



PBL Competitive Events

KEY: (I)–Individual Event, (T)–Team Event, (C)–Chapter Event

Introduction

Mission Statement
Program Design and Purpose

General Information

Special Note to Advisers and Administrators

Changes to this Edition

Preparing for Competition

General Guidelines

Eligibility Guidelines

Accounting Analysis & Decision Making (I)

Accounting Principles (I)

Accounting for Professionals (I)

American Enterprise Project (C)

Edward D. Miller Award

Business Communication (I)

Business Decision Making (T)

Business Ethics (T)

Business Law (I)

Businessperson of the Year

Client Service (I) *new*

Community Service Project (C)

Computer Applications (I)

Computer Concepts (I)

Contemporary Sports Issues (I) *new*

Cyber Security (I) *new*

Database Design & Applications (I)

Desktop Application Programming (I) *new*

Desktop Publishing (T)

Digital Video Production (I) or (T)

E-business (I) or (T)

Economic Analysis & Decision Making (I)

Emerging Business Issues (T)

Financial Analysis & Decision Making (I)

Financial Concepts (I)

Financial Services (I) or (T) *new*

Future Business Executive (I)

Future Business Teacher (I)

Gold Seal Chapter Award of Merit

Hollis and Kitty Guy Award

Help Desk (I) *new*

Hospitality Management (I) or (T) *modified*

**Human Resource Management (I) or (T)
*modified***

Impromptu Speaking (I)

Information Management (I)

International Business (I)

Internet Application Programming (I) *new*

Justice Administration (I) *new*

Job Interview (I)

Local Chapter Annual Business Report (C)

Hamden L. Forkner Award

Macroeconomics (I) *new*

Management Analysis & Decision Making (I)

Management Concepts (I) or (T)

Marketing Analysis & Decision Making (I)

Marketing Concepts (I) or (T) *modified*

Microeconomics (I) *new*

Network Design (T)

Networking Concepts (I)

Parliamentary Procedure (T)

Dorothy L. Travis Award

Partnership with Business Project (C)

Project Management (I) *new*

Public Speaking (I)

Sales Presentation (I)

Small Business Management Plan (I) or (T)

formerly Business Plan

Sports Management and Marketing (I)

State Chapter Annual Business Report

Statistical Analysis (I)

Telecommunications (I)

Web Site Development (I) or (T)

Who's Who in PBL

Word Processing (I)

**Recommending a New or Modified
Competitive Event**



PBL Competitive Events Rating Sheets

KEY: Name of Event— Type of Rating Sheet (Interview, Performance, Production, or Report)

American Enterprise Project—Report	Impromptu Speaking—Performance
American Enterprise Project—Performance	Internet Application Programming— Production
Business Communication—Production	Internet Application Programming— Performance
Business Decision Making—Performance	Job Interview—Preliminary Interview
Business Ethics—Performance	Job Interview—Final Interview
Client Service—Performance	Local Chapter Annual Business Report— Report
Community Service Project—Report	Management Concepts—Performance
Community Service Project—Performance	Marketing Concepts—Performance
Desktop Application Programming— Production	Network Design—Performance
Desktop Application Programming— Performance	Parliamentary Procedure—Performance
Digital Video Production—Production	Partnership with Business Project—Report
Digital Video Production—Performance	Partnership with Business Project— Performance
E-business—Production	Public Speaking—Performance
E-business—Performance	Sales Presentation—Performance
Emerging Business Issues—Performance	Small Business Management Plan—Report
Financial Services—Performance	Small Business Management Plan— Performance
Future Business Executive—Preliminary Interview	State Chapter Annual Business Report— Report
Future Business Executive—Final Interview	Web Site Development—Production
Future Business Teacher—Preliminary Interview	Web Site Development—Performance
Future Business Teacher—Final Interview	Statement of Assurance
Help Desk—Performance	
Hospitality Management—Performance	
Human Resource Management— Performance	



PBL Competitive Events

INTRODUCTION

This section includes the guidelines for the Competitive Events Series of the National Awards Program (NAP) for the PBL division. These guidelines and the program 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

NAP's mission is to prepare students for successful careers in business through support for curriculum development and innovative assessment tools. To help meet that charge, 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 curriculum.

Program Design and Purpose

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 programs. FBLA-PBL is committed to facilitating the transition of its members from their educational development into their career path. The competitive events program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

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

GENERAL INFORMATION

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

The NAP Committee follows a deliberate process in reviewing and updating the Competitive Events Series. The review process is designed to respond in as timely a fashion as possible to the changing environment in which business finds itself, while ensuring appropriate input and participation from local and state advisers and members.

In general, the NAP Committee is committed to regular review of all competitive events. All events are evaluated following the NLC for administrative and operational improvements. In addition, each event is reviewed once every two years to ensure that the content, focus, and objectives of the event continue to be relevant, timely, and appropriate to FBLA-PBL programs and objectives. Finally, the NAP Committee welcomes and encourages local and state advisers, members, or other interested parties to submit ideas for event improvements or additions. Individuals desiring to submit recommendations to the NAP Committee, or to make comments about the competitive events program, are encouraged to review the procedure outlined on page V-62.

SPECIAL NOTE TO ADVISERS AND ADMINISTRATORS

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

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

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 PBL program, competitive events are just that—a part. Many activities and programs work together to build a successful chapter.

CHANGES TO THIS EDITION

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2007–08 membership year.

I. New Events

- A. Client Service—individual, interactive simulation
- B. Contemporary Sports Issues—individual, objective test
- C. Cyber Security—individual, objective test
- D. Desktop Application Programming—individual, prejudged program, performance
- E. Financial Services—individual or team, objective test, performance
- F. Help Desk—individual, objective test, interactive simulation
- I. Internet Application Programming—individual, prejudged program, performance
- J. Justice Administration—individual, objective test
- K. Macroeconomics—individual, objective test
- L. Microeconomics—individual, objective test
- M. Project Management—individual, objective test

II. Competitive Events Revisions/Modifications

- A. Participants must complete all parts of an event to be eligible to win an award.
- B. Hospitality Management, Human Resource Management, and Marketing Concepts—these events are now individual or team events and a performance component has been added. Members taking these events previously as an individual may not compete in the event again.
- C. Three (3) programming events have been combined into two (2) new programming events.
- D. Business Plan has been renamed to Small Business Management Plan.
- E. Competencies have been revised for Computer Concepts, Network Design, and Telecommunications.
- F. An application with questions has been added to FBE and FBT.
- G. Writing samples and objective tests have been eliminated for FBE and FBT.
- H. The Job Interview writing sample has been eliminated, but questions have been added to the job application.
- I. Business Ethics synopsis should be submitted in six (6) standard file folders and the folder tab labeled with name, school, state, and event.
- J. Business Ethics, Business Decision Making, and Network Design performance times have been changed to ten (10) minutes.
- K. Digital Video Production performance time has been changed to seven (7) minutes.
- L. Check rating sheets for revisions.
- M. Economic Concepts has been retired.

III. Administrative and Procedural Reminders

- A. All changes to NLC competitive event participation must be made by the first Friday in June. Deletions are the only changes allowed on-site.
- B. The topics for the Business Ethics, Desktop Application Programming, Digital Video Production, E-business, Emerging Business Issues, Internet Application Programming, and Web Site Development events are included in each of the event guidelines.
- C. For all events allowing equipment to be used, the equipment must be provided by the individual and/or team except for E-business, Internet Application Programming, and Web Site Development. For all events allowing equipment, a screen, table, and electric power will be provided.
- D. To avoid scheduling conflicts, each participant should provide their own equipment.

- E. Preliminary performance events are not open to conference attendees.
 - F. Each state may submit two entries in all events.
 - G. Microphones will not be used in any events except Parliamentary Procedure.
 - H. Nongraphing calculators will be provided for all objective tests. Students may bring a financial calculator for the accounting events, financial events, and the statistical analysis event.
 - I. Two (2) copies of the following reports or media must be received by the national center for judging by the second Friday in May—American Enterprise Project, Community Service Project, Desktop Application Programming, Digital Video Production, Internet Application Design Programming, Local Chapter Annual Business Report, Partnership with Business Project, Small Business Management Plan, and State Chapter Annual Business Report.
 - J. Statements of Assurance for Digital Video Production, Desktop Application Programming, E-business, Internet Application Programming, and Web Site Development must also be received by the second Friday in May.
 - K. School-site testing is administered by each state chair/state adviser in different ways; however, all application school-site testing must be received by the national center for judging by the third Friday in May. These events include Computer Applications, Database Design and Applications, Desktop Publishing, and Word Processing.
 - L. Send all materials to FBLA-PBL, 1912 Association Drive, Reston, VA 20191.
 - M. The top 10 or 15 individuals or teams, or an equal number from each preliminary round, will advance to the final round.
- Ensure the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for district and state competitions and the state chair/state adviser for national competitions.
- II. Be familiar with the event guidelines.**
- Check the current edition, contained in this handbook, of the PBL NAP Competitive Event Guidelines for a complete listing of individual, team, and chapter events.
 - Make copies of the appropriate guidelines and rating sheets. Check with your state chapter for modifications to the national guidelines for district or state competitions. Remember to check the general and special guidelines at the front of this section for additional information.
 - Become completely familiar with the procedures to be followed in administering the event.
 - Determine from the rating 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 PBL Competitive Event Study Guide for 2005–08 with preparation tips and sample questions that can be ordered through the FBLA-PBL MARKETPLACE (866.325.2725).
 - Contact former and current chapter members who have entered this event in previous years.
 - Find mentors and other experts who can help you prepare.
- IV. Prepare for competition.**
- Where appropriate, involve faculty, other members, advisory committee members, and businesspeople. These are excellent resources—use them!
 - Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.
- V. Comply with competition regulations.**
- Be familiar with the information to be provided and the deadlines to be met.
 - Make sure copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.

PREPARING FOR COMPETITION

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

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

- 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; PBL's national deadline is April 15.

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 NLC. 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 and receive competitive recognition.
- III. **National Dues.** All participants who enter a competitive event must have paid dues by April 15 of the current school year.
- IV. **Additional Materials.** Reference manuals, textbooks, and other resource materials may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when an event's guideline specifies materials or equipment that may be used (e.g., a 4" x 6" card or a calculator), only those materials or that equipment may be used. If an item is not listed, it is to be assumed it is not allowed. Individual participants and participating teams must conform to this event regulation or be disqualified.
- V. **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.
- VI. **Due Dates.** Event guidelines state all materials must be received at the national center no later than the end of business on the second Friday in May. It is the state chair's or state adviser's responsibility to forward these materials to the national center. The school-site production tests must be received by the national center no later than the end of business on the third Friday in May. All materials are sent to FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191.
- VII. **Event Entry Forms.** The state chair, or designee, must certify the state's entries on the official online entry form(s).
- VIII. **Event Verification.** Competitive event changes may not be made after the first Friday in June. Deletions are the only changes allowed on-site.
- IX. **Event Schedules.** Participants must report on time for their competitive event or they may be disqualified.
- X. **Competitive Event Results.** Unless specifically indicated in an individual event's guidelines, competitions at the national level will be judged using these procedures. In all cases where judges are involved in scoring an event, the decision of the judges is considered final. All announced results are final upon the conclusion of the NLC.
- A. *Individual Events (objective tests only).* Ties will be broken by comparing the performance of affected members on the last ten questions of the exam, and then by time.
- B. *Individual, Team, and Chapter Events (reports and presentations).* All materials will be screened to ensure chapters have followed the regulations. All materials sent to the national center will be prejudged. A separate panel of judges will evaluate the presentations. Final rank is determined by totaling the prejudged scores and the presentation scores.
- C. *Individual and Team Events (objective tests and presentations).* The objective test portion of these events will be online. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges.
- D. *Production Tests.* The score received on the objective 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 performance of the affected members on the last ten questions of the objective exam, and then by time.
- XI. **National Awards.** The event judges and/or the number of entries will determine the number of winners in the event. The maximum number of winners for each event, unless otherwise specified, will be ten (10).

ELIGIBILITY GUIDELINES

- I. **Membership Status.** Competitive events are provided as a membership benefit for PBL. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues-paid members on or before April 15 are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.
- II. **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. Refer to the Chapter/Member Recognition tab in this book. 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.
- III. **Open Events.** Each year at the NLC a variety of open events will be offered. Members may participate in these events without any prequalifications or preregistration.
- IV. **Individual and Team Events.**
 - A. National Parliamentarian. A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.
 - B. Who's Who. A member nominated for Who's Who in PBL, which is recognition and not a member event, may compete in another event.
- V. **Repeat Competitors.** Members may not repeat an event at the NLC. Exceptions to this regulation are as follows:
 - A. Team Events. In the case of an entry submitted by a team, rather than an individual, one member of each team may compete a second time in Business Decision Making, Business Plan, Business Ethics, Digital Video Production, E-business, Emerging Business Issues, Hospitality Management, Human Resource Management, Financial Services, Management Concepts, Marketing Concepts, Network Design, and Web Site Development. A student may not compete more than twice in the same team event at the NLC.
 - B. Parliamentary Procedure. Two members of each team may have competed in this event at a previous NLC. A student may not compete more than twice in the same team event at the NLC.
 - C. A member who competed as an individual entry in either an individual or team event may not compete again in the same event.
 - D. Modified Events. An individual may not compete again when an event adds a performance or production component.
 - E. Pilot Events. Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition.
- VI. **Sequenced Events.** The following events are considered to be linked in a series. Once a member has competed at the NLC in the second or advanced event, he/she may not subsequently compete in the first, or introductory, event. Event series impacted by this regulation include:
 - A. Accounting Principles, Accounting for Professionals, and Accounting Analysis and Decision Making
 - B. Micro Economics or Macro Economics and Economic Analysis and Decision Making
 - C. Financial Concepts and Financial Analysis and Decision Making
 - D. Management Concepts and Management Analysis and Decision Making
 - E. Marketing Concepts and Marketing Analysis and Decision Making
- VII. **Sequestered Events.** The following events are sequestered: Business Decision Making, Client Service, Help Desk, Hospitality Management, Human Resource Management, Impromptu Speaking, Management Concepts, Marketing Concepts, Network Design, and Parliamentary Procedure. Participants must report to the holding room prior to the first scheduled performance as indicated in the events guidelines.
 - A. A participant or team is disqualified if they arrive after the first participant or team starts the performance.
 - B. Sequestered participants must be escorted from room to room.
 - C. Students may only listen to music in the holding room. No text messaging, e-mail, Internet use, or phone calls are allowed.
 - D. Food and drinks may be given to the event coordinator to distribute to the individual participants.
 - E. Sequestered participants may not communicate with outside individuals.
- VIII. **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.
- IX. **Number of Competitors.** Each PBL competitor may compete in any two events and the state may enter two entries in all events.

ACCOUNTING ANALYSIS & DECISION MAKING

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

Eligibility

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

Overview

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

Competencies

- intermediate accounting
- managerial accounting
- cost accounting
- advanced accounting
- auditing

ACCOUNTING PRINCIPLES

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

Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. Participants must not have more than two semesters or four quarters of accounting instruction with no intermediate accounting courses or advanced accounting courses.

Overview

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

Competencies

- basic principles of financial accounting
- terminology
- measurement, valuation, realization, and presentation of assets
- financial statements
- accounts payable and receivable
- ownership structure
- worksheets
- professional standards and ethics

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.

Eligibility

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

Overview

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

Competencies

The objective test may include problems on various areas of financial accounting and federal income tax, as well as basic auditing principles and concepts.

- audit controls, evidence, procedures, and reporting
- measurement, valuation, realization/recognition
- taxation
- measurement and presentation of income and expense items
- presentation of assets and liabilities
- professional standards and ethics
- cost accounting
- accounting concepts, principles, and terminology
- financial statements and worksheets
- not-for-profit and governmental accounting
- ownership structure and valuation of equity accounts

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.

Eligibility

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

Overview

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

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

All entries will participate in the preliminary round. Performances should describe the project development and implementation. Specifically the performance should address impact of project to the community, member involvement, and results of the project.

Guidelines

- I. **Report**
 - A. **General**
 - Student members, not advisers, must prepare reports.
 - Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
 - Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
 - Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
 - Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.

B. Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

C. Report Contents

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

II. Preliminary Performance

The top ten (10) entries—or an equal number from each group—will advance to the final round.

- Five minutes (5) will be allowed to set up equipment or presentation items. The participants must provide all equipment for the presentation.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.
- All team members are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.

- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Competencies

- communication skills
- report in proper business style
- spelling and grammar correct
- describe project development and implementation

Rating Sheets V-64–V-65

BUSINESS COMMUNICATION

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

Eligibility

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

Overview

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

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

Each participant must complete a writing exercise at the NLC. No reference materials may be used. Thirty minutes will be allowed for this portion of the event. Both the objective test and writing sample will be worth 100 points.

Objective Test Competencies

- mechanics of appropriate business English
- acceptable writing mechanics
- format of business letters and report writing
- listening, oral, and nonverbal concepts

Rating Sheet V-66

BUSINESS DECISION MAKING

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

Eligibility

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

Overview

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

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

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

Guidelines

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

- All teams will be sequestered forty (40) minutes before the first performance to receive instructions and time assignments.
- Twenty-five (25) minutes before the performance, each team will receive the case study.

- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at nine (9) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

- principles of business ownership and management
- business plans
- ethics and social responsibilities
- financial management
- government regulations
- human resource management
- legal issues
- marketing management
- taxation

Rating Sheet V-67

BUSINESS ETHICS

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

Eligibility

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

Overview

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

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

2008 National Leadership Case Study

The 2008 case study topic is “Ethics in Finance” and must identify ethical dilemmas from a business perspective. Students may choose any case related to this topic and the presentation must include one or more of the following aspects:

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

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

Guidelines

- Participants are expected to research the case prior to the conference and be prepared to present their findings and solutions.
- Student members, not advisers, must prepare the presentation.

- Facts and working data may be secured from any source.
- One (1) member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
- Submit six (6) copies of a written synopsis on the case selected, not longer than 500 words. All copies must be submitted in six (6) standard file folders and the folder tab labeled with the participant’s name, state, school, and event title. This information must be received by the national center by the second Friday in May.
- Teams will be permitted to bring prepared notes on note cards or paper to the presentation area.
- Books, other bound materials, and props are not allowed.
- Equipment may not be used.
- A lectern will be available. No microphone will be used.

Preliminary Performance

- A maximum of (10) teams—or an equal number from each group—will advance to the final round.
- The team has ten (10) minutes to present.
- A timekeeper will stand at nine (9) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.
- Preliminary performances are not open to conference attendees.

Final Performance

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

Rating Sheet V-68

BUSINESS LAW

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

Eligibility

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

Overview

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

Competencies

- contracts
- negotiable instruments
- sales
- business organization
- agency
- bailment
- bankruptcy
- consumer protection and product liability
- insurance
- trade regulations
- torts
- ethics and the law
- wills and decedents estates

BUSINESSPERSON OF THE YEAR

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

Eligibility

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

Overview

1. The entry form must be completed by the state chair or designee and must be mailed, with the nominee's biographical sketch, to include the bullets under the procedures section, to the FBLA-PBL National Center with the official event entry form by the second Friday in May.
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 students or full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.

Guidelines

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

- Years of participation in FBLA-PBL activities
- Promotion of FBLA-PBL through presentations and seminars
- Contribution to local or state chapter projects and activities
- Financial assistance to and sponsorship of activities for local and/or state chapter(s)
- The biographical sketch of each nominee should particularly address the above areas.

National Awards

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

CLIENT SERVICE *new*

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

Eligibility

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

Overview

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

Guidelines

I. Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

- Individuals will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.
- A timekeeper will stand at four (4) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The preliminary performance is not open to conference attendees.

II. Final Performance

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

Performance Competencies

- be able to multitask
- communication skills
- have outstanding verbal and written communication skills
- translate case into effective, efficient, and spontaneous action
- work cooperatively with others
- possess good decision-making and problem-solving skills
- have a positive and outgoing personality
- be responsible, reliable, and trustworthy

Rating Sheet V-69

COMMUNITY SERVICE PROJECT

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

Eligibility

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

Overview

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

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

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

Guidelines

I. Report

A. General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.

B. Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.

- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- All reports must be bound (e.g., tape binding, spiral binding).

C. Report Contents

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

II. Preliminary Performance

The top ten (10) chapters—or an equal number from each group—will advance to the final round.

- Five minutes (5) will be allowed to set up equipment or presentation items. The participants must provide all equipment for the presentation.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- All team members are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Competencies

- communication skills
- report in proper business style
- spelling and grammar correct
- describe project development and implementation
- describe benefits to the community

Rating Sheets V-70–V-71

COMPUTER APPLICATIONS

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts.

A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

Two (2) hours will be given for the production test. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

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

- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Voice recognition software may be used where appropriate; local chapters must provide the software.

Objective Test Competencies

- basic computer terminology and concepts
- document formatting rules and standards
- related computer application knowledge
- grammar, punctuation, spelling, and proofreading

Production Competencies

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

COMPUTER CONCEPTS

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

Eligibility

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

Overview

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

Competencies

- basic computer principles
- terminology
- computer equipment
- computer application concepts
- networking systems and procedures
- programming concepts

CONTEMPORARY SPORTS ISSUES

new

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

Eligibility

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

Overview

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

Competencies

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

CYBER SECURITY *new*

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

Eligibility

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

Overview

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

Competencies

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

DATABASE DESIGN & APPLICATIONS

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the production test. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

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

- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.

Objective Test Competencies

- data definitions
- query development
- table relationships/referential integrity
- form development
- report generation

Production Competencies

- data entry techniques
- basic organizational structure of a database
- develop multiple queries
- set up relational databases
- edit relationships
- develop reports including sorting and grouping, inserting graphics, creating headers and footers, and calculating data

DESKTOP APPLICATION PROGRAMMING *new*

Certain types of accounting processes require that each record in the file be processed. Desktop Application Programming focuses on these procedural style processing systems. This event tests the programmer’s skill in designing a useful, efficient, and effective program in the area described below.

Eligibility

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

Overview

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

2008 National Topic

You have been hired by Widget’s Incorporated to write a payroll processing system that will process hourly payroll every week.

You will need to:

- Generate an updated file with current payroll information.
- Create a check and check stub based on the information provided in this problem.
- Produce a payroll journal.

The program needs to have a user interface that will offer menu choices to:

- Change the default hours worked (40 hours) for the pay period.
- Process the payroll for every nonterminated employee in the file.
- End program.

The program will read an employee pay file containing term code, employee ID, pay rate, hours worked, dependents, and insurance amount among other fields. The gross pay is calculated based on hours worked times pay rate, with overtime calculated at time and one half for any hours worked over 40. From this gross amount, subtract:

- Federal Insurance Contributions Act (FICA) at 7.65 percent.
- Federal Income Tax at \$65.38 times number of dependents resulting balance times 15 percent (e.g., gross-\$65.38 times dependents times 15 percent).
- Insurance payment amount.
- Calculate net pay to write the check.
- Update the year-to-date (YTD) totals in the employee pay file.

The check must contain check number, name, amount of check in numbers (no words), and date of check. The check stub must contain name, employee ID, hours worked, gross pay, withholdings (breakdown), net pay, YTD taxes withheld, YTD gross, and date. No check should be printed for a zero or negative amount. If a calculation should result in a zero or negative amount, the insurance deduction should not be taken.

There is also a printed detail report for the entire payroll, a summary of final totals for each of the withholding amounts, and the report calculates the employer contribution for FICA at 7.65 percent and Federal Unemployment Tax Act (FUTA) at 6.25 percent.

The terms used in the program assignment must be researched and correct data types must be chosen. The file data as presented is the data at the beginning of the payroll process. All codes and amounts should be treated as such. The file should be a fixed length file named PAYFIL.DAT and must contain the fields:

Field	Len	Description and valid values
TermCode	1	Values are Blank, R, T (Blank is active, R is retired, T is terminated)
EmplID	6	Any number from 1 to 999999
FName	15	First name
MName	1	Middle name
LName	15	Last name
Suffix	5	Suffix (e.g., Jr, Sr)
HourRT	4	Hourly Rate of pay (should be able to hold 99.99)
HourWK	2	Hours Worked (should be able to hold 99)
Dep	2	Number of dependents claimed (should be able to hold 99)
Insur	5	Insurance amount (max amount is 999.99)
YTDGR	8	Must be large enough to hold rate of pay times hours worked for the year
YTDFICA	7	Must be large enough to hold the amount of FICA paid in for the year
YTDFED	7	Must be large enough to hold the amount of federal income tax paid in for the year

Sample Data		Payroll Journal				
EmpID	Name	Gross Pay	FICA	FED	Insur	Net Pay
987678	Min E. Mouse	290.00	22.19	14.08	125.50	128.24
234843	John Doe Jr	631.25	48.29	94.69	65.00	423.27
432345	Mary H. Lamb	171.00	13.08	15.84	65.00	77.08
234123	Lisa Juno	636.00	48.65	95.40	0.00	491.95
Final Totals		\$1,728.25	\$132.21	\$220.01	\$475.50	\$1,120.53

Total Payroll Liability for: FICA—\$264.42, FUTA—\$108.02, and FED—\$220.01.

Program Guidelines

I. Prejudged Program

- Two (2) CD/DVDs containing the executable object, source file(s) saved as .txt file(s), sample data file student used, and a readme file must be received by the national center for judging by the second Friday in May along with a Statement of Assurance. The CD/DVDs must be labeled with the name of the event, state, name of participant and school.
- Entries will be judged according to the rating sheet.
- The solution must run standalone with no programming errors. The judge will copy the contents of the CD/DVD to C:\NLCDesktop\. The program must be designed so that the program will run when copied to a hard drive with this path. The judge will use a file with the same name and layout as given in the problem but with different data.
- Points will be deducted for any logical errors and entries will be judged according to the rating sheet.
- Programs must be accompanied by a readme file noting software used; name(s) of participants, school, and state; source of information; and instructions on running the program.
- Program should run on Windows 2000 or higher computer including Vista.
- CD/DVDs should be free of viruses/malware.
- The program will constitute 70 percent of the final score.

Performance Guidelines

II. Preliminary Performance

- The top ten (10) individuals—or an equal number from each group—will be scheduled for a final presentation.
- The participant must provide all equipment for the presentation including a copy of the program.
- Projector screen, table, and power will be provided.
- Five minutes (5) will be allowed to set up equipment or presentation items.
- The individual has seven (7) minutes to present the case describing the program. The judges will interact with the participant during the presentation.

- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Project Competencies

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

Performance Competencies

- critical thinking and problem solving
- oral presentation skills
- explanation of the program
- understanding of program language

Rating Sheets V-72–V-73

DESKTOP PUBLISHING

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score. If one team member is not present at the NLC, the other team member may be allowed to take the objective test; however, both team members must be registered for the NLC and have taken the production test. This is a collaborative test. Nongraphing calculators will be provided.

Two (2) hours will be given for the production test at a school site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be sent by the state chair/state adviser and received by the national center for judging by the third Friday in May.

Guidelines

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

- The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and the Internet to download freeware pictures. No other equipment may be used.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Voice recognition software may be used where appropriate; local chapters must provide the software.
- The finished product may be submitted in black and white or in color on plain paper.

Objective Test Competencies

- create, design, and produce useable copy
- understanding and mastery of basic desktop terminology and concepts
- related desktop application knowledge
- desktop layout rules and standards
- message presentation, accuracy, and proofreading

Production Test Competencies

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

DIGITAL VIDEO PRODUCTION

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

Eligibility

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

Overview

This event consists of two (2) parts: a prejudged project and a performance component. A prejudged project should be developed based on the national topic listed. All participants will compete in a preliminary performance to explain the development and contents of the video production. Participants are required to complete both parts.

2008 National Topic

Create a promotional digital video to highlight PBL Week and the chapter activities and promotion for the week.

Ideally, this topic will also be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition. The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

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

Guidelines

I. Prejudged Project

- Presentations must address the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two (2) and no more than four (4) minutes in length.
- Entries may be created in any video editing program, but must play on a standard CD or DVD player. The program must include a player or viewer to run the production.
- The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.

- It is recommended royalty free music be used, but it still must be documented the music is royalty free.
- Entries must be accompanied by a readme file (300 words or less) noting software used, clearances obtained, sources of information, references, and instructions of running the presentation.
- Submit two (2) CDs or DVDs to be received at the national center for judging by the second Friday in May along with a Statement of Assurance form found in the *Chapter Management Handbook*. CDs or DVDs must be clearly labeled with the name of the event, state, school, and participant's name.

II. Preliminary Performance

A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.

- The video production will be prejudged according to the rating sheet.
- The presentation is an explanation of the digital video production. The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Five minutes (5) will be allowed to set up equipment or presentation items. The participants must provide all equipment for the presentation including a copy of the CD/DVD.
- The individual or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may provide no additional assistance.
- Teams will have seven (7) minutes to describe the project.
- A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Rating Sheets V-74–V-75

E-BUSINESS

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

Eligibility

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

Overview

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts.

A prejudged project should be developed based on the national topic listed.

All participants will compete in a preliminary performance to explain the development and contents of the E-business Web site.

2008 National Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-business sites. The topic to be addressed by the site developed for competition at the 2008 NLC will be:

Your state PBL chapter is planning to attend the NLC this year. Create an E-business Web site where all members and chapters from the state can purchase T-shirts. The site should have a coordinated theme that is apparent in the design of the site. Do an audience analysis and design the features of the Web site to appeal to that audience. The site should include choices of at least three styles of shirts with sizes from XS to XXL. The site should motivate the members to purchase T-shirts. At a minimum, the site should have a navigation scheme, graphics, shopping cart, pricing for individuals and/or groups, payment options, delivery options, and security guarantees. Information may be fictitious.

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

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

Guidelines

I. Prejudged Project

- Student members, not advisers, must prepare projects.
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the national center by the second Friday in May.
- The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (second Friday in May). Judging of the E-business site will take place before the NLC.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- The use of templates must be identified at the bottom of the home page.
- E-business sites should be designed to allow for viewing by as many different platforms as possible.

II. Preliminary Performance

A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.

- The presentation is an explanation of the E-business Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
- The individual or team has five (5) minutes to present.
- A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

- All team members are expected to actively participate in the performance.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Competencies

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

Rating Sheets V-76–V-77

ECONOMIC ANALYSIS & DECISION MAKING

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

Eligibility

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

Overview

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

Competencies

- money and banking
- microeconomics
- macroeconomics
- comparative economic systems
- history of economic thought
- international economics

EMERGING BUSINESS ISSUES

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

Eligibility

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

Overview

This event consists of a presentation for the topic listed taking the affirmative or negative argument. This event is sequestered in the final round.

2008 National Topic

The cost of health care hurts big businesses, small businesses, health care providers, government, communities, and individuals. As a result, whether it is quality, access, or cost, everyone has an interest in seeking solutions to the areas of concern in health care. Argue for or against government regulation of our health care system.

Participants will be expected to research the topic prior to the conference and 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 chair/state adviser to confirm the topic to be used for their state competition.

Guidelines

I. Preliminary Performance

A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.

- ❑ Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
- ❑ Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

- ❑ Teams will be permitted to bring prepared notes written/printed on note cards to the preparation and presentation areas. In addition, two (2) 4" x 6" blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards.
- ❑ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- ❑ Teams will have five (5) minutes to present the case. All team members are expected to actively participate in the performance.
- ❑ Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- ❑ A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.
- ❑ Following each presentation, judges will conduct a three (3) minute question-answer period.
- ❑ All team members are expected to actively participate in the performance.
- ❑ The preliminary performance is not open to conference attendees.

II. Final Performance

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

Rating Sheet V-78

FINANCIAL ANALYSIS & DECISION MAKING

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

Eligibility

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

Overview

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

Objective Test Competencies

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

FINANCIAL CONCEPTS

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

Eligibility

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

Objective Test Competencies

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

FINANCIAL SERVICES *new*

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

Eligibility

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

Overview

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

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

Guidelines

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

- All teams will be sequestered thirty (30) minutes before the final performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case. The judges will interact with the members during the presentation.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.

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

Objective Test Competencies

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

Rating Sheet V-79

FUTURE BUSINESS EXECUTIVE

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

Eligibility

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

Overview

This event consists of three (3) parts: submission of a letter of application with a resume, an application form, and an interview.

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

Sixty (60) minutes will be given for participants to complete a job application with questions at the NLC.

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

Guidelines

I. Letter and Resume

- A one-page letter of application (original or copy) addressed to a specific person and company, for a position for which the applicant is currently qualified.
- A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, state, participant's name, and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.
- Student members, not advisers, must prepare the letters of application and resumes.
- In the event that fewer than fifteen (15) participants register for this event, the final round may be eliminated and winners selected based on the initial interview.

II. Application

Sixty (60) minutes will be given for participants to complete a job application with questions at the NLC. The participant may bring an additional copy of his or her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.

III. Interview

A. Preliminary Interview

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

- Participants will be scheduled for a ten (10) minute initial interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

B. Final Interview

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

Rating Sheets V-80–V-81

FUTURE BUSINESS TEACHER

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

Eligibility

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

Overview

This event consists of three (3) parts: submission of a letter of application with a resume, an application form, and an interview.

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

Sixty (60) minutes will be given for participants to complete a job application with questions at the NLC.

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

Guidelines

I. Letter 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.
- A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.
- A recommendation (original or copy) from an educator attesting to the participant's potential teaching ability.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with event title, state, participant's name, and school. Include participant's name on all pages submitted.
- Student members, not advisers, must prepare the letters of application and resumes.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.
- If fifteen (15) participants register for this event, the final round may be eliminated and winners selected based on the initial interview.

II. Application

Sixty (60) minutes will be given for participants to complete a job application with questions at the NLC. The participant may bring an additional copy of his or her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.

III. Interview

A. Preliminary Interview

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

- Participants will be scheduled for a ten (10) minute initial interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.
- If fifteen (15) 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 application materials, and the initial interview.

B. Final Interview

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

Rating Sheets V-82–V-83

GOLD SEAL CHAPTER AWARD OF MERIT HOLLIS AND KITTY GUY AWARD

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

Eligibility

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

Regulations

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

Procedure

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

- Paid state and national dues by October 20.
- Conducted projects or programs identified with the goals of FBLA-PBL.
- Recruited professional members.
- Sent representatives to PBL conferences sponsored by the state chapter and national association.
- Participated in the PBL CMAP Program
- Encouraged other schools to organize FBLA or PBL chapters.
- Participated in state and national project(s) for the current year.
- Planned visits to business and industry.
- Conducted financial development projects, if allowed by school administration.
- Invited businesspersons and other professionals to become involved in chapter activities.
- Promoted FBLA-PBL.
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage.
- Upon receipt of nominations, the national office records will be audited for adherence to the regulations.

National Awards

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

HELP DESK *new*

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a performance component. Participants are required to complete both parts.

Guidelines**Final Performance**

- The top fifteen (15) individuals with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to determine final rank.
- All participants will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.
- A timekeeper will stand at four (4) minutes.
- The preliminary performance is not open to conference attendees.

Objective Test Competencies

- operating systems hardware and set up and operation
- software applications
- e-mail
- Internet access
- printing
- networking and network connection issues
- hardware protection including spam, virus protection, and critical updates
- communications skills

Performance Competencies

- identify computer or networking problems
- communication skills
- translate case into effective, efficient, and spontaneous action
- work cooperatively with others
- possess good decision-making and problem-solving skills
- troubleshoot problems
- have a positive and outgoing personality
- be responsible, reliable, and trustworthy

Rating Sheet V-84

HOSPITALITY MANAGEMENT *modified*

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a performance component. Participants are required to complete both parts.

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

Guidelines

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

- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case. The judges may interact with the members during the presentation.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.

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

Objective Test Competencies

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

Rating Sheet V-85

HUMAN RESOURCE MANAGEMENT *modified*

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a performance component. Participants are required to complete both parts.

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

Guidelines

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

- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case. The judges may interact with the members during the presentation.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.

- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

- recruiting and selection
- employee compensation and benefits
- governmental regulations and issues
- training and development
- human resource planning
- labor relations and collective bargaining
- effective personnel management

Rating Sheet V-86

IMPROMPTU SPEAKING

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

Eligibility

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

Overview

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

Guidelines

I. Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number of participants from each group—will advance to the final round.

- Participants must report for instructions twenty (20) minutes prior to the time of the first scheduled speech.
- All participants will be sequestered until their preparation times.
- Participants will be given ten (10) minutes to prepare their speeches prior to appearing before the judges. All participants will address the same topic in their speeches.
- Two (2) 4" x 6" note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- Each speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
- The preliminary performance is not open to conference attendees.

II. Final Performance

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

Presentation Competencies

- extemporaneously speak on a subject
- clarity of voice
- critical thinking and problem solving
- poised manner
- professional appearance

Rating Sheet V-87

INFORMATION MANAGEMENT

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

Eligibility

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

Overview

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

Objective Test Competencies

- administrative management
- information processing
- business communications
- business ethics
- human relations
- records management
- telecommunications
- business equipment
- networking technology
- time management

INTERNATIONAL BUSINESS

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

Eligibility

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

Overview

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

Objective Test Competencies

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

INTERNET APPLICATION PROGRAMMING *new*

With ease of support being uppermost in the minds of companies in today's market, programs that serve via an Internet browser are faster and much easier to maintain. Internet Application Programming focuses on systems that are used over the Internet or an intranet. This event tests the programmer's skill in designing a useful, efficient, and effective program.

Eligibility

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

Overview

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

2008 National Topic

Create an interactive Web page that will calculate GPA. At least two (2) files/tables will be located on the server, one to hold student information (student ID, first name, last name, middle initial, address, city, state, zip code, adviser, and curriculum) and one to hold student class grades (student ID, class ID, grade, credit hours, semester code). Final file/table layouts will be up to you, but must be included on the CD/DVD.

The starting point will be a Web page asking for student ID. If the student record is found, return with student data and read the grade file/table, list courses, grade, credit hours attempted, quality points by semester and cumulative, calculated GPA for each semester, and calculated overall GPA.

If the student record is not found, return to an informational page stating the student has no records. Ask user if they would like to add the student. If no, go back to initial Web page. If yes, display a form that asks for the student master file/table fields and do validation of those fields according to the specifications below. State should be a drop-down list box with your state as the default option. Zip code could be separate fields for ZIP and ZIP+4. Validation for adviser ID and curriculum ID will depend on the options you choose. If using separate files/tables for either or both of these fields, use drop-down list boxes. Ask user how many grades are to be entered and then generate form accordingly. More validation will be needed for this form. When all classes and grades have been entered,

display the information as if the user had just entered the student ID and the record was found.

GPA is calculated by using the sum of the quality points [numeric grade value (A=4, B=3, C=2, D=1, and F=0) multiplied by the credit hours of class], divided by the sum of the credit hours attempted. For example, A in a three credit hour class equals 12 quality points, B in a three credit hour class equals nine quality points, C in a two credit hour class equals four quality points. The sum is 25 quality points. The sum of credit hours attempted is eight credits. The final GPA is calculated 25 divided by 8 equals 3.125.

Program Guidelines

I. Prejudged Program

- Two (2) CD/DVDs containing the items listed in the next bullet must be received by the national center for judging by the second Friday in May along with a Statement of Assurance. The CD/DVDs must be labeled with the name of the event, state, name of participant, and school.
- The CD/DVD should include the URL of the start page for the application, a listing of the source code in a text file, file/table layouts in a text file, and a listing of the data files/tables in a text file. On any fields that do not have a specified length (student ID), list the field length. On fields that allow you to create your own field convention (Adviser ID, Curriculum ID, Class ID, and Semester code), list the field length along with the reasoning behind the field convention being used, include examples and data validation that should be done. To ensure accurate comparisons, the data files/tables should be backed up/copied prior to creating the CD/DVD. Once the project has been judged at the state level, the data files/tables should be recovered/copied back for judging at the national level. This will guarantee that the data files/tables are the same for national judging.
- The URL must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry (second Friday in May). Judging of the program will take place before the NLC.
- The solution must run with no programming errors and entries will be judged according to the rating sheet.
- Points will be deducted for any logical errors.
- Programs must be accompanied by a readme file noting software used; name(s) of participant(s), school, and state; source of information; and instructions on running the program.
- Program should run on Internet Explorer 6.0 or higher. Other browsers may also be used for grading.

- CD/DVDs should be free of viruses/malware.
- The program will constitute 70 percent of the final score.

Performance Guidelines

II. Preliminary Performance

- The top ten (10) individuals—or an equal number from each group—will be scheduled for a final presentation.
- The individual has seven (7) minutes to present the case describing the program. The judges will interact with the participant during the presentation.
- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded.
- Participant is responsible for bringing a copy of the program.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Project Competencies

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

Performance Competencies

- explanation of the program is logical and systematic
- understanding a program language is evident
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

Rating Sheets V-88–V-89

JUSTICE ADMINISTRATION *new*

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

Eligibility

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

Overview

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

Objective Test Competencies

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

JOB INTERVIEW

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

Eligibility

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

Overview

This event consists of three (3) parts: a letter of application and resume, a job application form, and an interview.

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

Each participant must apply for a business or business-related job at a company of their choice. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.

Sixty (60) minutes will be given for participants to complete a job application with a writing prompt at the NLC. All participants will be scheduled for a ten (10) minute preliminary interview.

Guidelines

I. Letter and Resume

Participants will apply for a position at a company of their choice.

- The state chair or designee must submit six (6) copies of the following items by the second Friday in May:
 - A. A one-page letter of application (original or copy) from the participant.
 - 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 six (6) standard file folders. The tab of the folders must be labeled with the event title, state, participant's name and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.
- Student members, not advisers, must prepare the letters of application and resumes.

II. Application

- Each participant must complete a job application form at the NLC.

Sixty (60) minutes will be given for participants to complete a job application with questions at the NLC. The participant may bring an additional copy of his/her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.

III. Preliminary Interview

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

- Participants will be scheduled for a ten (10) minute preliminary interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

IV. Final Interview

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

Competencies

- create a letter of application and resume in proper business style
- articulate the members' strengths throughout documents and interviews
- think critically
- use verbal communication to respond to interview questions
- exhibit a professional and poised appearance

Rating Sheets V-90–V-91

LOCAL CHAPTER ANNUAL BUSINESS REPORT HAMDEN L. FORKNER AWARD

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

Eligibility

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

Overview

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

Guidelines

I. General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written report must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written report doesn't adhere to the report cover and report content guidelines.

II. Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.

- Front cover contains the following information: name of the school, state, name of the event, and year (200x-0x).
- All reports must be bound (e.g., tape binding, spiral binding).

III. Report Contents

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

Rating Sheet V-92

MACROECONOMICS *new*

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

Eligibility

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

Overview

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

Objective Test Competencies

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

MANAGEMENT ANALYSIS & DECISION MAKING

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

Eligibility

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

Overview

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

Objective Test Competencies

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

MANAGEMENT CONCEPTS

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a performance component. Participants are required to complete both parts.

A one (1) hour objective test will be administered based on the competencies. Team members will take one (1) objective test collaboratively. The ten (10) teams with the highest scores will be scheduled for the performance portion of the event. Nongraphing calculators will be provided.

Members of the team will assume the role(s) of management and present a solution to the case problem.

Guidelines

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

- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each individual or team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to role-play the problem with the judges. The judges will interact with the members during the presentation.
- The teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.

- A timekeeper will stand at six (6) minutes.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

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

Rating Sheet V-93

MARKETING ANALYSIS & DECISION MAKING

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

Eligibility

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

Overview

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

Objective Test Competencies

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

MARKETING CONCEPTS *modified*

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a performance component. Participants are required to complete both parts.

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

Guidelines

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

- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

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

Objective Test Competencies

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

Rating Sheet V-94

MICROECONOMICS *new*

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

Eligibility

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

Overview

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

Objective Test Competencies

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

NETWORK DESIGN

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

Eligibility

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

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. The ten (10) teams with the highest score will be scheduled for a performance. Nongraphing calculators will be provided.

A case study will be given 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.

Guidelines

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

- All teams will be sequestered forty (40) minutes before the first performance to receive instructions and time assignments.
- Twenty-five (25) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- A flip chart will be provided.
- All team members are expected to actively participate in the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.

- A timekeeper will stand at nine (9) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees, except performing participants of this event.

Objective Test Competencies

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

Rating Sheet V-95

NETWORKING CONCEPTS

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

Eligibility

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

Overview

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

Objective Test Competencies

- general network terminology
- equipment for Internet access
- specific network operating systems (NOS) terminology
- OSI model and functionality
- network topologies and connectivity

PARLIAMENTARY PROCEDURE DOROTHY L. TRAVIS AWARD

The Dorothy L. Travis Award recognizes PBL members who demonstrate knowledge of the principles of parliamentary procedure. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.

Eligibility

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

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

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles section of the exam will be drawn from National Association of Parliamentarian's official test bank. The team score is determined by averaging the scores of its members. The ten (10) teams with the highest average score will be scheduled for a 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 *Robert's Rules of Order, Newly Revised* (Copyright 2000). Finalists will be selected based on the scores of the objective test. A panel of judges will evaluate the performances.

Guidelines

The top ten (10) teams with the highest average score on the objective test will advance to the final round.

- All teams will be sequestered thirty (30) minutes before their first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.

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

Final rank will be determined by weighting 20 percent of the team's average written test score and 80 percent of the performance score.

Objective Test Competencies

- parliamentary procedure principles
- PBL Bylaws

Rating Sheet V-96

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.

Eligibility

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

Overview

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

This report describes activities designed to bring business leaders and PBL members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about a business. This event should not be a chapter fund-raising project.

Performances should describe the project completed. Specifically, the performance should address the business partnership, member involvement, and results of the project.

Guidelines

I. Report

A. General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written projects must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines

B. Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.

- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x).
- All reports must be bound (e.g., tape binding, spiral binding).

C. Report Contents

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

II. Preliminary Performance

The top ten (10) chapters—or an equal number from each group—will advance to the final round.

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

III. Final Performance

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

Competencies

- communication skills
- report in proper business style
- spelling and grammar correct
- describe project development and implementation
- explain business partnership
- report results of the project and analyze project's successes and areas for improvement

Rating Sheets V-97–V-98**PROJECT MANAGEMENT *new***

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

Eligibility

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

Overview

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

Objective Test Competencies

- project selection
- defining the project
- estimating project times and cost
- developing a project plan
- managing risk
- scheduling resources
- being an effective project manager
- managing project teams
- progress and performance measurement and evaluation
- project audit and closure

PUBLIC SPEAKING

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

Eligibility

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

Overview

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

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

Guidelines

I. Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

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

II. Final Performance

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

Rating Sheet V-99

SALES PRESENTATION

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

Eligibility

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

Overview

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

Guidelines

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

I. Preliminary Performance

The top ten (10) individuals—or an equal number from each group—will be scheduled for the final round.

- The individual must provide all equipment for the presentation.
- Five (5) minutes will be allowed to setup equipment or presentation items.
- The individual has ten (10) minutes to demonstrate the product.
- A timekeeper will stand at nine (9) minutes and ten (10) minutes.
- The judges will interact with the participant during the presentation and have a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

II. Final Performance

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

Rating Sheet V-100

SMALL BUSINESS MANAGEMENT PLAN *formerly 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 in developing and implementing a new business venture.

Eligibility

Each state may submit two (2) plans created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC or have competed more than two (2) years at the national level. The project must not have been submitted for a previous NLC.

Overview

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

A prejudged report should be developed based on a proposed business venture or current business operation.

All participants will give a preliminary performance to explain the development of the business plan.

Report Content

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

- ❑ *Executive Summary.* Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- ❑ *Company Description.* Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- ❑ *Industry Analysis.* Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- ❑ *Target Market.* Provides a brief overview of the nature and accessibility of the target market.
- ❑ *Competitive Analysis.* Includes 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, use of technology, and processes followed to ensure delivery of products or services.
- ❑ *Management and Organization.* Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- ❑ *Long-Term Development.* Gives a clear vision for where the business will be in three (3), five (5), or more years. Demonstrates 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) 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, and the like.

Guidelines

- I. **Report**
 - A. **General**
 - ❑ Student members, not advisers, must prepare reports.
 - ❑ Two (2) copies of the written plan must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
 - ❑ Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
 - ❑ Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
 - ❑ Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.

B. Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of student, name of the school, state, name of the event, and year (200x–0x).
- All reports must be bound (e.g., tape binding, spiral binding).

C. Report Contents

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

II. Preliminary Performance

The top ten (10) individuals or teams—or an equal number from each group—will advance to the final round.

- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating

audiovisual equipment). Other representatives of the chapter may provide no additional assistance.

- The participants must provide all equipment for the presentation.
- Five minutes (5) will be allowed to set up equipment or presentation items.
- The team has seven (7) minutes to present the case describing the project and the results obtained.
- The participant(s) should introduce themselves, describe the plan, and summarize their findings.
- A timekeeper will stand at six (6) minutes. When each participant is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Report Competencies

- identify business
- provide information on market, analysis, organization, and development of the business
- write report in appropriate business style
- spelling and grammar correct

Performance Competencies

- communication skills
- voice projection and diction appropriate for presentation
- articulate need for the proposed business
- explain process of preparing a business plan
- identify obstacles for the owner or business
- explain lessons learned
- effectively answer judges' questions

Rating Sheets V-101–V-103

SPORTS MANAGEMENT AND MARKETING

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, they must learn the management and marketing techniques necessary for future success. This event provides recognition for PBL members who possess the basic principles of sports management and 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 Center as having paid dues by April 15 of the current school year.

Overview

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

Competencies

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

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.

Eligibility

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

Overview

The report should include the state chapter's annual business. Projects used for other FBLA reports may be included.

Guidelines

I. General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written report must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- 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.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.

II. Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x).
- All reports must be bound (e.g., tape binding, spiral binding).

III. Report Contents

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

Rating Sheet V-104

STATISTICAL ANALYSIS

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

Eligibility

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

Overview

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

Competencies

- organizing and presenting of statistical data
- descriptive statistical analyses
- probability distributions
- sampling techniques
- estimates and inferences
- linear regressions

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.

Eligibility

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

Overview

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

Objective Test Competencies

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

WEB SITE DEVELOPMENT

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

Eligibility

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

Overview

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

A prejudged Web site developed according to the topic below must be completed and available for review by the second Friday in May.

All participants will compete in a preliminary performance to explain the development of their Web site.

2008 National Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating Web sites.

Develop a Web site to advertise an event that takes place in your community every year. It may be the 4th of July celebration, a rodeo that comes to town, the opening of school, and so forth. The information may be fictitious.

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

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

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

Guidelines

I. Prejudged Project

- Projects must address the given topic (information may be real or fictitious). Student members, not advisers, must prepare projects.

- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the second Friday in May.
- The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (second Friday in May). Judging of the Web site will take place before the NLC.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- The use of templates must be identified at the bottom of the home page.
- Web sites should be designed to allow for viewing by as many different platforms as possible.

II. Preliminary Performance

A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

- The presentation is an explanation of the Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- All team members are expected to actively participate in the performance.
- A Windows-based computer, projection device, and screen will be provided for the presentation with an Internet connection. Use of a USB drive is allowed on the equipment provided.
- The individual or team has five (5) minutes to present.
- A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Project Competencies

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

Performance Competencies

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

Rating Sheets V-105–V-106

WHO'S WHO IN PBL

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

Eligibility

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

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

Regulations

1. The entry form must be completed by the state chair or designee and must be submitted to the national center by the second Friday in May.
2. Nominees must be selected in accordance with the regulations of the state chapter and the national association.
3. If the state chapter nominee is unable to attend the NLC, the state may designate one of its other delegates to accept the award for that nominee.

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, chairships, and committee memberships held
- Contributions to local, state, and national projects
- Participation in other activities
- Recommendations supportive of the member's involvement in FBLA-PBL

National Awards

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

WORD PROCESSING

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

Eligibility

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

Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the production test. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be returned to the national center by the state chair/state adviser or chair by the third Friday in May.

Guidelines

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

- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Voice recognition software may be used where appropriate; local chapters must provide the software.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

Objective Test Competencies

- document formatting rules and standards
- grammar, punctuation, spelling, and proofreading
- basic keyboarding terminology and concepts
- related application knowledge

Production Competencies

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

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

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

I. Submitting a Proposal for a New or Modified Competitive Event

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

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

- Purpose of the new event or modification
- Rationale for making the change or adopting the new event
- Eligibility
- Regulations
- Procedures
- Judging
- All supporting materials, including:
 - two (2) sample tests (objective tests)
 - proposed rating sheets (performance events, chapter events)
 - sample problems or cases (performance events, skill events)

Refer to the existing competitive event guidelines for information on format, content, and more. Proposals should be submitted by the first Friday in May to be considered for the next year.

II. Submitting a Recommendation to Retire a Competitive Event

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

III. Review Process for a New or Modified Competitive Event

Step 1. Proposals should be submitted to the national center. Proposals received will be assigned to a member of the NAP Committee for initial review.

The committee member will first review the proposal to ensure 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, and so on) to at least five (5) state advisers for review and comment.

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

IV. Review Process for Retiring a Competitive Event

Proposals should be submitted to the national center. Proposals received will be assigned to a member of the NAP Committee for initial review.

The NAP member assigned will distribute the proposal to several state advisers for review and comment.

After obtaining reviews from several state advisers, the committee member will prepare a report to the full NAP Committee recommending approval or rejection to the recommendation.

V. Approval and Implementation

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