitors without help from the adviser or any other person. No reference materials may be used other than that provided or specifically allowed by the national association.

Documents received from local and state chapters become the property of FBLA-PBL, Inc., and may be used for publication or reproduction for sale by the national association.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written COMPETENCIES and basic skill knowledge. Team members will take the objective test collaboratively.

Participants must furnish their own No. 2 pencils, eraser, and pens.



Desktop Publishing

Production Test Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Usability					
Piece effectively meets goals of the project	0	1 – 6	7 – 14	15 – 20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1 – 2	3 – 4	5	
Information effectively synthesized	0	1 – 2	3 – 4	5	
Technical Features					
Appropriate font selection (i.e., size, font type, mix, leading)	0	1 – 3	4 – 7	8 – 10	
Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1 – 3	4 – 7	8 – 10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1 – 3	4 – 7	8 – 10	
Layout					
Creative, original	0	1 – 3	4 – 7	8 – 10	
Appealing	0	1 – 3	4 – 7	8 – 10	
Selection and effective use of graphic(s)	0	1 – 3	4 – 7	8 – 10	
Overall Effort					
<ul style="list-style-type: none"> • Comprehensive approach to the project • Sound application of tools (computer and software) to the task • Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea 	0	1 – 3	4 – 7	8 – 10	

Total Points /100 max.

Penalty Points. Deduct points for each typographical, spelling, or grammatical error. See the Standards of Mailability, page V-11 for details.

Final Score /100 max.

Name: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Economics

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

Competencies

The written objective test may include questions on economic principles related to the policies and goals of the United States economy and a comparison of the American economic system with that of other systems. Topics covered may include comparative economic systems, supply and demand, monetary and fiscal policy, prices, profits, competition, government and tax regulations, investments, environmental issues, and labor relations.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators.

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.

Competencies/2002 National Leadership Conference Topic

The topic to be researched and presented during the National Leadership Conference will be: One of the most hotly contested issues facing both business and government today is whether commerce conducted via the internet can and should be subject to sales and other taxes. The question you should research and be prepared to present is whether or not government should have the right to tax e-commerce. Participants will be expected to research the topic prior to the conference and to be prepared to present either an affirmative or negative argument, based on random selection at the NLC.

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

Eligibility

Each state may enter one (1) team, comprised of active local members. Participants must be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Each team must be composed of two to three (2-3) members. No more than one (1) team member may have competed in this event at a prior NLC.

Procedure

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

General Information

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

Teams will be permitted to bring prepared materials written/printed on white 8½" x 11" paper, and notes written/printed on note cards, to the preparation and presentation areas. Teams may also bring blank white 8½" x 11" paper and/or note cards to the preparation area for use in final preparations.

Books, other bound materials, and props will NOT be allowed.

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

Preliminary Round

Participants will be divided into two (2) or three (3) groups, depending on the number of participants. The order of performance will be drawn at random by an impartial person in the event office.

Fifteen (15) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have fifteen (15) minutes to finalize their preparations.

Each presentation may last no more than five (5) minutes.

A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation which exceeds five (5) minutes.

Following each oral presentation, the judges may conduct a five-minute (5) question and answer period during which the presenters should be prepared to defend their affirmative and negative argument.

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

A maximum of fifteen (15) — five (5) from each group — will be selected for the final round.

Final Round

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

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

Finance

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.

Competencies

The written objective test may include questions on financial instruments and institutions available to managers and on understanding of financial policies. Topics covered may include capital budgeting, dividend policy, leverage, taxation policy, financial decision making, valuation models, financial statistics, economic rationale, merge analysis, commercial banking, regulatory changes, money markets, securities markets, and international finance.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.



Emerging Business Issues

Performance Rating Sheet — Score Calculation

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Knowledge of Topic					
Understanding of issue/topic	0	1 – 3	4 – 7	8 – 10	
Flow and logic of content	0	1 – 7	8 – 14	15 – 20	
Quality of evidence	0	1 – 7	8 – 14	15 – 20	
Presentation Skills					
Voice, grammar, articulation	0	1 – 3	4 – 7	8 – 10	
Teamwork	0	1 – 3	4 – 7	8 – 10	
Ability to Take a Position					
Persuasiveness	0	1 – 7	8 – 14	15 – 20	
Relevance of arguments	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

Penalty. Deduct five (5) points for presentations over five (5) minutes.

Final Score	/100 max.
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School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Future Business Executive

These events honor 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.

Competencies

These events consist of four (4) parts:

■ Letter of Application and Resume

Participants will submit an application letter and resume as if they were applying for employment in a position of their choice. This position must be one that they are currently qualified for, or that they will be qualified for at the end of the current academic year.

■ Writing Exercise

Participants will compose a handwritten exercise not to exceed one page. The exercise may include a typical business memo, letter, or other business correspondence.

■ Objective Test

The written objective test may include questions on basic business fundamentals of economics, business law, management, marketing, managerial communication, computer technology concepts, finance, and accounting; basic parliamentary procedure; FBLA-PBL knowledge; and organizational development.

■ Interviews

Eligibility

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

Procedure

This event consists of four (4) parts: submission of a letter of application with a resume, completion of a writing exercise, completion of an objective test, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

- a. A one-page letter of application (original or copy) for a position for which the applicant is currently qualified, addressed to a specific person and company.
- b. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

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

Participants failing to submit materials by the stated deadline will be disqualified.

A deduction of up to ten (10) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

The letters of application and resumes will be returned.

Letter of Application and Resume

A letter of application and resume must be submitted. These materials must support an application for a position for which the participant is currently qualified, or for which the participant will be qualified at the end of the current academic year.

The letter of application and resume must be composed prior to the National Leadership Conference and submitted the Event Entry forms by the state chairman or designee.

Objective Test

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

Participants must furnish their own No. 2 pencils, eraser, and pens. They may use their own cordless calculators.

Writing Exercise

Each participant must complete a writing exercise at the National Leadership Conference. No reference materials may be used. Thirty minutes will be allowed for this portion of the event.

Participants must furnish their own pens and pencils.

Initial Interviews

Participants will be divided into two (2) or three (3) groups, depending on the number of participants. Each participant will be scheduled for a ten-minute (10) initial interview.

The interviews will be conducted by professionals from business. The interview times will be drawn at random by an impartial person in the event office.

Judges will be given copies of all participants' application materials. No other items may be brought to the interview or left with the judges.

In the event that fewer than 20 participants register for this event, the final round may be eliminated and winners selected based on the combined scores from the objective test, the writing exercise, and the initial interview.

Final Interviews

Based on the written test, letter of application and resume, writing exercise, and the initial interview, a maximum of fifteen (15) finalists — five (5) from each group — will be scheduled for a second interview.

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

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



Future Business Executive

Interview Rating Sheet — Score Calculation

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 5	6 – 10	11 – 15	
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 5	6 – 10	11 – 15	
Professional appearance (grooming and appropriate business attire)	0	1 – 5	6 – 10	11 – 15	
Leadership Ability/Executive Potential					
Participation/leadership in FBLA-PBL	0	1 – 5	6 – 10	11 – 15	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	
Writing Exercise and Application Materials					
Effectiveness of writing exercise	0	1 – 7	8 – 14	15 – 20	
Effectiveness of application materials (resume and letter of application)	0	1 – 5	6 – 10	11 – 15	
Clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format	0	1 – 2	3 – 4	5	
Interview Points					/150 max.

Penalty Points. Deduct up to ten (10) points for failure to fully follow the guidelines.

Objective Test Score (Used in preliminary round to determine finalists. During final round, this score is considered only if needed to break a tie.) /100 max.

Final Score / max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Future Business Teacher

These events honor 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.

Competencies

These events consist of four (4) parts:

■ Letter of Application and Resume

Participants will submit an application letter and resume as if they were applying for employment in a teaching position of their choice. This position must be one that they are currently qualified for, or that they will be qualified for at the end of the current academic year.

■ Writing Exercise

Participants will compose a handwritten exercise not to exceed one page. The exercise may include a typical business memo, letter, or other business correspondence.

■ Objective Test

The written objective test may include questions on teaching methodology; basic business fundamentals such as economics, business law, management, technology concepts, communication, marketing, telecommunications, keyboarding and computer applications, and accounting; basic parliamentary procedures; and FBLA-PBL knowledge.

■ Interviews

Eligibility

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

Procedure

This event consists of four (4) parts: submission of a letter of application with a resume, completion of a writing exercise, completion of an objective test, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

- a. A one-page letter of application (original or copy) for a teaching position, addressed to the appropriate person in an educational institution.
- b. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

- c. A recommendation (original or copy) from an educator attesting to the participant's enrollment in a business and/or marketing teacher education program and potential teaching ability.

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

Participants failing to submit materials by the stated deadline will be disqualified.

A deduction of up to ten (10) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

The letters of application and resumes will be returned.

Letter of Application and Resume

A letter of application and resume must be submitted. These materials must support an application for a teaching position for which the participant is currently qualified, or for which the participant will be qualified at the end of the current academic year.

The letter of application and resume must be composed prior to the National Leadership Conference and submitted the Event Entry forms by the state chairman or designee.

Objective Test

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

Participants must furnish their own No. 2 pencils, eraser, and pens. They may use their own cordless calculators.

Writing Exercise

Each participant must complete a writing exercise at the National Leadership Conference. No reference materials may be used. Thirty minutes will be allowed for this portion of the event.

Participants must furnish their own pens and pencils.

Initial Interviews

Participants will be divided into two (2) or three (3) groups, depending on the number of participants. Each participant will be scheduled for a ten-minute (10) initial interview.

The interviews will be conducted by professionals from business and education. The interview times will be drawn at random by an impartial person in the event office.

Judges will be given copies of all participants' application materials. No other items may be brought to the interview or left with the judges.

In the event that fewer than 20 participants register for this event, the final round may be eliminated and winners selected based on the combined scores from the objective test, the writing exercise, and the initial interview.

Final Interviews

Based on the written test, letter of application and resume, and the initial interview, a maximum of fifteen (15) finalists — five (5) from each group — will be scheduled for a second interview.

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

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



Future Business Teacher

Interview Rating Sheet — Score Calculation

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 5	6 – 10	11 – 15	
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 5	6 – 10	11 – 15	
Professional appearance (grooming and appropriate business attire)	0	1 – 5	6 – 10	11 – 15	
Leadership Ability/Teaching Potential					
Evidence of skills for teaching business	0	1 – 3	4 – 7	8 – 10	
Participation/leadership in FBLA-PBL	0	1 – 3	4 – 7	8 – 10	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 3	4 – 7	8 – 10	
Writing Exercise and Application Materials					
Effectiveness of writing exercise	0	1 – 7	8 – 14	15 – 20	
Effectiveness of application materials (resume and letter of application)	0	1 – 5	6 – 10	11 – 15	
Clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format	0	1 – 2	3 – 4	5	

Interview Points

/150 max.

Penalty Points. Deduct up to ten (10) points for failure to fully follow the guidelines.

Objective Test Score

(Added in preliminary round to determine finalists. During final round, this score is considered only if needed to break a tie.)

/100 max.

Final Score

/ max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Gold Seal Chapter Award of Merit

Hollis and Kitty Guy Award

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

Eligibility

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

Regulations

1. The state chairman or designee must complete the entry form and certify that the chapters listed have met the Gold Seal Award of Merit suggested criteria. This entry form must be mailed to the national association.
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 chairman.
4. If no state chapter exists, nominations must be made directly to the national office.

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 FBLA conferences sponsored by the state chapter and national association
- Participated in the Winners' Circle Recognition 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 National Leadership Conference.

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.

Competencies

The written objective test may include questions on human resources, marketing, operations, budgeting and cost control, customer service, financial planning, hospitality law, and strategic planning.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

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.

Competencies

The written objective test may include questions on human resource planning, recruiting and selection, compensation and benefits, training and development, labor and management relations, legal and regulatory issues, and organizational development.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

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.

Competencies

Each participant will be given the same topic. The topic may consist of information concerning the FBLA-PBL goals, activities, and/or current programs; current events; or relevant business topics.

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 office as having paid dues by April 15 of the current school year.

Procedure

General Information

One (1) 4" x 6" index card will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Participants must furnish their own pens and pencils.

The speech should be four (4) minutes in length.

No reference materials may be brought to or used during the preparation or presentation.

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

Preliminary Round

Participants will be divided into two (2) or three (3) preliminary groups, depending on the number of participants.

Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Participants will be sequestered until their preparation times. The order of performance will be drawn at random by an impartial person in the event office.

Participants will be allowed ten (10) minutes to prepare their speeches prior to appearing before the judges.

Any notes made during the preparation time may be used when speaking. The note card must be submitted to the event administrator at the conclusion of the speech. Information may be written on both sides of the note card.

At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be four (4) minutes in length. A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.

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

A maximum of fifteen (15) participants, five (5) from each group, will be selected for the final round.

Final Round

Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Finalists will be sequestered until their preparation times. The order of performance will be drawn at random by an impartial person in the event office.

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



Impromptu Speaking

Performance Rating Sheet — Score Calculation

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 3	4 – 7	8 – 10	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	
Organization					
Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures, eye contact	0	1 – 3	4 – 7	8 – 10	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

Penalty Points. Deduct five (5) points for presentations under 3:31 or over 4:29 minutes.

Final Score /100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

The written objective test may include questions on administrative management, information processing, records management, reprographics, time management, business equipment, telecommunications, human relations, business ethics, networking technology, and business communication.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

International Business

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

Competencies

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

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Job Interview

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

Competencies

Participants will apply for a position at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.

This event consists of four (4) parts:

- **Letter of Application and Resume**

- **Job Application Form**

- **Writing Exercise**

Participants will compose a handwritten exercise not to exceed one page. The exercise may include a typical business memo, letter, or other business correspondence.

- **Interviews**

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 office as having paid dues by April 15 of the current school year.

Participants in this event must not have completed more than 96 quarter hours or 64 semester hours of credit.

Procedure

This event consists of three (4) parts: submission of a letter of application with a resume, completion of a job application form, completion of a writing exercise, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

- a. A one-page letter of application (original or copy) from the participant addressed to:
Dr. Terry E. Johnson, Director
Human Resources
Merit Corporation
1640 Franklin Place
Washington, DC 20041
- b. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

All copies of the above materials must be submitted in a single, standard file folder. The tab of the folder must be labeled with the participant's name, state, and event title. Include participant's name on all pages submitted. The materials must be mailed to the national association with the official event entry forms.

The letters of application and resumes will be returned.

A deduction of up to ten (10) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

The letters of application and resumes must be prepared by student members, not advisers. State and local advisers should serve as consultants to ensure that the letters of application and resumes are well organized, contain substantiated statements, and are written in a business style.

Letter of Application and Resume

A letter of application and resume must be submitted. Each participant must apply for a business or business-related job with the Merit Corporation. The job must be one for which he/she is now qualified or for which her/she will be qualified at the completion of the current school year.

The letter of application and resume must be composed prior to the National Leadership Conference and submitted with the Event Entry forms by the state chairman or designee.

Application and Writing Exercise

Each participant must complete a job application form and a writing exercise at the National Leadership Conference. The participant may bring an additional copy of his/her resume to assist in completion of the job application. No other reference materials may be used.

Participants must furnish their own pens and pencils.

One hour will be allowed for this portion of the event: thirty (30) minutes for the application form and thirty (30) minutes for the writing exercise.

Initial Interviews

Participants will be divided into two (2) or three (3) groups for the initial interviews, depending on the number of participants.

Participants will be scheduled for a ten-minute (10) initial interview.

Based upon the initial interview, letter of application and resume, and application form, a maximum of fifteen (15) finalists—five (5) from each group—will be selected for a final interview. The interview will be

conducted by professionals from business. The interview times will be drawn at random by an impartial person in the event office.

Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview, or left with the judges.

Final Interviews

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

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



Job Interview

Interview Rating Sheet — Score Calculation

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation					
Professional appearance (grooming and appropriate attire)	0	1 – 5	6 – 10	11 – 15	
Proper greeting, introduction, and closing	0	1 – 5	6 – 10	11 – 15	
Poise, maturity, and attitude	0	1 – 5	6 – 10	11 – 15	
Interview					
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 7	8 – 14	15 – 20	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	
Qualifications for the job	0	1 – 5	6 – 10	11 – 15	
Application Materials					
Effectiveness of writing exercise	0	1 – 7	8 – 14	15 – 20	
Effectiveness of application materials (resume, letter of application, and application form)	0	1 – 5	6 – 10	11 – 15	
Clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format	0	1 – 2	3 – 4	5	
Interview Points					/150 max.

Penalty Points. Deduct up to ten (10) points for failure to fully follow the guidelines.

Total Points	/150 max.
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Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Local Chapter Annual Business Report

Hamden L. Forkner Award

Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of 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.

Report Purpose

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the start of the current State Leadership Conference. Projects used for other PBL reports may be included. The report should include the chapter's profile, productivity, recognition, and business procedures.

Eligibility

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

Each state may submit two (2) reports from its active local chapters that are on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Procedure

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

Creativity through design and use of meaningful graphics is encouraged.



Local Chapter Annual Business Report

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Chapter Profile					
Letter to chapter membership (stockholders) <ul style="list-style-type: none"> • Number of members • Size of school and community • When and where the chapter was organized 	0	1 – 3	4 – 7	8 – 10	
Productivity					
Recruitment of members and chapters	0	1 – 2	3 – 4	5	
Leadership development for officers and members	0	1 – 3	4 – 7	8 – 10	
Preparation of students for careers in business	0	1 – 2	3 – 4	5	
Service to the school and community	0	1 – 3	4 – 7	8 – 10	
Cooperation with business, professional, and service groups	0	1 – 2	3 – 4	5	
Participation in public relations activities	0	1 – 2	3 – 4	5	
Support of FBLA-PBL national and state projects	0	1 – 2	3 – 4	5	
Attendance and participation at state and nationally sponsored conferences	0	1 – 2	3 – 4	5	
Recognition					
For FBLA-PBL competitive events and activities	0	1 – 2	3 – 4	5 – 6	
For school, community, and business activities	0	1 – 2	3	4	
Businesslike Procedures					
Chapter management and organization	0	1 – 2	3 – 4	5	
Financial development, including fundraising activities and financial statement	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Design and graphics	0	1 – 2	3 – 4	5	
Total Points					/100 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Management

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.

Competencies

The written objective test may include questions on directing, evaluating, employee motivation theories, planning, organizing, controlling, business environment, group dynamics, staffing, policies and strategies, decision making, organizational structure, leadership, and basic statistics.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Marketing

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.

Competencies

The written objective test may include questions on the basic functions of marketing (price, product, place, and promotion), channels of distribution, marketing research, legal and social aspects of marketing, and international marketing.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Multimedia 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 effectively use presentation technologies and software to prepare and deliver their message.

Competencies/2002 National Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2002 National Leadership Conferences will be: Create a presentation that sells the benefits of Phi Beta Lambda. Your intended audience should be the top decision makers within a school system (e.g. deans, department heads, campus administrators, board of trustees). Your objective is to convince them that sponsoring a PBL chapter is a good investment for the school system and its mission, not just for the individual students involved in the chapter.

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

The presentation should include elements such as graphics, pictures, music and special effects sound, text, and transitions.

Eligibility

Each state may submit two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be members of an active local chapter and be on record

in the FBLA-PBL national office as having paid dues by April 15 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous National Leadership Conference.

Regulations

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

1. Student members, not advisers, must prepare presentations. State and local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Presentations should be clearly labeled with the name of the student participants, and their school name, city, and state.

Procedure

1. Presentations must address the topic as described in the competencies section above. Entries will be judged according to the rating sheet.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.

Presentations may be submitted using a CD, a ZIP disk, or on a videotape. Instructions should be included with the entry describing the procedures necessary to run the presentation. All software and required elements for allowing the judges to “plug-and-play” the presentation must be included with the entry.



Multimedia Presentation

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to assigned theme	0	1 – 3	4 – 7	8 – 10	
Elements included in presentation are suitable and appropriate	0	1 – 3	4 – 7	8 – 10	
Copyright laws have been followed	0	1 – 3	4 – 7	8 – 10	
Presentation is clear and concise	0	1 – 3	4 – 7	8 – 10	
Presentation					
Audio and visual elements coordinated and complementary	0	1 – 3	4 – 7	8 – 10	
Transitions are effective and appealing	0	1 – 3	4 – 7	8 – 10	
Presentation includes identifiable opening, body, and conclusion	0	1 – 3	4 – 7	8 – 10	
Graphics enhance overall quality of presentation	0	1 – 3	4 – 7	8 – 10	
Presentation uses effective balance of text and graphics	0	1 – 3	4 – 7	8 – 10	
Presentation effective at motivating audience to action	0	1 – 3	4 – 7	8 – 10	
Total Score					/100 max.

Penalty Points. Deduct five (5) points for presentations under 2:00 or over 4:00 minutes.

Final Score /100 max.

Name(s): _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Network Design

Pilot Event at 2002 NLC

The ability to evaluate the needs of an organization and then design and implement network solutions is a valuable skill in today's connected workplace. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.

Competencies

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

Objective Test

The written objective test may include questions on network administration, configuration of networks, computer software, hardware, needs analysis techniques.

Case Study

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

Eligibility

Each state may enter one (1) team composed of two (2) to three (3) members. One (1) team member may have entered this event at a previous National Leadership Conference. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Procedure

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

Objective Test

A one-hour written objective test will be administered based on the previously listed competencies. Team members will take one objective test cooperatively. Participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators.

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

Case Study

Members of the ten (10) finalist teams will meet for instructions and time assignments forty-five (45) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance time. Twenty-five (25) minutes before their performance, each team will receive the case study.

Two (2) 4" x 6" index cards will be provided for each participant and may be used during the preparation and presentation. Information may be written on both sides of the note cards. In addition, teams will be provided with flip chart presentation sheets on which to present their proposed solution.

No reference materials or visual aids other than those created during the preparation time can be used during the preparation or presentation portions of this event.

The team has fifteen (15) minutes to present their solution to the judges.

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

A timekeeper will stand at twelve (12) minutes. When each team has finished, the time used will be recorded. A five (5) point deduction will be made for presentations over fifteen (15) minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Participants should be prepared to defend their recommendations and respond to questions from the judges.

Case study presentations are open to conference attendees, except performing participants in this event.



Network Design

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery of Presentation					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Eye Contact	0	1 – 3	4 – 7	8 – 10	
Appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 3	4 – 7	8 – 10	
Content and Recommendation					
Described the situation	0	1 – 3	4 – 7	8 – 10	
Issued a solution or recommendation	0	1 – 3	4 – 7	8 – 10	
Used correct terminology	0	1 – 5	6 – 10	11 – 15	
Effectiveness of the strategy presented	0	1 – 8	9 – 17	18 – 25	

Total Score _____ /100 max.

Penalty Points. Deduct five (5) points for presentations over ten (10) minutes.

Final Score _____ /100 max.

Name(s): _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Networking Concepts

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

Competencies

The written objective test will consist of items related to the responsibilities of a network administrator, methods for accessing and configuring network services, automation of user tasks and activities, and use of messaging services.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers. They may use their own cordless calculators.

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.

Competencies

This event is composed of two (2) parts:

Objective Test

The majority of the written objective test will consist of parliamentary procedure principles with additional questions on the FBLA National Bylaws. Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section will be drawn from the NAP's official test bank.

Performance

The case problem will be given to simulate a regular chapter meeting.

The examination and performance criteria for this event will be based on *Roberts's Rules of Order, Newly Revised* (Copyright 2000).

Eligibility

Each state may enter one (1) team, which must be composed of four (4) or five (5) person—a president, vice president, secretary, treasurer, and an additional member. Two (2) members may have participated previously in this event. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

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.

Procedure

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

Objective Test

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

Participants must furnish their own No. 2 pencils, eraser, and pens.

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

Performance

All members of the ten (10) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty (20) minutes before the performance, the team's president will receive an envelope containing a copy of the problem for each team member.

The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself.

Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the problem must be included in the appropriate order of business, but other items should also be taken up during the meeting.

The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, a copy of the minutes from a preceding meeting, and paper for recording the minutes of this meeting. Participants may also refer to appropriate parliamentary procedure reference materials (e.g. *Robert's Rules of Order*) in the preparation room only. Participants are not to write on the copy of the problem or the meeting agenda.

The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.

Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. When each team is finished the time used will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes or each full half minute over eleven (11) minutes.

The team's secretary, with the assistance of one other member, has thirty (30) minutes following the performance to prepare and file with the judges the minutes of the performance. No reference materials may be used during the writing of the minutes other than the problem, minutes of the previous meeting, treasurer's report, and notes taken by the secretary during the performance. The minutes are to be handwritten on 8 1/2" by 11" paper provided by the secretary. These minutes will be judged on both form and content. (See *Robert's Rules of Order Newly Revised*, copyright 2000.)

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



Parliamentary Procedure

Performance Rating Sheet

Motions

Instructions: Full value should be given for correctly handling the following actions on motions. For instance, if a motion does not require a second and the team handles this correctly, full credit should be given.

Motions: (M)ain, (S)ubsidiary, (P)rivilaged, (I)ncidental, (B)ring Again

MOTIONS	M	S	P	I	B	VALUE	SCORE	COMMENTS
Made						5	_____	_____
Seconded						5	_____	_____
Stated						5	_____	_____
Debate/No Debate						5	_____	_____
Put to Vote						5	_____	_____
Vote Result Announced						5	_____	_____
						30 Subtotal	_____	

Business of the Meeting

	VALUE	SCORE	COMMENTS
Problem: quality (concise, complete, clear, germane)	15	_____	_____
Directions followed	5	_____	_____
Other business: quality	10	_____	_____
	30 Subtotal	_____	

General Parliamentary Procedure

	VALUE	SCORE	COMMENTS
Proper order of business	5	_____	_____
Minutes of meeting	10	_____	_____
Proper use of parliamentary terms	8	_____	_____
Clarity of expression, voice projection	5	_____	_____
Impartiality of presiding official	2	_____	_____
Initiative of members	5	_____	_____
Poise, dignity, and appearance	5	_____	_____
	40 Subtotal		



Parliamentary Procedure

Performance Rating Sheet (continued)

Performance Categories

Total Scores

Motions	_____	30
Business of the meeting	_____	30
General parliamentary procedure	_____	40

Time Penalty (_____)
 (Deduct 1 point per full half minute under 9 minutes
 or over 11 minutes. No deduction for performances
 between 8:31 and 11:29)

_____ x 80% = _____ **Performance Score**
 _____ x 20% = _____ **Average Written Test Score**
 _____ **100 Total Score**

State Chapter: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Partnership with Business Project

This event recognizes PBL chapters that develop and implement the most innovative, creative, and effective partnership plan for increasing sustained communication and interaction with the business community.

Project Purpose

This report describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about successful businesses.

Eligibility

Each state may enter two (2) reports from its active local chapters that are on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year.

Members representing their chapters in the oral presentation portion of this event may compete in an additional individual event.

Procedure

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

Written Report

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

Creativity through design and use of meaningful graphics is encouraged.

Oral Presentation

Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the National Leadership Conference.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation at the National Leadership Conference. Ten (10) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used; however, all equipment for the presentation must be provided by the chapter.

A timekeeper will stand at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting deductions of ten (10) points for any presentation over ten (10) minutes.

Following each presentation, the judges may conduct a five-minute (5) question-and-answer period.

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



Partnership with Business Project

Written Report Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Development					
Description of the partnership goals	0	1 – 2	3 – 4	5	
Description of the planning activities used to build a partnership	0	1 – 3	4 – 7	8 – 10	
Roles of business leaders and chapter members in developing the partnership	0	1 – 2	3 – 4	5	
Implementation					
Description of the activities implemented to learn the concepts of business operations	0	1 – 5	6 – 10	11 – 15	
Level of involvement from business leaders	0	1 – 2	3 – 4	5	
Roles of business leaders and chapter members in implementing the project	0	1 – 2	3 – 4	5	
Results					
Description of concepts learned from the project and the impact of the project	0	1 – 5	6 – 10	11 – 15	
Degree of Involvement					
Hours spent, personal contact, executives and department heads contacted	0	1 – 3	4 – 7	8 – 10	
Evidence of Publicity					
Examples of publicity and recognition received as a result of the partnership	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Partnership with Business Project

Oral Presentation Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Partnership					
Description of development and strategies used to implement the partnership	0	1 – 5	6 – 10	11 – 15	
Degree of chapter involvement	0	1 – 3	4 – 7	8 – 10	
Contact established with various levels of management within the business (i.e., president, officer, supervisor, owner)	0	1 – 7	8 – 14	15 – 20	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Total Points					/100 max.

Penalty Points. Deduct ten (10) points for presentations over ten (10) minutes.

Presentation Score	/100 max.
Report Score	/100 max.
Final Score	/200 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

The content of the five-minute (5) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

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 office as having paid dues by April 15 of the current school year.

Procedure

General Information

The speech should be five (5) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.

Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not advisers. State and local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.

When delivering the speech, the participant may use notes or note cards. A copy of the presentation outline or notes should be left with the judges following the presentation.

No visual aids may be used.

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

Preliminary Round

Participants will be divided into two (2) or three (3) groups, depending on the number of participants.

Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be drawn at random by an impartial person in the event office.

At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be five (5) minutes in length. A timekeeper will stand at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29.

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

A maximum of fifteen (15) participants—five (5) from each group—will be selected for the final round.

Final Round

Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be drawn at random by an impartial person in the event office.

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



Public Speaking

Performance Rating Sheet — Score Calculation

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 2	3 – 4	5	
Significance of subject	0	1 – 2	3 – 4	5	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	
Organization					
Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 2	3 – 4	5	
Delivery					
Voice quality, diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures, eye contact	0	1 – 3	4 – 7	8 – 10	
Clear, specific language	0	1 – 2	3 – 4	5	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

Penalty Points. Deduct five (5) points for presentations under 4:31 or over 5:29 minutes.

Final Score

/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Quantitative Methods

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.

Competencies

The written objective test may include questions regarding the organizing and presenting of statistical data, descriptive statistical analyses, probability distributions, sampling techniques, estimates and inferences, and linear regressions.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

State Chapter

Annual Business Report

The annual business report communicates the state's growth and the methods and projects used in achieving its goals. This event recognizes PBL state chapters that effectively summarize their year's activities in a business report.

Report Purpose

The report should summarize the activities of the state chapter between the end of the previous State Leadership Conference and the end of the current State Leadership Conference. Projects used for other PBL reports may be included. The report should include the chapter's profile, productivity, recognition, and business procedures.

Eligibility

All active state chapters are eligible. Each state may submit one (1) report.

Procedure

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

Creativity through design and use of meaningful graphics is encouraged.



State Chapter Annual Business Report

Written Report Rating Sheet — Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Chapter Profile					
Letter to chapter membership (stockholders) <ul style="list-style-type: none"> • Number of members • Size of state chapter • When and how the chapter was organized 	0	1 – 3	4 – 7	8 – 10	
Productivity					
Recruitment of members and chapters	0	1 – 2	3 – 4	5	
State officer assistance to local chapters	0	1 – 2	3 – 4	5	
Preparation of state and local officers for their duties	0	1 – 3	4 – 7	8 – 10	
Cooperation with business, professional, and service groups within the community	0	1 – 2	3 – 4	5	
Participation in public relations activities, newsletter preparation	0	1 – 3	4 – 7	8 – 10	
Development and promotion of FBLA-PBL state projects	0	1 – 3	4 – 7	8 – 10	
Support of FBLA-PBL national projects	0	1 – 2	3 – 4	5	
Implementation of state leadership conferences	0	1 – 2	3 – 4	5	
Attendance and participation at conferences sponsored by the association	0	1 – 2	3 – 4	5	
Businesslike Procedures					
Chapter management and organization	0	1 – 2	3 – 4	5	
Financial development, including fundraising and financial statement	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Design and graphics	0	1 – 2	3 – 4	5	
Total Points					/100 max.

School: _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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 personal and business relationships.

Competencies

The written objective test may include questions regarding data transmission including coding, digitizing, and circuits; voice communication; application and impact on society; networks and network design; ethics; telecommunication management; history of telecommunications; standards; and data terminals.

Eligibility

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

Procedure

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

Participants must furnish their own No. 2 pencils and erasers.

Website 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 websites.

Competencies/2002 National Leadership Conference Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating websites. Members will work as a team in creating a website that addresses a specific scenario.

The topic to be addressed by the website developed for competition at the 2002 National Leadership Conferences will be: PBL's motto is Service, Education, Progress .

Design a website that educates its audience about the meaning of these words as related to the mission, goals and program of work. Include real-world examples of how these concepts come to life through the PBL program of work.

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

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

Eligibility

Each state may submit one (1) entry. Entries must be created by a team of two (2) or three (3) members. Participants must be members of an active local chapter and be on record in the FBLA-PBL national office as having paid dues by April 15 of the current school year. No more than one (1) member may have competed in this event at a previous National Leadership Conference.

Procedure

1. Entries will be judged according to the rating sheet.
2. An official event entry form must be completed and submitted by the state chairman or designee. This form will list the following information: chapter name, team member names, school, city, state, and URL.
3. The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date (second Friday in May). Judging of the website will take place before the National Leadership Conference.
4. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately.
5. Websites should be designed to allow for viewing by as many different platforms as possible.

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 office 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.

Regulations

1. The entry form must be completed by the state chairman or designee and must be mailed to the national association.
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 National Leadership Conference, the state may designate one of its other delegates to accept the award for that nominee.

Procedure

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 National Leadership Conference.



Website Development

Judges' Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate	0	1 – 3	4 – 7	8 – 10	
Graphic design shows creativity, originality, and supports theme	0	1 – 3	4 – 7	8 – 10	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; java script)	0	1 – 3	4 – 7	8 – 10	
Site Navigation					
All links are functional	0	1 – 2	3 – 4	5	
Links are consistent and support theme	0	1 – 2	3 – 4	5	
Navigational scheme is logical and effective	0	1 – 2	3 – 4	5	
Content					
Effectiveness of site	0	1 – 5	6 – 10	11 – 15	
Theme fully and effectively developed. Solution adequately addresses assigned topic.	0	1 – 5	6 – 10	11 – 15	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1 – 3	4 – 7	8 – 10	
Site is compatible with multiple browsers	0	1 – 2	3 – 4	5	
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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.

Competencies

Participants should be well prepared in the production of all types of business forms, which may include letters, memorandums, tabulations, reports, statistical reports, and materials from rough drafts and unarranged copy. Results will be based on mailable copy.

In addition, participants will be tested on their understanding and mastery of basic computer concepts, document formatting rules, grammar, punctuation, spelling, proofreading, and related word processing knowledge.

Eligibility

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

Procedure

Note: Please refer to the Event Regulations section at the beginning of these guidelines for additional information.

School Site

One (1) hour will be allowed for the skill test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.

Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the Special Information section of these guidelines.)

Participants must recognize the necessity for accurate proofreading.

Word division manuals and dictionaries may be used as reference materials.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written COMPETENCIES and basic skills knowledge.

Participants must furnish their own No. 2 pencils and erasers.

Recommending a New or Modified Competitive Event

Each year, the National Awards Program 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.

I. Submitting a Proposal

Proposals to modify or adopt new competitive events may be submitted by local and state advisers, members of state committee, or by individual student members of FBLA-PBL. When submitting a proposal, individuals are asked to provide the following items. Refer to the existing competitive event guidelines as references relative to format, content, etc.

- 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 sample tests (objective tests).
 - Proposed rating sheets (performance events, chapter events).
- Sample problems or cases (performance events, skill events).

II. Review Process

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 that 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, etc.) 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 recommending approval as submitted, approval with modifications, or rejection.

III. Approval and Implementation

The NAP committee will review completed recommendations at its annual fall/winter meeting. Notification of all modifications and/or adoptions will be sent to state committee members for comments and reaction by late January. The NAP committee will present the approved modifications and/or adoptions at the next National Leadership Conference for implementation one year following. 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.



Competitive Event Recommendation Form

From: _____ State: _____

Status (circle those that apply): Adviser State Committee Member Member

Chapter Affiliation: _____

Address: _____

Phone Number: _____

Event Name: _____

Division (circle one): FBLA PBL FBLA–Middle Level

Scope of proposal (circle one): New Event Modification to existing event

Rationale (brief statement; attach additional sheets if needed):

Signature: _____ Date Submitted: _____

Do not write below this line

Assigned to: _____ Date: _____

Status: _____ Approved as proposed: _____

Approved with modifications: _____ Rejected. Rationale: _____

Implemented at NLC: _____ Pilot Full: _____

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