This publication contains information and forms necessary to operate a North Dakota PBL chapter for the 2019-2020 school year.
Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the largest career student business organization in the world. Each year, FBLA-PBL helps over 230,000 members prepare for careers in business. FBLA-PBL inspires and prepares students to become community-minded leaders in a global society through relevant career preparation and leadership experiences.

**FBLA-PBL Goals:**

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of American business enterprise
- Encourage members in the development of individual projects which 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.

**FBLA-PBL Creed:**

I believe education is the right of every person.

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

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

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

I believe every person has the right to earn a living at a useful occupation and that this right should not be denied because of race, color, creed, sex or handicap.

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

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

**FBLA-PBL Pledge:**

I solemnly promise to uphold the aims and responsibilities of the Future Business Leaders of America-Phi Beta Lambda, and as an active member I shall strive to do my best to develop the qualities necessary in becoming a responsible business leader.
PREFACE

The 2019-2020 edition of the North Dakota PBL Chapter Handbook should replace any versions that were used in past years.

Members and advisers are reminded that this document contains only North Dakota PBL forms and North Dakota PBL competitive event regulations and procedures. Every chapter should have access to the Chapter Management Handbook published for active chapters by the national FBLA office. The most recent version of the Chapter Management Handbook can always be found on the FBLA-PBL website at www.fbla-pbl.org or go.fbla.org/cmh.

There have been numerous changes and additions to this edition of the handbook, and we ask that you please contact the North Dakota PBL State Office if there are errors or omissions. Highlights of this year’s changes appear below. However, please read through the entire handbook as your chapter prepares for the State Leadership Conference, and please pay close attention to the checklist of deadline dates that appears in the “Official Information” section of the handbook.

Changes to this edition:

- Modified Event—Global Analysis & Decision Making – State competition will still consist of objective test only. National competition will consist of both a preliminary and final round case study. The case study will be distributed to competitors the evening prior to the scheduled competition.
- Modified Event—Website Design - Allow the use of templates and open source code. Copyright notations must be noted on website. In addition, eliminate prejudging. Judging will focus on the usability and functionality of the product as seen by the judges. This event will now be categorized as a demonstration event rather than a performance event, and competitors will be required to demonstrate how well the project works during the event demonstration.

Reminders:

- Over the past few years, a number of events were removed from the North Dakota PBL competitive event program to eliminate events that have had limited participation over the last several years and to promote more competition in the remaining events. Any events that were eliminated are still part of the national PBL competitive events program, and if members wish to participate in these events at the national level, a request can be made for a member to do so.
- Event guidelines were modified to no longer use projectors for presentation events – competitors present directly from their laptops/devices.
- Performance events and interviews are not open to conference attendees.
- Since the State Leadership Conference is being held in a conference center this year, there will be a limited number of computers available for online testing. Students are encouraged to bring their own laptops when possible, and they will be given the web address and password to log on in order to take the online test.
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**ADDRESSES TO SEND DUES, NEWS, AND TO SEEK INFORMATION**

### NATIONAL DUES:
- FBLA: $6.00
- FBLA MIDDLE LEVEL: $6.00
- PBL: $10.00
- PROFESSIONAL: $25.00
- PROF. LIFETIME: $350.00

### NORTH DAKOTA STATE DUES:
- FBLA: $4.00
- FBLA MIDDLE LEVEL: $4.00
- PBL: $10.00

*Students must belong to state and national FBLA. Local dues may be assessed in addition to the state and national dues. Total of $10 state and national dues for FBLA and $10 state and national dues for FBLA Middle Level are to be mailed to the national office. The schools wishing to form an PBL chapter should contact the state director for chapter start-up forms. They will mail their initial state and national dues to:

Jessica DeVaal  
FBLA-PBL State Director  
Dept. of Career and Tech. Education  
600 East Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
Phone: (701) 328-2286  
Email: jdevaal@nd.gov  
Website: [www.nd-fbla.org](http://www.nd-fbla.org)

Each chapter should conduct a public relations program in the school and community and document the activities with newspaper clippings and reports of radio/TV coverage. News should be submitted via online form: [http://www.fbla-pbl.org/about/communications/chapter-news/](http://www.fbla-pbl.org/about/communications/chapter-news/)

or mailed to:

FBLA-PBL National Publications  
1912 Association Drive  
Reston, VA 20191-1591  
[communications@fbla.org](mailto:communications@fbla.org)

**FBLA-PBL Official Supplier:** (contact for a catalog)

API  
Attention: FBLA-PBL MarketPlace  
4471 Nicole Drive  
Lanham, MD 20706  
1-866-325-2725  
Fax: (301) 731-6101  
Website: [www.fblaMarketPlace.com](http://www.fblaMarketPlace.com)

State and national membership dues must be paid by February 14, 2020, to compete at SLC.
**NORTH DAKOTA PHI BETA LAMBDA**  
**2019-2020 CALENDAR**

<table>
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<tr>
<th>Date</th>
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<tbody>
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<td>November 15-16, 2019</td>
<td>PBL Career Connections Conference – Denver, CO</td>
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<td>November 15</td>
<td>American Enterprise Day</td>
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<td>February 1, 2020</td>
<td>Postmark deadline for ND PBL Bylaw amendment submissions</td>
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<tr>
<td>February 2-8</td>
<td>FBLA-PBL Week</td>
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<td>February 14</td>
<td>Postmark deadline for:</td>
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<td>State officer candidate applications</td>
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<td></td>
<td>National officer candidate applications—<em>sent to state office</em></td>
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<td>Who’s Who in PBL forms</td>
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<td>PBL pre-conference test requests</td>
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<td>Last day to postmark PBL state and national dues</td>
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<td><em>Dues must be postmarked directly to national office in order to participate at State Leadership Conference.</em></td>
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<td>March 1</td>
<td>Postmark/Upload deadline for:</td>
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<td>PBL competitive event registration forms</td>
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<td>PBL conference registration fees—<em>sent directly to fiscal agent</em></td>
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<td>Outstanding Local Chapter Adviser nominations</td>
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<td>Alumni of the Year, Businessperson of the Year &amp; Honorary</td>
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<td>Membership nominations</td>
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<td>Special Needs Assistance Form</td>
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<td>Local Chapter Annual Business Report</td>
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<td>Desktop Publishing materials/forms</td>
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<td>Postmark deadline to notify local chapters of proposed ND PBL Bylaw amendments</td>
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<td>March 13</td>
<td>Hotel Reservations—<em>sent directly to hotel</em></td>
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<td>Completed PBL pre-conference tests</td>
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<td>Meal Function Form</td>
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<td>April 3-4</td>
<td>PBL State Leadership Conference – Fargo</td>
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<td>April 14</td>
<td>Deadline to <em>notify</em> state office of intent to compete at NLC</td>
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<tr>
<td>April 17</td>
<td>Notice of “open” competitive events at NLC sent to chapters</td>
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<tr>
<td>May 1</td>
<td>Deadline to notify state office of intent to compete in an “open” competitive event at NLC</td>
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<tr>
<td>June 4</td>
<td>NLC registration deadline for PBL voting delegates</td>
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<tr>
<td>June 24 – 27</td>
<td>PBL National Leadership Conference – Salt Lake City, Utah</td>
</tr>
</tbody>
</table>
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Headquarters Staff

Administration: Board of Directors liaison, finance and tax issues, corporate relations, and fundraising partners.

President/Chief Executive Officer  Alexander T. Graham  ceo@fbla.org   x 111
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Membership: Membership development, recruitment, and dues processing.

Membership Director  Lisa Smothers  membership@fbla.org   x 118
Customer Service/Database  Ashley Witherspoon  customerservice@fbla.org   x 135

MarketPlace: Member, chapter, adviser, and officer resources; career and leadership development; and recruitment tools.

(866) 325-2725  www.fblamarketplace.com

Conferences: NLC, NFLC, Institute for Leaders; exhibits and speakers.

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<td>6087 College Lane</td>
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<td>Jamestown, ND  58405</td>
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2019 - 2020 NORTH DAKOTA FBLA STATE OFFICER DIRECTORY

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<thead>
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<th>State Officer</th>
<th>Contact Information</th>
<th>Adviser to State Officer</th>
</tr>
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<td>Tarra Hysjulien</td>
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<td>Des Lacs-Burlington High School</td>
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<td>Eileen Larson</td>
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<td>Josey Skytland</td>
</tr>
<tr>
<td>Carrington High School</td>
<td></td>
<td><a href="mailto:eleanor@lightofchirstschoools.org">eleanor@lightofchirstschoools.org</a></td>
</tr>
<tr>
<td>Chloe Gunderson, Secretary</td>
<td><a href="mailto:chloe.gunderson@dlblakers.com">chloe.gunderson@dlblakers.com</a></td>
<td>Tarra Hysjulien</td>
</tr>
<tr>
<td>Des Lacs-Burlington High School</td>
<td></td>
<td><a href="mailto:tarra.hysjulien@dlblakers.com">tarra.hysjulien@dlblakers.com</a></td>
</tr>
<tr>
<td>Megha Bharadwaj, Treasurer</td>
<td><a href="mailto:megha.bharadwaj@locstudents.org">megha.bharadwaj@locstudents.org</a></td>
<td>Eileen Larson</td>
</tr>
<tr>
<td>St. Mary’s Central High School</td>
<td></td>
<td><a href="mailto:eleanor@lightofchirstschoools.org">eleanor@lightofchirstschoools.org</a></td>
</tr>
<tr>
<td>Matthew Mills, Historian</td>
<td><a href="mailto:matthew.mills@k12.nd.us">matthew.mills@k12.nd.us</a></td>
<td>Roberta Helseth</td>
</tr>
<tr>
<td>Powers Lake High School</td>
<td></td>
<td><a href="mailto:roberta.helseth@k12.nd.us">roberta.helseth@k12.nd.us</a></td>
</tr>
<tr>
<td>Hunter Jacobs, Webmaster</td>
<td><a href="mailto:hunter.jacobs@k12.nd.us">hunter.jacobs@k12.nd.us</a></td>
<td>Suzanne Lamontagne</td>
</tr>
<tr>
<td>Divide County High School</td>
<td></td>
<td><a href="mailto:suzanne.lamontagne@k12.nd.us">suzanne.lamontagne@k12.nd.us</a></td>
</tr>
<tr>
<td>Mason Lemer, Parliamentarian</td>
<td><a href="mailto:mason.lemer@k12.nd.us">mason.lemer@k12.nd.us</a></td>
<td>Joan Birdsell</td>
</tr>
<tr>
<td>Drake-Anamoose High School</td>
<td></td>
<td><a href="mailto:joan.birdsell@k12.nd.us">joan.birdsell@k12.nd.us</a></td>
</tr>
</tbody>
</table>

State Staff

| Jessica DeVaal, State Director       | Linda Kuntz, Admin. Assistant |                     |
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Secretary/Treasurer
Laura Morgan
factor 110, OK
pdst@fbla.org
North Dakota State Dress Code

ND PBL members and advisers should develop an awareness of the image one’s appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate professional attire is required in all conference areas for all attendees—advisers, members, and guests—at all general sessions, competitive events, workshops, and other activities unless otherwise stated in the conference program.

ACCEPTABLE

- Business suit with:
  - Blouse
  - Collared dress shirt and neck or bow tie
- Dress pants or skirt with:
  - Blouse
  - Collared dress shirt and neck or bow tie
- Business dress
- Blazer with dress pants and:
  - Blouse
  - Collared dress shirt and neck or bow tie
- Dress shoes or dress boots

UNACCEPTABLE

- Jewelry in visible body piercing, other than ears and/or discreet nose stud
- Denim or flannel clothing of any kind
- Shorts
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and skirts falling more than 2 inches above the top of the knee cap
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Boat shoes
- Any canvas or fabric shoes
- Hats
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

Conference name badges are part of this dress code and must be worn for all conference functions.
For safety reasons, do not wear name badges when touring.

No dress code can cover all contingencies, so ND PBL members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local or state adviser.
OFFICIAL INFORMATION

50th Annual
PBL State Leadership Conference

April 3-4, 2020

Ramada Hotel & Conference Center
Fargo, ND

All Forms in Forms Section
“A World of Opportunity”

The highlight of the year in North Dakota PBL is the State Leadership Conference, which will be held in Fargo, on April 3-4, 2020. This exciting leadership conference provides members with many opportunities for leadership development, informative workshops, and an opportunity to participate in the competitive events program. Winners in the competitive events are eligible to compete at the National Leadership Conference in Salt Lake City, UT, June 24 – 27, 2020.

This conference registration guide contains all the information and forms necessary to register members for the State Leadership Conference. Please read this section very carefully. If you spot a problem or conflict, please notify the state office immediately. Others will have the same concern.

COMPETITIVE EVENT INFORMATION:
Members are allowed to compete in three (3) individual or team events. An exception will be made for members who are part of the presentation team for Community Service Project, which is a chapter event. Individuals and/or teams are responsible for providing their own laptops/devices for performance events.

Objective tests will be taken online. Financial calculators may be used for accounting, finance, and analysis & decision making events; calculators will be provided in the testing system for all other events. Ties will be broken by comparing the performance of affected members on the last ten questions of the exam.

The Desktop Publishing entry forms and materials are to be mailed to the designated place by the specified postmark date.

The Community Service Project and Local Chapter Annual Business reports are to be submitted as a PDF file using the online submission form on the ND PBL website by the specified date.

The Future Business Executive, Future Business Educator, and Job Interview application materials must be printed and brought to the interview in three separate, labeled folders.

SCHOOL-SITE TESTING:
Desktop Publishing, Financial Services, Future Business Executive, Global Analysis & Decision Making, Help Desk, Hospitality Management, Human Resource Management, Management Analysis and Decision Making, Marketing Analysis and Decision Making, and Parliamentary Procedure objective tests will be taken online, at the school site, prior to the conference. One hour, excluding explanation time, will be allowed for the objective tests. Team tests, except Parliamentary Procedure, are done cooperatively by all team members at only one computer per team. Instructions for administering the online testing will be sent to test administrators with the other preconference tests that are ordered.

Accounting for Professionals skill portion will be administered at the school. One hour will be allowed for the skills portion of the test. The objective test portion of this event will be taken at the State Leadership Conference.

Computer Applications skills portion will be administered at the school. Participants should be prepared to complete problems in word processing, database, spreadsheets, presentations, and graphics. Two hours will be allowed for this test. Desktop Publishing objective portion will be administered at the school. This is an individual or team event. If working as a team, they will work cooperatively on the objective test. The Desktop Publishing project must be submitted by the printed deadline. The topic for the Desktop Publishing project is printed in the ND PBL Handbook. Administrative Technology skills portion
will be administered at the school. One hour will be allowed for the skills portion of the test. The objective
test portion of these events, with the exception of Desktop Publishing will be taken at the State
Leadership Conference.

The writing exercise for Business Communication will be administered at the school prior to the
conference.

These tests/writing exercises are to be administered by someone at your school site other than the
adviser. The designated school-site test administrator will be sent the tests. Advisers may help with
equipment set-up for the skills portion of any tests but may not be present in the testing room; and advisers
should not see any of the tests. All tests must be completed in one sitting. For example, a two-hour test
cannot be started from 8 to 9 a.m. and then finished from 2 to 3 p.m.

STATE OFFICER CANDIDATES:
Your chapter may have two state officer candidates. However, you may have several members applying
for the Vice President of Operations position. Any member wishing to be considered for Vice President of
Operations must complete an application and take the Parliamentary Procedure objective test prior to the
conference. The chapter does not have to enter a Parliamentary Procedure team. The student scoring
the highest and who has completed an application form will be appointed. All necessary information and
forms needed to apply can be found in the forms section.

NATIONAL OFFICER CANDIDATES:
Any member wishing to be considered as a national PBL officer candidate must submit the application
materials required to receive support from the North Dakota state chapter. Applications can be found in the
forms section.

MEMBERSHIP:
Be certain all members attending the PBL State Leadership Conference have joined both the ND state and
national PBL chapters. Dues--$20 ($10 state and $10 national) must be paid to the national membership
address by February 14 in order for the member to attend. Membership will be checked with registration.
Nametags will be checked at all events.

REFUNDS:
Because registration is due a month before the conference, there will be no registration fee refunds. If
there are extenuating circumstances, please contact the State PBL office.
2019-2020 NORTH DAKOTA PBL COMPETITIVE EVENTS

Recognition Awards
Outstanding Local Chapter Adviser
Adviser Length of Service
DLT Outstanding Chapter*
Largest Local Chapter Membership
Largest Percentage of Increase in Local Chapter Membership
Largest Percentage of Retention in Local Chapter Membership*
Local Chapter Who's Who*
State Officer Who's Who*
North Dakota Who's Who
Businessperson of the Year
Honorary Membership*
Alumni of the Year*
Career & Membership Achievement Program (CMAP)
PBL Perks*
Bridging the Gap*

Individual Events
Accounting for Professionals
Accounting Principles
Administrative Technology
Business Communication
Client Service#
Computer Applications
Computer Concepts
Contemporary Sports Issues
Cyber Security
Entrepreneurship Concepts
Financial Concepts
Future Business Educator#
Future Business Executive#
Help Desk#
Impromptu Speaking
Information Management
Insurance Concepts
Job Interview#
Justice Administration
Macroeconomics
Management Concepts
Marketing Concepts
Microeconomics
Networking Concepts
Organizational Behavior & Leadership
Personal Finance
Programming Concepts
Project Management
Public Speaking
Retail Management
Sales Presentation#
Sports Management & Marketing
Statistical Analysis

Chapter Events
Community Service Project#
Local Chapter Annual Business Report#

Individual or Team Events
Business Ethics#
Business Law#
Business Presentation#
Desktop Publishing#
Emerging Business Issues#
Financial Services#
Global Analysis & Decision Making#
Hospitality Management#
Human Resource Management#
Management Analysis & Decision Making#
Marketing Analysis & Decision Making #
Parliamentary Procedure#
Social Media Challenge#
Website Design#

*This is a North Dakota-only recognition.

#North Dakota guidelines for this event differ from national guidelines. Please check the national Chapter Management Handbook if competing in this event at the National Leadership Conference.

NOTE: All team events can be entered as an individual rather than as a team, except Parliamentary Procedure.

NOTE: National PBL has additional competitive events. Notify the state office if you wish to enter any of these events at the National Leadership Conference.
ND PBL CALENDAR FOR 2020 STATE LEADERSHIP CONFERENCE

<table>
<thead>
<tr>
<th>State Office Address</th>
<th>State and Nat'l Dues ($20) Address</th>
<th>SLC Registration Fee Address ($75)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jessica DeVaal</td>
<td>Membership Dues</td>
<td>Beth Allen</td>
</tr>
<tr>
<td>FBLA-PBL State Director</td>
<td>FBLA-PBL</td>
<td>FBLA-PBL Fiscal Agent</td>
</tr>
<tr>
<td>Dept. of Career &amp; Tech. Education</td>
<td>P.O. Box 79063</td>
<td>P.O. Box 6022</td>
</tr>
<tr>
<td>600 East Boulevard Ave., Dept. 270</td>
<td>Baltimore, MD 2127</td>
<td>Bismarck, ND 58506-6022</td>
</tr>
<tr>
<td>Bismarck, ND 58505-0610</td>
<td></td>
<td>Phone: 701-224-8390</td>
</tr>
<tr>
<td>Phone: 701-328-2266</td>
<td></td>
<td>e-mail: <a href="mailto:ballen@ndffa.org">ballen@ndffa.org</a></td>
</tr>
<tr>
<td>e-mail: <a href="mailto:jdevaal@nd.gov">jdevaal@nd.gov</a></td>
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<td>ONE CHECK</td>
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</tr>
<tr>
<td></td>
<td>e-mail: <a href="mailto:membership@fbla.org">membership@fbla.org</a></td>
<td></td>
</tr>
</tbody>
</table>

All due dates are postmark dates (unless otherwise indicated).  
All materials are sent to the state office in Bismarck (unless otherwise indicated).

February 1  
Postmark deadline for submitting North Dakota PBL Bylaw Amendments

February 14  
Postmark deadline for:  
- State and national dues of $20—sent directly to national office  
- State officer candidate materials  
- National officer candidate materials—sent to state office  
- Pre-conference test requests  
- Who’s Who in PBL forms due in state office. Every chapter has a winner. State PBL officers are not local chapter winners—they automatically receive award.  
- Adviser Length of Service forms

March 1  
Postmark/Upload deadline for:  
- Competitive event registration form  
- Registration fee for State Leadership Conference—sent to fiscal agent  
- Businessperson of the Year, Honorary Membership, Outstanding Local Chapter Adviser, and Alumni of the Year Nominations  
- Retention Award Forms  
- Reports: Community Service Project and Local Chapter Annual Business Report  
- Desktop Publishing and Website Design materials/form  
- Special Needs Assistance form  
- PBL Perks Form  
- Bridging the Gap Form  
Verification deadline for:  
- Career, Membership, Achievement Program (CMAP) verification deadline —Must be done online. State office will check national database to verify.  
Postmark deadline to notify chapters of proposed ND PBL Bylaw amendments

March 13  
Reservation deadline for:  
- Hotel reservations—sent directly to hotel (block of rooms will be released on March 8)  
Postmark deadline for:  
- Completed PBL pre-conference tests  
- Meal Function Form

April 3-4  
State Leadership Conference, Fargo

April 14  
Deadline to notify state office of intent to compete at NLC
# 2020 State Leadership Conference

## Tentative Agenda

“A World of Opportunity”

### FRIDAY, APRIL 3 (Business Attire)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 – 9:00</td>
<td>Chapter Meetings (optional)</td>
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<tr>
<td>9:00 – 10:30</td>
<td>General Session I</td>
</tr>
<tr>
<td>10:30 – 5:00</td>
<td>Testing Center Open</td>
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<tr>
<td>11:00 – 11:45</td>
<td>Workshop</td>
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<tr>
<td>12:00 – 12:45</td>
<td>Lunch on your own</td>
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<tr>
<td>1:00 – 5:00</td>
<td>Presentation Events</td>
</tr>
<tr>
<td>3:00 – 3:30</td>
<td>Workshop</td>
</tr>
<tr>
<td>6:30 – 8:30</td>
<td>Banquet</td>
</tr>
<tr>
<td>9:00 – 11:00</td>
<td>Entertainment</td>
</tr>
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### SATURDAY, APRIL 4 (Business Attire)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:15 – 9:00</td>
<td>General Session II</td>
</tr>
<tr>
<td>9:15 – 9:45</td>
<td>Workshop</td>
</tr>
<tr>
<td>10:00 – 12:00</td>
<td>Awards Brunch/Awards of Excellence Program</td>
</tr>
</tbody>
</table>
ACCOUNTING FOR PROFESSIONALS
Category: Production & Objective Test
Type: Individual

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

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

One (1) hour will be given for the production test. The production test will be administered at the home school prior to the state conference.

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

PRODUCTION TEST COMPETENCIES
- financial statements
- bank reconciliation
- payroll
- trial balance
- journalizing
- depreciation
- adjusting/closing entries

SKILLS
This event provides recognition for PBL members who demonstrate a comprehensive understanding of accounting, tax, and auditing principles.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
PROCEDURES

Objective Test
• A one (1) hour objective test will be administered at the state conference based on the objective test competencies.
• Competitors may bring a financial calculator.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

Production Test
• Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
• No reference materials are allowed.
• Any accounting or spreadsheet software may be used.
• No calculators are allowed to be used on the production test.

JUDGING
• Objective tests will be machine graded. This test constitutes 50 percent of the final event score.
• Judging of the skill test will be based on printed copy. Documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute 50 percent of the final event score.
• In case of a tie, the production test will be used to break the tie.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
ACCOUNTING PRINCIPLES
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
This event provides recognition for PBL members who demonstrate an understanding of the basic principles of accounting and who give evidence of their knowledge in solving practical accounting problems.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors must not have had more than two semesters or four quarters of accounting instruction, with no intermediate accounting courses or advanced accounting courses. *
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight
- Competitors may bring a financial calculator.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.

*Note Event Eligibility Requirements
ADMINISTRATIVE TECHNOLOGY
Category: Production & Objective Test
Type: Individual

OVERVIEW
This event consists of two (2) parts: an objective test and a production test. Competitors are required to complete all parts to be eligible to win an award.

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

One (1) hour will be given for the production test. The production test will be administered at the home school prior to the state conference.

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

PRODUCTION COMPETENCIES
- production of all business forms, including:
  - letters
  - memorandums
  - tables
  - reports
  - statistical reports
  - materials from rough draft
  - unarranged copy

SKILLS
This event provides recognition for PBL members who demonstrate that they have acquired the skills needed to produce business documents beyond an entry level.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the objective test will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
Objective Test
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
Production Test
- Documents produced for this event must be prepared by the competitors without help from the adviser or any other person.
- A Format Guide has been developed to be used as a guide for skill events that require word processing of documents. All documents must be prepared according to the style in the Format Guide.
- No calculators are allowed to be used on the production test.

JUDGING
- Objective tests will be machine graded. This test constitutes 20 percent of the final event score.
- Judging of the production test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute 80 percent of the final event score.
- The production test will be used to break a tie.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
BUSINESS COMMUNICATION
Category: Production & Objective Test
Type: Individual

OVERVIEW
This event consists of two (2) parts: an objective test and a production test. Competitors are required to complete all parts to be eligible to win an award.

A 60-minute objective test will be administered at the state conference based on the objective test competencies.

Thirty (30) minutes will be given for the production test. The production test will be administered at the home school prior to the state conference.

OBJECTIVE TEST COMPETENCIES
- mechanics of appropriate business English
- format and appropriateness of business messages
- format and style differences with international communications
- listening, oral, and nonverbal concepts

PRODUCTION TEST COMPETENCIES
- production of a written document in proper business format

SKILLS
This event provides recognition for members who demonstrate competencies in writing, speaking, and listening concepts.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the objective test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Electronic devices must be turned off and out of sight
- Each competitor must complete a production test at their home school prior to the State Leadership Conference. No reference materials may be used. The production test must be done on a computer using a word processing program. Thirty (30) minutes will be allowed for this portion of the event.

JUDGING
- The objective test, constituting 50 percent of the final score, will be machine graded.
- The production test, constituting 50 percent of the final score, will be evaluated by a panel of judges. All decisions of the judges are final.
- In case of a tie, the production test will be used to break the tie.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.
NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
### Evaluation Item

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position is clearly stated and consistently maintained. Clear reference(s) to the issue(s) are stated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Information provided clearly supports the position; evidence is sufficient</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Organization and structure of the exercise is clearly developed</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Readability—use of headings and transitions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Tone is consistent and enhances persuasiveness or is convincing</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing style</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Mechanics including punctuation, spelling, and capitalization are correct</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
</tbody>
</table>

**Total Writing Sample Score**

/100 max.

Name(s): __________________________________________________________________________

School: ____________________________________________ State: ____________________________

Judge’s Signature: __________________________________ Date: ________________________

Judge’s Comments: ____________________________________________________________________
BUSINESS ETHICS
Category: Presentation without Equipment
Type: Individual or Team

OVERVIEW
Competitors are expected to research the topic prior to the conference and be prepared to present their findings and solutions. Competitors will be expected to answer judges’ questions on their presentations.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
This event and recognizes PBL members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

2020 STATE AND NATIONAL LEADERSHIP CONFERENCE CASE STUDY
The 2020 case study topic is:
Customer review sites are a top marketing tool for companies and a top resource for consumer information. These sites have a “pay for performance” component. Discuss the ethical policy and implication of these practices.

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

PROCEDURES
- Competitors must research the topic prior to the conference and be prepared to present their findings and solutions.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, etc.).
- All team members must participate in the presentation.
- Teams are permitted to bring prepared notes, but books, other bound materials, visual aid/props, and equipment are prohibited.
• Competitors must prepare projects. Advisers and others are not permitted to help.
• Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
• No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Performance
• The team has seven (7) minutes to present.
• One (1) member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
• A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
• Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING
The presentation will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content and Recommendation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Situation is understood and effectively defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Ethical dimensions of the problem are clearly defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Team’s position is clearly stated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Effective ethical solution is offered</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Quality of research</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated, appropriate business language used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
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<tr>
<td><strong>Subtotal</strong></td>
<td></td>
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<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Time Penalty</strong> Deduct five (5) points for presentation over seven (7) minutes. Time:</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong> Deduct five (5) points for failure to follow guidelines</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong> Deduct five (5) points when dress code is not followed.</td>
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<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

Name(s): ________________________________
School: ____________________________ State: __________________________
Judge’s Signature: __________________________ Date: __________________________
Judge’s Comments: __________________________
BUSINESS LAW
Category: Presentation without Equipment
Type: Individual or Team

OVERVIEW
Competitors must research the topic prior to the conference and be prepared to present their findings and solutions at the State Leadership Conference. Competitors will be expected to answer judges’ questions on their presentations.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

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

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

2020 STATE AND NATIONAL LEADERSHIP CONFERENCE TOPIC
The 2020 topic is:

*Research a court case involving a corporate data breach and analyze the findings. Do you agree with the outcome of the case? Why or why not?*

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

PROCEDURES
- Competitors must research the topic prior to the conference and be prepared to present their findings and solutions.
- Facts and working data musts be cited and be secured from quality sources (peer review docs, legal docs, etc.).
- All team members must participate in the presentation.
• Teams are permitted to bring prepared notes, but books, other bound materials, visual aid/props, and equipment are prohibited.
• Competitors must prepare projects. Advisers and others are not permitted to help.
• Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
• No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Performance
• The team has seven (7) minutes to present.
• One (1) member should introduce the team and describe the ethical situation. All team members must participate in the presentation.
• A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
• Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING
The presentation will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Business Law

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
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<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legal issues are understood and well defined</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Applicable legal rules are set forth clearly and correctly</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>The facts favorable to the presenter’s interests are clearly discussed, analyzed, and applied to the applicable legal rules</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Arguments unfavorable to the presenter’s interests are anticipated and analyzed</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>A likely outcome is predicted and based on case analysis</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language is used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Participants demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

**Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time:

**Penalty** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Final Score** /100 max.

Name(s): ____________________________________________  
School: ____________________________________________  
State: ____________________________________________  
Judge’s Signature: __________________________________  
Date: ____________________________________________  
Judge’s Comments: __________________________________
BUSINESS PRESENTATION
Category: Presentation with Equipment
Type: Individual or Team

OVERVIEW
This event consists of a presentation given at the State Leadership Conference.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
This event provides recognition for PBL members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). **Exception:** In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

2020 STATE AND NATIONAL LEADERSHIP CONFERENCE TOPIC
The 2020 topic is:

*Soft skills are the personal attributes you need to succeed in the workplace. Develop a presentation identifying soft skills students need to have in order to be engaged in the workplace. Demonstrate how PBL prepares its members in developing the soft skills employers are looking for in their new hires and employees.*

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

PROCEDURES
- Use a presentation software program as an aid in delivering the business presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Comply with state and federal copyright laws.
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are responsible for bringing a copy of their project to show to the judges.
• Any photographs, texts, trademarks, or names used on the presentation must be supported by proper documentation and approvals indicated on the site.
• When applicable, the use of templates must be identified.
• The individual or team must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
• Any type of technology device (e.g., laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
• Five minutes (5) will be allowed to set up and remove equipment or presentation items.
• The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
• A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
• Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING
The presentation will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Business Presentation

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
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<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation clearly related to topic</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Purpose clearly stated</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Effectively uses a variety of program features such as text, graphics, and transitions.</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Quality of design is professional; design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Technology is effectively integrated into overall presentation</td>
<td>0</td>
<td>1–26</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Suitability and accuracy of statements in presentation</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Organization</strong></td>
<td></td>
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</tr>
<tr>
<td>Topic adequately developed</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Logical sequence of ideas</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Accomplished purpose</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation and statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
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<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Time Penalty</strong></td>
<td></td>
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</tr>
<tr>
<td>Deduct five (5) points for presentation over seven (7) minutes. Time:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

Name(s): 
School: 
State: 
Judge's Signature: 
Date: 
Judge's Comments:
CLIENT SERVICE
Category: Presentation without Equipment
Type: Individual

OVERVIEW
This event consists of an individual interactive role-play simulation or presentation related to client service.

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
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, solves problems, and uncovers opportunities for additional assistance. Participants develop speaking ability and poise through presentation as well as critical-thinking skills.

ELIGIBILITY
• For number of members who may enter this event, see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
• This role play event requires the competitor to provide customer service to a client (judges).
• Ten (10) minutes before the performance, each competitor will receive the scenario.
• Two (2) 4” x 6” note cards will be provided for each competitor 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 books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
• The competitor 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. This is a role-play event.
• A timekeeper will stand at four (4) minutes and again at five (5) minutes.

JUDGING
The presentation will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.
NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Client Service Performance Rating Sheet

## Content

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenario is understood and well defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Participant’s position is clearly stated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Effective solution is offered</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Delivery

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statements are well organized and clearly stated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Participant displays empathy/diplomacy when</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>responding to situation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant demonstrates self-confidence, poise,</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>and good voice projection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively ask and answer</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>questions effectively</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant actively interacts with judges</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Subtotal /100 max.

### Penalty
Deduct five (5) points for failure to follow guidelines.

### Dress Code Penalty
Deduct five (5) points when dress code is not followed.

## Final Score /100 max.

Name(s):  
School:  
State:  
Judge’s Signature:  
Date:  
Judge’s Comments:
COMMUNITY SERVICE PROJECT
Category: Prejudged Report & Presentation with Equipment
Type: Chapter

OVERVIEW
This event consists of two (2) parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

Reports must describe one (1) chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation. Include:

- Description of the project
- Chapter member involvement
- Degree of impact on the community
- Evidence of publicity received and project evaluation

All teams will be scheduled for a performance. Performances should describe the project completed. Specifically, the performance should address the community served, member involvement, and results of the project.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
This event recognizes PBL chapters that successfully implement community service projects to serve the citizens of their communities. The report must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation.

ELIGIBILITY
- All active local chapters may submit one report of their activity.
- Members (up to three) representing their chapter in the presentation portion of this event may compete in three other events.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
I. Report
   A. General
      - Competitors must prepare reports. Advisers and others are not permitted to write reports.
      - A single PDF file of the report must be submitted, using the online submission form, to the ND PBL State Office by the designated date.
      - 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.
      - Points will be deducted if the written project does not adhere to the guidelines.
      - Reports must be original, current, and not submitted for a previous SLC or NLC.
      - Reports submitted for competition become the property of North Dakota FBLA-PBL. These reports may be used for publication by the state association.
B. Report Cover
- Cover page is required and is not counted against the page limit.
- Cover page must contain the following information: name of the school, state, name of the event, and year (20xx–xx)

C. Report Contents
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8 1/2" x 11" paper.
- 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.
- Reports must not exceed 15 pages. (Divider pages and appendices are optional and must be included in the page count.)

II. Performance
- Five minutes (5) will be allowed to set up equipment or presentation items.
- Any type of technology device (e.g., laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
- 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.
- Internet access will not be provided.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; 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 and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING
Reports will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations. A panel of judges will evaluate the reports and the presentations. Final rank is determined by totaling the written report scores and the presentation scores. Report scores will be used to break a tie. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place winning projects, or alternate, may be submitted for competition at the PBL National Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Community Service Project

## Report Rating Sheet

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

School: ____________________________________________ State: __________________________

Judge’s Signature: __________________________________ Date: ________________

Judge’s Comments:

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## PBL Community Service Project

**Performance Rating Sheet**

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Explanation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description of project development and strategies used to implement project</td>
<td>0</td>
<td>1–8</td>
<td>9–18</td>
<td>19–25</td>
<td></td>
</tr>
<tr>
<td>Appropriate level of chapter member involvement in the project</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Degree of impact on the community and its citizens</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>Evidence of publicity received</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Effective student evaluation of project</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>10–15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, assertiveness, and good diction</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Subtotal** /100 max.

**Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time:

**Penalty** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Total Points** /100 max.

**Report Score** /100 max.

**Final Score** (add total points and reports score) /200 max.

Name(s): 

School: 

State: 

Judge’s Signature: 

Date: 

Judge’s Comments:
COMPUTER APPLICATIONS
Category: Production & Objective Test
Type: Individual

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

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

Two (2) hours will be given for the production test. The production test will be administered at the home school prior to the state conference.

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

PRODUCTION COMPETENCIES
- creating a database and applying various functions
- creating a spreadsheet and applying various functions
- preparing text slides with graphics
- bar, line, pie, exploded pie, and stacked bar business graphics
- word processing

SKILLS
This event provides recognition for PBL members who can most efficiently demonstrate computer application skills.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the objective test will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
Objective Test
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

Production Test
- Documents produced must be prepared by the competitor without help from the adviser or any other person.
- A Format Guide has been developed to be used as a guide for skill events that require word processing of documents. All documents must be prepared according to the style in the Format Guide.
• Results will be based on mailable copy and the Format Guide.
• Calculators are not allowed on the production portion of the test.

JUDGING
• Objective tests will be machine graded. This test constitutes 20 percent of the final event score.
• Judging of the production test will be based on printed copy. Documents will be evaluated by a panel of judges for this event. All decisions of the judges are final. The production portion of this event will constitute 80 percent of the final event score.
• The production test will be used to break a tie.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
COMPUTER CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
CONTEMPORARY SPORTS ISSUES
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
CYBER SECURITY
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

COMPETENCIES
❑ defend and attack (virus, spam, spyware, Trojan, hijackers, worms)
❑ network security
❑ email security
❑ intrusion detection
❑ public key
❑ authentication
❑ disaster recovery
❑ physical security
❑ cryptography
❑ forensics security
❑ cyber security policy

SKILLS
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
• For number of members who may enter this event, please see the State Leadership Conference
  Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the
  established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National
  Leadership Conference.

REGULATIONS
• Competitors arriving late will be allowed only the time remaining in the testing period to complete the
  test.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be
  permitted to participate in the competitive event.

PROCEDURES
• Calculators will be provided.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or
number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National
Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level.
Please consult the national Chapter Management Handbook for complete national guidelines.
DESKTOP PUBLISHING
Category: Production & Objective Test
Type: Individual or Team

OVERVIEW
This event consists of two (2) parts: an objective test and a prejudged project. Competitors are required to complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered at the home school prior to the state conference based on the competencies listed. This is a collaborative test.

The prejudged project is developed based on the topic listed below and must be submitted prior to the conference by the deadline date.

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

SKILLS
This event provides recognition to PBL members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making. This event consists of two (2) parts: an objective test and a production problem.

ELIGIBILITY
- For number of teams that may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Each entry must be created by an individual or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

2020 STATE AND NATIONAL LEADERSHIP CONFERENCE TOPIC
The topic to be addressed and developed for competition at the 2020 SLC and NLC will be:

You have been put in charge of creating a campaign to bring statewide awareness of the expected dress code at all FBLA-PBL events. FBLA-PBL has professional attire standards to which all members are expected to adhere, but feedback from members in your state indicates they are not sure they are being made fully aware of them prior to conference events. You will create three original items, which will include:
- A poster that shows/describes acceptable and unacceptable attire
- A postcard that members can carry with them at conferences showing/describing acceptable and unacceptable attire
- A PowerPoint presentation that can be shown at chapter meetings prior to conferences to educate members about the dress code
PROCEDURES
Objective Test
• Team members will take the objective test collaboratively.
• Electronic devices must be turned off and out of sight
• Calculators will be provided.
• No materials may be brought to the testing site.

Production Problem
• Documents produced for this event must be prepared by the competitors without help from the adviser or any other person.
• Competitors may use any desktop publishing software to complete the project.
• The finished product must be submitted in color. Complete the Entry Event Form (in the Forms section) and submit with completed project by the designated date to the specified address.
• All documents should be labeled with the event title, competitor’s name, state, and school.
• Refer to copyright guidelines found in the Format Guide.

JUDGING
• Objective tests will be machine graded. This test constitutes 20 percent of the final event score.
• Judging of the production project will be based on final copy. The score received on this portion of the event will constitute 80 percent of the final event score.
• The production problem will be used to break a tie.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Desktop Publishing
## Production Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Output effectively meets goals of the project</td>
<td>0</td>
<td>1–5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Content appropriately addresses the intended target audience</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>All pieces show a cohesive tie to one another</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Clear connection to theme throughout materials</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Included all information required in project instructions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of Software Features</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate font selection and application (including size, spacing, type, etc.)</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.)</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Appropriate use of technology to enhance design and accomplish project goals</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layout</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective use of margins, columns, and white space</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Appropriate selection, placement, and manipulation of graphics</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Applied appropriate alignment, text wrapping, indenting, and bullets</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Overall design impact is appealing and relates to target audience</td>
<td>0</td>
<td>1–5</td>
<td>6-10</td>
<td>11-15</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal /100 max.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Penalty**
- Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error.
- Deduct five (5) points for failure to follow guidelines.

**Final Score** /100 max.

Name(s):  
School:  
State:  
Judge's Signature:  
Date:  
Judge's Comments:
EMERGING BUSINESS ISSUES  
Category: Presentation without Equipment  
Type: Individual or Team

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

PERFORMANCE COMPETENCIES  
- demonstrate excellent verbal communication  
- display effective decision-making and problem-solving skills  
- express self-confidence and poise  
- work well as a team when applicable  
- exhibit logic and systematic understanding  
- conduct a professional business presentation  
- answer questions effectively (when applicable)

SKILLS  
This event provides PBL members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. In addition to learning research skills, participants develop speaking ability and poise through oral presentation.

ELIGIBILITY  
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.  
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.  
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS  
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.  
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

2020 STATE AND NATIONAL LEADERSHIP CONFERENCE TOPIC  
The topic to be addressed and developed for competition at the 2020 SLC and NLC will be:  
*There has been an increase in the publication of world issues on social media and news media platforms. Media bias has affected big businesses, sports, law enforcement departments, and our ideals as a society. Discuss how this trend of news search affects how our society views current issues in our country. Discuss the negative effects of media biases and how they are shaping our future generations. Discuss the positive aspects of how the media sheds light on issues going on in our country today.*

Competitors will be expected to research the topic prior to conference and be prepared to present both an affirmative and negative arguments.
PROCEDURES
- Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.
- Individuals/teams will be permitted to bring prepared notes of any type to the presentation.
- Competitors must prepare projects. Advisers and other are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Each team’s presentation must be the result of its own independent work. Facts and working data may be secured from any source.
- All members of the team must participate in the advance research of the topic and in the actual presentation.
- No reference materials, visual aids/props, or electronic devices may be brought to or used during the preparation or performance.
- Individuals/teams should introduce themselves, describe the situation, present both the affirmative and negative side of the topic, make their recommendations, and summarize their case.
- All team members are expected to actively participate in the performance.
- Individuals/teams will have seven (7) minutes to present both the affirmative and negative argument.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

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

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Emerging Business Issues
## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understanding of issue/topic</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Affirmative Argument</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow and logic of content</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Quality of Evidence</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Persuasiveness</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Relevance of argument</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Negative Argument</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow and logic of content</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Quality of Evidence</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Persuasiveness</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Relevance of argument</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Statements are well-organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Time Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points for presentation over seven (7) minutes. Time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points when dress code is not followed.</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

Name(s): ____________________________________________

School: ____________________________ State: ____________________________

Judge's Signature: ____________________________ Date: ____________________________

Judge's Comments:

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50
ENTREPRENEURSHIP CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
- business plan
- community/business relations
- legal issues
- initial capital and credit
- personnel management
- financial management
- marketing management
- taxes
- government regulations

SKILLS
Owning and managing a business is the goal of many Americans. This event recognizes PBL members who demonstrate the knowledge and skills needed to establish and manage a business.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
FINANCIAL CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- Competitors may bring a financial calculator.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
FINANCIAL SERVICES
Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

OVERVIEW
This event consists of two (2) parts: an objective test and an interactive role play. Competitors are required to complete both parts.

A one-hour objective test will be administered at the home school based on the competencies listed. Individual or team members will take one objective test collaboratively.

A role play case study will be given. All the questions raised in the case must be addressed during the oral presentation.

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

PERFORMANCE OBJECTIVES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.
PROCEDURES

Objective Test
- A one-hour (1) objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be submitted to the state office on or before the established date to be considered for competition.
- Team members will take one objective test cooperatively.
- Electronic devices must be turned off and out of sight.
- Financial calculators may be used on the objective test.

Role Play Problem
- The event will consist of an interactive role play situation that may include ethics, government regulations, types of institutions, technology, etc.
- 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 event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials may be brought to or used during the preparation or performance.
- Individuals/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.
- All questions raised in the case must be addressed during the presentation.
- The individual or team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

JUDGING
- The objective test will be machine graded.
- The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the case of a tie the objective test score will be added to determine the final rank.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well defined</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates knowledge and understanding of banking and financial systems concepts</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language is used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong> Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong> Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Objective Test Score</strong> (to be used in the event of a tie)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name(s): __________________________________________________________________________

School ___________________________ State: ___________________________

Judge’s Signature: ___________________________ Date: ___________________________

Judge’s Comments: ____________________________________________________________________

55
FUTURE BUSINESS EDUCATOR
Category: Interview
Type: Individual

OVERVIEW
This event consists of multiple components: material submission at the conference, an interview, and a lesson presentation. Competitors are required to complete all parts to be eligible to win an award.

Three (3) copies of required materials must be taken to the interview at SLC. Required materials include: one-page cover letter, resume (not to exceed two pages), letter of recommendation from an educator attesting to potential teaching abilities, and unit plan. The materials will be left with the judges.

Each competitor will be scheduled for an interview/lesson presentation. Ten minutes will be allotted for the interview, five minutes will be allotted to prepare for the lesson, and fifteen minutes will be allotted for the lesson presentation.

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who have demonstrated leadership qualities and evidence of the knowledge and skills essential for successful careers as business educators.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late for the interview/lesson presentation will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
• Three (3) copies of required materials must be taken to the interview at SLC. Each copy should be bound with a cover page listing the student name, school, state, unit title, and name of the competitive event.
  Each item must be clearly labeled and include the competitor’s name on all pages. The materials will be left with the judges. No 3-ring binders.
  o One-page cover letter
  o Résumé (not to exceed two pages). Photographs are not allowed.
  o A recommendation from an educator attesting to potential teaching abilities
  o Unit plan should include: objective, lesson content (time for each activity), instructional events, assessment, resources, and alignment to NBEA standards.
For the 2020 SLC and NLC, Create a unit plan for a high school entrepreneurship course. The plan should include a pre-assessment, assessments, activities, and other ancillary materials that may be needed. Assessments must be original in nature and not copied from published textbook materials. Each item must be clearly labeled.

Judges will receive a copy of each competitor’s application materials from the competitor. No additional items can be brought into the interview or left with the judges.

- The competitors may use technology to present the lesson, but it must be provided by the competitor.
- Internet access will not be provided.
- Student members, not advisers, must prepare the cover letter, résumé, and unit plan.
- A deduction of five (5) points will be made from the score of competitors who submit materials but do not adhere to the event guidelines for the submission of proper materials.
- Each competitor will be scheduled for an interview/lesson presentation. Ten minutes will be allotted for the interview, five minutes will be allotted to prepare for the lesson, and fifteen minutes will be allotted for the lesson presentation.
- Props or items needed to present the lesson may be brought into the room but may not be left with the judges.

JUDGING
The materials, interview, and lesson presentation will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winners, or alternates, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
### PBL Future Business Educator Interview Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interview</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates poise, maturity, and attitude</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, initiative, and assertiveness</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates professionalism</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Leadership Ability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explains participation and leadership in PBL</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Explains participation in other school and/or community organizations</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Explains and shows areas of outstanding achievement</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Indicates understanding of career knowledge and career plans</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Application Materials</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective application materials (résumé and letter of application)</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong> Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong> Deduct five (5) points for failure to fully follow the guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

Name(s): 
School: 
State: 
Judge's Signature: 
Date: 
Judge's Comments:
# PBL Future Business Educator

## Lesson Presentation Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Knowledge of subject matter</strong></td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Material presented based on meeting objectives of the lesson</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Quality of the lesson delivery</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Teaching methods used were appropriate for audience and subject</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Expectation of students was reasonable</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Material presented at the appropriate level for audience</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Lesson was interesting, motivating, and/or creative</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates professionalism</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Unit Plan</strong></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit objectives defined</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Lesson content outlined with time for each activity defined</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Instructional events identified</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Methods of assessment developed</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Resources identified</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Evidence of alignment to NBEA Standards</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**Subtotal** /100 max.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Penalty** Deduct five (5) points for failure to fully follow the guidelines.

**Final Score** /100 max.

Name(s): ____________________________________________________________

School: ____________________________________________________________  State: __________________________

Judge’s Signature: ________________________________________________  Date: __________________________

Judge’s Comments:

59
FUTURE BUSINESS EXECUTIVE
Category: Interview
Type: Individual

OVERVIEW
This event consists of multiple components, including an objective test, a material submission and an interview. Competitors are required to complete all parts to be eligible to win an award.

A one (1) hour objective test will be administered at the home school prior to the state conference based on the competencies listed.

The resume and cover letter must be taken to the interview at SLC in three (3) folders labeled with the event title, competitor’s name, school, and state. The materials will be left with the judges.

Each competitor will be scheduled for a 15-minute interview.

OBJECTIVE TEST COMPETENCIES
❑ management
❑ accounting
❑ business law
❑ economics
❑ finance
❑ marketing
❑ technology concepts
❑ organizational behavior and leadership
❑ business strategy
❑ communication techniques
❑ global business

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who have demonstrated leadership qualities and evidence of knowledge and skills essential for successful careers in business.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late for the interview will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.
PROCEDURE

I. Objective Test
   - A one-hour (1) objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be submitted to the state office on or before the established date to be considered for competition.
   - Electronic devices must be turned off and out of sight.

II. Cover Letter and Resume
   - Cover Letter: Competitors will apply for a position at a company of their choice.
   - Resume: List your work/volunteer experience and acquired skills. Resumes should be brief, not exceeding two pages. Photographs are not allowed.
   - The resume and cover letter must be taken to the interview at SLC in three (3) folders labeled with the event title, competitor’s name, school, and state. The materials will be left with the judges.
   - A deduction of five (5) points will be made from the score of competitors who submit materials but do not adhere to the event guidelines for the submission of proper materials.
   - Student members, not advisers, must prepare the cover letter and resume.

III. Interview
   - All competitors will be scheduled for an interview.
   - Competitors will be scheduled for a fifteen (15) minute interview.
   - Judges will receive a copy of each competitor’s application materials from the competitor. No additional items can be brought into the interview or left with the judges.

JUDGING
The materials and interview will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winners, or alternates, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Future Business Executive

## Interview Materials Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover Letter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>States job for which applying</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Promotes self in letter. Lists skills, achievements, experience, etc.</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>States that the resume is included with the letter and asks for an interview</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Resume</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targets job listed on cover letter</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Professional Layout – categories can be found easily, white space utilized, professional fonts and font sizes</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Includes education, activities, and experience information</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Brief, concise information</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Spelling and Grammar</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Documents are free of spelling, punctuation, and grammatical errors</td>
<td>0</td>
<td>3</td>
<td>7</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td>/500 max.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong> Deduct five (5) points for failure to fully follow the guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>/50 max.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name(s): ____________________________________________________________________

School: ___________________________ State: ________________________________

Judge’s Signature: ______________________ Date: ___________________________

Judge’s Comments: __________________________________________________________
# PBL Future Business Executive

## Interview Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interview</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates poise, maturity, and a professional attitude</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, initiative, and assertiveness</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates a proper greeting, introduction, and closing</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates professionalism</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

### Leadership Ability

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explains participation and leadership in PBL</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Explains participation in other school and/or community organizations</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Explains and shows areas of outstanding achievement</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Indicates understanding of career field and outlines career plans</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

### Subtotal

/100 max.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Penalty** Deduct five (5) points for failure to fully follow the guidelines.

**Application Materials Score** /50 max.

**Objective Test Score** /100 max.

**Final Score** /250 max.

Name(s): ________________________________________________________

School: __________________________________________________________ State: ______________________

Judge's Signature: ____________________________________________ Date: ______________________

Judge's Comments:
GLOBAL ANALYSIS & DECISION MAKING – MODIFIED!
Category: Collaborative Objective Test
Type: Individual or Team

OVERVIEW
A one-hour objective test will be administered at the home school based on the competencies listed. Individual or team members will take one objective test collaboratively.

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

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

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. Exception: A competitor may compete in the same event when the event is modified. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- A one-hour (1) objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be submitted to the state office on or before the established date to be considered for competition.
- Team members will take one objective test cooperatively.
- Electronic devices must be turned off and out of sight.
- Financial calculators may be used on the objective test.

JUDGING
Tests will be machine graded.
STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

**NOTE:** The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
HELP DESK
Category: Objective Test & Role Play
Type: Individual

OVERVIEW
This event consists of two (2) parts: an objective test and an interactive role play. Competitors are required to complete both parts.

A 60-minute objective test will be administered at the home school based on the competencies listed.

An interactive role-play scenario will be given based on customer service in the technical field. All the questions raised in the case must be addressed during the presentation.

OBJECTIVE TEST COMPETENCIES
- introduction to help desk concepts
- help desk roles and responsibilities
- help desk process and procedures
- help desk performance measure
- help desk setting
- customer support
- management processes

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
Objective Test
- A one-hour (1) objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be returned to the state office on or before the established date to be considered for competition.
- Electronic devices must be turned off and out of sight.
Role Play Problem

- All competitors will be scheduled for a performance.
- An interactive role-play scenario will be given based on customer service in the technical field.
- Ten (10) minutes before the performance, each competitor will receive the scenario.
- Two (2) 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- The competitor has five (5) minutes to interact with a panel of judges and demonstrate how they would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.

JUDGING

- The objective test will be machine graded.
- The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the case of a tie the objective test score will be added to determine the final rank.

STATE AWARDS

The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION

The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Problem Identification</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Describes the situation(s)</td>
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<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Problem/incident properly documented</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Issues a solution or recommendation(s), resolved problem</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
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<tr>
<td><strong>Technology</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic hardware/software knowledge, used correct terminology</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer client’s technical questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Meets the needs of the client/customer</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates troubleshooting skills and effective investigative methods</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
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<tr>
<td><strong>Delivery Skills</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates conflict resolution skills</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Brings to closure</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Penalty** Deduct five (5) points for failure to follow guidelines.

**Total Points** /100 max.

**Objective Test Score** (to be used in the event of a tie)

Name(s): __________________________

School: ___________________________ State: ___________________________

Judge’s Signature: ___________________________ Date: ___________________________

Judge’s Comments: ___________________________
OVERVIEW
This event consists of two (2) parts: an objective test and an interactive role play. Competitors are required to complete both parts.

A 60-minute objective test will be administered at the home school based on the competencies listed. Individual or team members will take one objective test collaboratively.

An interactive role play situation that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc. All the questions raised in the case must be addressed during the presentation.

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

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
Hospitality is an important aspect of business and society. This area includes involvement in the hotel, restaurant, and tourism industry.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.
PROCEDURES

Objective Test
- A 60-minute objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be returned to the state office on or before the established date to be considered for competition.
- Team members will take one objective test cooperatively.
- Electronic devices must be turned off and out of sight.

Role Play Problem
- All teams will be scheduled for a performance.
- The event will consist of an interactive role play situation that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc.
- Twenty (20) minutes before performance, each team will receive the case study.
- Two (2) 4” x 6” note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- Turn off all electronic devices.
- No additional reference materials allowed.
- Competitors should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- All team members are expected to actively participate in the performance.
- The individual or team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

JUDGING
- The objective test will be machine graded.
- The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the case of a tie the objective test score will be added to determine the final rank.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# Performance Rating Sheet

## Evaluation Item

<table>
<thead>
<tr>
<th>Content</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem is understood and well defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Anticipated results are based on correct reasoning</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Delivery

<table>
<thead>
<tr>
<th>Delivery</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Competitors demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Subtotal

/100 max.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Penalty** Deduct five (5) points for failure to follow guidelines.

## Final Score

/100 max.

**Objective Test Score** (to be used in the event of a tie)

---

Name(s): 

School: 

State: 

Judge's Signature: 

Date: 

Judge's Comments:
HUMAN RESOURCE MANAGEMENT
Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

OVERVIEW
This event consists of two (2) parts: an objective test and an interactive role play. Competitors are required to complete both parts.

A 60-minute objective test will be administered at the home school based on the competencies listed. Individual or team members will take one objective test collaboratively.

An interactive role play situation that may include training, staffing, benefits, labor relations, and government regulations. All the questions raised in the case must be addressed during the oral presentation.

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

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
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.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
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REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.
PROCEDURES
Objective Test
• A 60-minute objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be returned to the state office on or before the established date to be considered for competition.
• Team members will take one objective test cooperatively.
• Electronic devices must be turned off and out of sight.

Role Play Problem
• All teams will be scheduled for a performance.
• The event will consist of an interactive role play situation that may include training, staffing, benefits, labor relations, and government regulations.
• Twenty (20) minutes before the performance, each team will receive the case study.
• Two (2) 4” x 6” note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
• No additional reference materials allowed.
• Turn off all electronic devices.
• Competitors should introduce themselves, describe the situation, make their recommendations, and summarize their case.
• All team members are expected to actively participate in the performance.
• Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
• A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

JUDGING
• The objective test will be machine graded.
• The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the case of a tie the objective test score will be added to determine the final rank.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
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</tr>
<tr>
<td>Problem is understood and well defined</td>
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<tr>
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<td>6–10</td>
<td>11–15</td>
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</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1–5</td>
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<td>11–15</td>
<td></td>
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<tr>
<td>Anticipated results are based on correct reasoning</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
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<tr>
<td><strong>Comment</strong></td>
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<tr>
<td><strong>Delivery</strong></td>
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</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Comment</strong></td>
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<tr>
<td><strong>Subtotal</strong></td>
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<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong> Deduct five (5) points when dress code is not followed.</td>
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</tr>
<tr>
<td><strong>Penalty</strong></td>
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<tr>
<td><strong>Final Score</strong></td>
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<td>/100 max.</td>
</tr>
<tr>
<td><strong>Objective Test Score</strong> (to be used in the event of a tie)</td>
<td></td>
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</tr>
</tbody>
</table>

Name(s): ____________________________________________________________________

School: ___________________________ State: ___________________________

Judge’s Signature: ___________________________ Date: ___________________________

Judge’s Comments: ___________________________
IMPROPTU SPEAKING
Category: Speech
Type: Individual

OVERVIEW
Competitors will be given a topic related to one or more of the following: FBLA-PBL goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics. The goals include:
- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURE
- Competitors will be given the topic and have ten (10) minutes to prepare their speeches prior to appearing before the judges. All competitors will address the same topic in their speeches.
- Two (2) 4” x 6” note cards will be given to each competitor and may be used during event 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 such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
- Each speech should be four (4) minutes in length.
• A timekeeper will stand at three (3) minutes and again at four (4) minutes. When the speaker is finished, the time used by the competitor will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.

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

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL IMPPROMPTU SPEAKING

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relation to the topic</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Memorable central theme stated and repeated</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Supporting information is accurate and appropriate</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate introduction of topic</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Strong support (body) for topic</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Effective and memorable conclusion</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extemporaneous delivery; e.g. not merely read from</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>the notes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective posture, body language, eye contact, and</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>gestures</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional tone, appropriate language</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>(inflection, pace, emphasis, and enthusiasm)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation is sincere, interesting, creative,</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>and convincing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

**Time Penalty** Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:

**Penalty** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Final Score** /100 max.

Name(s): ____________________________

School: ____________________________ State: __________

Judge’s Signature: ____________________________ Date: __________

Judge’s Comments: ____________________________
INFORMATION MANAGEMENT
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
INSURANCE CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
❑ insurance principles
❑ general insurance concepts
❑ automobile, homeowners, renters, property, & liability insurance
❑ life, health, & disability insurance
❑ legal concepts
❑ compliance & operational risk
❑ assessing & transferring risk
❑ careers
❑ ethics in the insurance industry

SKILLS
This event provides recognition for PBL members who demonstrate an understanding of and skill in basic insurance principles and procedures.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
• Calculators will be provided.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
JOB INTERVIEW
Category: Material Submission & Interview
Type: Individual

OVERVIEW
This event consists of multiple components, including material submission and an interview. Competitors are required to complete all parts to be eligible to win an award.

The resume and cover letter must be taken to the interview at SLC in three (3) folders labeled with the event title, competitor’s name, and school. The materials will be left with the judges.

Each competitor will be scheduled for a 15-minute interview.

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who have demonstrated leadership qualities and evidence of knowledge and skills essential for successful careers in business.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late for the interview will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURE
I. Interview Materials
   • The resume and cover letter must be taken to the interview at SLC in three (3) folders labeled with the event title, competitor’s name, school, and state. The materials will be left with the judges.
   • Cover Letter: Competitors will apply for a position at a company of their choice. The job must be one for which the competitor is now qualified, or for which he/she will be qualified at the completion of the current school year. It may be a part-time, internship, or full-time job.
   • Resume: List your work/volunteer experience and acquired skills. Resumes should be brief, not exceeding two pages. Photographs are not allowed.
   • A deduction of five (5) points will be made from the score of competitors who submit materials but do not adhere to the event guidelines for the submission of proper materials.
   • Student members, not advisers, must prepare the interview materials.

II. Interview
   • Competitors will be scheduled for a fifteen (15) minute interview.
   • Judges will receive a copy of each competitor’s application materials from the competitor. No additional items can be brought into the interview or left with the judges.
JUDGING
The materials and interview will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Job Interview

## Interview Materials Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover Letter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>States job for which applying</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Promotes self in letter. Lists skills, achievements, experience, etc.</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>States that the resume is included with the letter and asks for an interview</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Resume</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targets job listed on cover letter</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Professional Layout—categories can be found easily, white space utilized, professional fonts and font sizes</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Includes education, activities, and experience information</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Brief, concise information</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Spelling and Grammar</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Documents are free of spelling, punctuation, and grammatical errors</td>
<td>0</td>
<td>3</td>
<td>7</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/50 max.</td>
</tr>
<tr>
<td><strong>Penalty</strong> Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/50 max.</td>
</tr>
</tbody>
</table>

Name(s):  
School:  
State:  
Judge’s Signature:  
Date:  
Judge’s Comments:
# PBL Job Interview

## Interview Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professional Presentation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates appropriate nonverbal communication (eye contact, posture, facial expressions, body language, smile)</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, takes initiative, and is enthusiastic</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates professionalism</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Interview</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to understand and respond to interview questions</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Connects previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Possess knowledge about the position and career field</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates effective communication skills and uses appropriate grammar.</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Participant asks questions that demonstrate interest in organization and understanding of position</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong>              Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong>                       Deduct five (5) points for failure to fully follow the guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Application Materials Score</strong>       /50 max.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong>                   /150 max.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name(s): 

School: ________________________________ State: ________________________________

Judge's Signature: ________________________________ Date: ________________________________

Judge’s Comments: ________________________________
OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

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

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
LOCAL CHAPTER ANNUAL BUSINESS REPORT
Category: Prejudged Report
Type: Chapter

OVERVIEW
The report should include the chapter’s annual program of work.

SKILLS
This event recognizes PBL chapters that effectively summarize their year’s activities. The event provides participants with valuable experience in preparing annual business reports.

ELIGIBILITY
All active local chapters may submit one report of their activity.

PROCEDURES
I. General
• Competitors must prepare reports. Advisers and others are not permitted to write reports.
• A single PDF file of the report must be submitted, using the online submission form, to the ND PBL State Office by the designated date.
• Reports should include the chapter’s annual program of work. Reports 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.
• Points will be deducted if the written report doesn’t adhere to the guidelines.
• This event is prejudged prior to the State Leadership Conference.
• Reports must be original, current, and not submitted for a previous NLC.
• Reports submitted for competition become the property of North Dakota FBLA-PBL. These reports may be used for publication by the state association.

II. Cover Page
• Cover page must contain the following information: name of the school, state, name of the event, and year (20xx–xx).
• Cover page is required and is not counted against the page limit.

III. Report Contents
• Table of contents with page numbers.
• Pages are numbered and formatted to fit on 8 1/2” x 11” paper.
• Reports must not exceed 15 pages. (Divider pages and appendices are optional and must be included in the page count.)
• 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.

JUDGING
Reports will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the winners. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place winning projects may be submitted for competition at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Local Chapter Annual Business Report

## Report Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“State of the Chapter” remarks to current members by chapter president</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>• Number of members</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Size of school and community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Activities to Benefit Chapter and Its Members</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program of Work</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Recruitment activities</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Leadership development</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Career exploration and preparation</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Business partnerships</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Chapter fundraising</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Public relations activities and chapter publicity</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Activities to Benefit Other Individuals and Organizations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State and national projects</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Other community service projects</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conferences and Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participation in PBL conferences</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Other chapter and individual recognitions earned</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Competitive event winners and participants</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Report Format</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear, concise presentation with logical arrangement of information following the rating sheet categories</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Correct grammar, punctuation, spelling, and acceptable business style</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Design and graphics are appropriate for purpose</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>/100 max.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Penalty Points** | Deduct five (5) points each for not adhering to Report Guidelines (maximum of fifteen [15] points):
- cover incorrect
- missing table of contents
- over fifteen (15) pages
- no page numbers
- report format does not follow rating sheet

**Total Points** | /100 max.

**School:** __________________________  **State:** __________________________

**Judge’s Signature:** __________________________  **Date:** __________________________

**Judge’s Comments:**

86
MACROECONOMICS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

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

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
MANAGEMENT ANALYSIS AND DECISION MAKING
Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

OVERVIEW
This event consists of two (2) parts: an objective test and an interactive role play. Competitors are required to complete both parts.

A 60-minute objective test will be administered at the home school based on the competencies listed. Individual or team members will take one objective test collaboratively.

An interactive role play situation that may include organizational behavior and theory, management principles, operations management, business policies, etc. All the questions raised in the case must be addressed during the presentation.

OBJECTIVE TEST COMPETENCIES
❑ business policies/strategic management
❑ management information systems
❑ organizational behavior
❑ organizational theory
❑ production/operations management

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who possess knowledge across the core curriculum in the area of management.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
• Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
PROCEDURES

Objective Test
- A 60-minute objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be returned to the state office on or before the established date to be considered for competition.
- Team members will take one objective test cooperatively.
- Electronic devices must be turned off and out of sight.
- Financial calculators may be used on the objective test.

Role Play Presentation
- All teams will be scheduled for a performance.
- The event will consist of an interactive role play situation that may include organizational behavior and theory, management principles, operations management, business policies, etc.
- Twenty (20) minutes before the scheduled performance, each team will receive the case study.
- Two (2) 4” by 6” note cards will be provided for each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Turn off all electronic devices.
- 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.
- Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

JUDGING
- The objective test will be machine graded.
- The performance portion of this event will be evaluated by a panel of judges. In the case of a tie after the performance, the objective test score will be added to determine the final rank. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
## PBL Management Analysis & Decision Making

### Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem is understood and well defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Issues presented in case are addressed completely</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Management’s decision is clear</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Subtotal /100 max.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Penalty** Deduct five (5) points for failure to follow guidelines.

### Final Score /100 max.

**Objective Test Score** (to be used in the event of a tie)

Name(s):

School: ____________________________  State: __________________________

Judge’s Signature: ____________________________  Date: __________________________

Judge’s Comments:
MANAGEMENT CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
For success in 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.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
MARKETING ANALYSIS AND DECISION MAKING
Category: Collaborative Objective Test & Team Performance (Role Play)
Type: Individual or Team

OVERVIEW
This event consists of two (2) parts: an objective test and a role play. Competitors are required to complete both parts.

A 60-minute objective test will be administered at the home school based on the competencies listed. Individual or team members will take one objective test collaboratively.

An interactive role play situation that may include consumer behavior, advertising, e-commerce, public relations, research, etc. All the questions raised in the case must be addressed during the presentation.

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

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who possess knowledge across the core curriculum in the area of marketing.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
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REGULATIONS
• Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
PROCEDURES
Objective Test
- A 60-minute objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be returned to the state office on or before the established date to be considered for competition.
- Team members will take one objective test cooperatively.
- Electronic devices must be turned off and out of sight.
- Financial calculators may be used on the objective test.

Role Play Presentation
- All teams will be scheduled for a performance.
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- No additional reference materials allowed.
- Turn off all electronic devices.
- 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.
- Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

JUDGING
- The objective test will be machine graded.
- The performance portion of this event will be evaluated by a panel of judges. In the case of a tie after the performance, the objective test score will be added to determine the final rank. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# Performance Rating Sheet

## Content

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
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<th>Points Earned</th>
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<td>Problem is understood and well defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Alternatives are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Anticipated results are based on correct reasoning</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
</tbody>
</table>

## Delivery

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
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<tbody>
<tr>
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<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Competitors show self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
</tbody>
</table>

## Comment

Subtotal /100 max.

### Dress Code Penalty
Deduct five (5) points when dress code is not followed.

### Penalty
Deduct five (5) points for failure to follow guidelines.

Final Score /100 max.

### Objective Test Score
(to be used in the event of a tie)

Name(s): ____________________________

School: ____________________________ State: ____________________________

Judge’s Signature: ____________________________ Date: ____________________________

Judge’s Comments: ____________________________
MARKETING CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
- basic marketing (price, product, place, and promotion)
- e-marketing
- international marketing
- legal and social aspects
- marketing concepts and strategies
- marketing research

SKILLS
Students demonstrate an understanding of the distribution of products and services to the consumer.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
MICROECONOMICS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

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

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
NETWORKING CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
- general networking terminology
- specific networking operating system (NOS) concepts
- OSI model and functionality
- network topologies
- equipment for network access (firewall, DSU/CSU, T1, Wi-Fi, etc.)
- network security

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
ORGANIZATIONAL BEHAVIOR & LEADERSHIP
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
- conceptual and problem-solving skills
- organizational strategy and corporate culture
- leadership traits and characteristics
- motivational theories and practices
- individual and group behavior in organizations
- power and influence
- organizational communication
- teamwork
- organizational ethics and social responsibility
- global perspectives in organizations
- multicultural and gender perspective in leaders and organizations

SKILLS
This event recognizes PBL members who are familiar with organizational behaviors and leadership competencies that affect organizations.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
PARLIAMENTARY PROCEDURE
Category: Objective Test & Role Play
Type: Team

OVERVIEW
This event consists of two (2) parts: an objective test and a meeting presentation. Competitors are required to complete all parts to be eligible to win an award.

A 60-minute objective test will be administered at the home school based on the competencies listed. Team competitors will take individual tests and the individual scores will be averaged to determine the team score.

The role play scenario 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, 11th edition.

OBJECTIVE TEST COMPETENCIES
❑ parliamentary procedure principles (questions will be drawn from the National Association of Parliamentarian's official test bank)
❑ PBL Bylaws

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

SKILLS
The event recognizes PBL members who demonstrate knowledge of parliamentary procedure principles along with an understanding of PBL's organization and procedures. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.

ELIGIBILITY
• Each local chapter may enter one (1) team that must be composed of four (4) or five (5) persons—a president, vice president, secretary, treasurer, and an additional member. Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference. Exception: Two team members may have entered this event at a prior NLC.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.

REGULATIONS
• Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURE
Objective Test
• A 60-minute objective test will be administered based on the previously listed competencies. This test will be administered in the home school prior to the State Leadership Conference. The test is to be returned to the state office on or before the established date to be considered for competition.
• The team score is determined by averaging the scores of its members.
• Electronic devices must be turned off and out of sight
Meeting Presentation

- All teams will be scheduled for a performance.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Parliamentary procedure reference materials may be used during the 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.
- 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. The secretary will take notes during the performance, but notes will not be transcribed into minutes.
- The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- No visual aids or electronic devices may be brought to or used 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.

Judging

- The objective test will be machine graded.
- The performance portion of this event will be evaluated by a panel of judges. Judges’ decisions will be based on Roberts Rules of Order Newly Revised, 11th edition. All decisions of the judges are final.
- The objective test will be used to break a tie.

State Awards

The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

National Competition

The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

Note: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
Motions: Deduct one (1) point for each mistake in each classification.

<table>
<thead>
<tr>
<th>Motion Classification</th>
<th>Comments</th>
<th>Value</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Subsidiary</td>
<td></td>
<td>6</td>
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<tr>
<td>Privileged</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Incidental</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Bring Again</td>
<td></td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Motions Performance Subtotal

Comment

Business of the Meeting

| Problem quality (concise, complete, clear, germane) | 15 |
| Directions followed                                 | 5  |
| Other business quality                              | 10 |

Business of the Meeting Performance Subtotal

Comment

General Parliamentary Procedure

| Proper order of business                           | 10 |
| Proper use of parliamentary terms                 | 10 |
| Clarity of expression and voice projection         | 5  |
| Impartiality of presiding official                | 5  |
| Initiative of members                             | 5  |
| Poise, dignity, and appearance                    | 5  |

General Parliamentary Procedure Performance Subtotal

Comment

Subtotal /100 max.

Time Penalty Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. Time:

Penalty Deduct five (5) points for failure to follow guidelines.

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Final Score /100 max.

Objective Test Score (to be used in the event of a tie)

Name(s): ____________________________________________________________

School: ____________________________________________________________ State: __________

Judge's Signature: ________________________________________________ Date: __________

Judge's Comments: ________________________________________________
PERSONAL FINANCE
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
❑ personal financial planning process
❑ time value of money principles and calculations (present value, future value)
❑ personal financial statements (balance sheet, budgets, income & expense statement)
❑ individual income tax principles, calculation, and filing
❑ financial services and saving options
❑ housing and automobile purchase decisions
❑ credit concepts
❑ insurance concepts (life, health, property, disability)
❑ basic investment planning (stocks, bonds, mutual funds)
❑ retirement and estate planning

SKILLS
Knowledge of personal finance is an essential life skill. This event recognizes PBL members who understand basic financial planning principles and demonstrate knowledge in practical financial planning problem solving.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
• Calculators will be provided.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
PROGRAMMING CONCEPTS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
☐ programming development concepts
☐ programming structures
☐ functions
☐ databases
☐ classes
☐ strings
☐ resources
☐ randomization
☐ arrays
☐ refactoring

SKILLS
This event recognizes PBL members who demonstrate an understanding and proficiency in the writing and development of computer programs.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
• Calculators will be provided.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
PROJECT MANAGEMENT
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
PUBLIC SPEAKING
Category: Speech
Type: Individual

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 FBLA-PBL goals. The goals include:

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

PERFORMANCE COMPETENCIES
- Demonstrate excellent verbal communication
- Display effective decision-making and problem-solving skills
- Express self-confidence and poise
- Work well as a team when applicable
- Exhibit logic and systematic understanding
- Conduct a professional business presentation
- Answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who are developing qualities of business leadership by cultivating effective speaking skills.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
- Competitors must prepare speeches. Advisers and other are not permitted to help.
- Facts and working data may be secured from any source.
- When delivering the speech, the competitor may use notes prepared before the event.
- Handouts or other visual aids are not allowed.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the presentation.
- Each speech should be five (5) minutes in length.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the speaker is finished, the time used by the competitor will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29 minutes.
**JUDGING**
Speeches will be evaluated by a panel of judges. All decisions of the judges are final.

**STATE AWARDS**
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

**NATIONAL COMPETITION**
The first and second place award winners, or alternate, are eligible to compete at the FBLA National Leadership Conference.

**NOTE:** The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# Performance Rating Sheet

## Content

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obvious incorporation of FBLA-PBL goals</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Memorable central theme stated and repeated</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Supporting information is accurate and appropriate</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## Organization

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate introduction of topic</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Strong support (body) for a topic</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Effective and memorable conclusion</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
</tbody>
</table>

## Delivery

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extemporaneous delivery; i.e. not merely read from a script or notes</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Professional tone, appropriate language</td>
<td></td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Effective posture, body language, eye contact, gestures</td>
<td></td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
</tr>
<tr>
<td>Presentation is sincere, interesting, clear, creative, convincing, and concise</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
</table>

## Subtotal

<table>
<thead>
<tr>
<th></th>
<th>/100 max.</th>
</tr>
</thead>
</table>

### Time Penalty
Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time:

### Penalty
Deduct five (5) points for failure to follow guidelines.

### Dress Code Penalty
Deduct five (5) points when dress code is not followed.

### Final Score

<table>
<thead>
<tr>
<th></th>
<th>/100 max.</th>
</tr>
</thead>
</table>

Name(s): ________________________

School: ________________________ State: ________________________

Judge's Signature: ________________________ Date: ________________________

Judge's Comments: ________________________
RETAIL MANAGEMENT
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
❑ retail management functions
❑ customer value, services, retailing technologies
❑ retail planning and management process
❑ retail environment
❑ evaluation and identification of retail customers
❑ retailing information systems
❑ selecting the appropriate market and location
❑ financial aspects of operation management
❑ merchandise buying and handling
❑ human resource management in retailing
❑ pricing in retailing
❑ customer service in retailing
❑ laws and ethics
❑ diversity and trends

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

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
• Calculators will be provided.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
SALES PRESENTATION
Category: Presentation with Equipment
Type: Individual

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

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
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
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
- Competitor shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each demonstration must be the result of his/her own efforts.
- Facts and working data may be secured from any source and must be copyrighted.
- Visual aids, notes, note cards, props, and samples related to the presentation may be used in the presentation; however, no items may be left with the judges.
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals.
- When applicable, the use of templates must be identified.
- Any type of technology device (e.g., laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
- Internet access will not be provided.
- The individual must perform all aspects of the presentation (e.g. speaking, setup, operation equipment). Other members of the chapter may not provide assistance.
- The individual has seven (7) minutes to interact with a panel of judges and sell the product or concept. The judges will interact throughout the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
JUDGING
Presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winners, or alternate, are eligible to compete at the FBLA National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL Sales Presentation

## Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approach</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suitable opening statement or remarks</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Directs customer’s attention to merchandise</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Product Presentation

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questions involve customer</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Analyzes and determines customer needs</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Interest in customer as an individual</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Adequate knowledge of product features</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Creates interest and desire for product</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Benefits matched to customer needs</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Suggestion Selling

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
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<tbody>
<tr>
<td>Suggestion selling used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
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</tbody>
</table>

## Comments

## Handling Objections

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcomes and listens to all objections</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Closing

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takes advantage of customer reactions</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Handles and overcomes objections with respect</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Closes the sale</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## Comments

## Total Points

**/100 max.**

## Dress Code Penalty

Deduct five (5) points when dress code is not followed.

## Penalty

Deduct five (5) points for failure to follow guidelines.

## Final Score

**/100 max.**

---

Name(s): 

School: 
State: 

Judge’s Signature: 
Date: 

Judge’s Comments:
SOCIAL MEDIA CHALLENGE
Category: Presentation with Equipment
Type: Individual or Team

OVERVIEW
This event consists of a presentation given at the SLC.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
Social media marketing is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal is to produce content that users will share with their social networks to help a company increase brand exposure and broaden customer reach. This event provides recognition to PBL members who can most effectively demonstrate skill in the area of social media marketing.

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). **Exception:** In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

2020 STATE AND NATIONAL LEADERSHIP CONFERENCE TOPIC
The topic to be developed in this presentation for competition at the 2020 SLC and NLC will be:

*Soft skills are sometimes referred to as **transferable skills** or **professional skills**. PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. Create a social media campaign demonstrating how PBL engages and prepares its members while developing these soft skills. Plan for a minimum of three different social media platforms that shows what PBL does to develop these soft skills. **(NOTE: No live social media accounts should be created for this event.)***

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

PROCEDURE
- Effectively address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members.
- Topic is addressed effectively and is appropriate for the audience.
• Campaign has a high level of engagement and interactivity: likes, shares, retweets, RSVPs, etc.
• Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, distributing content across as many platforms as possible within a limited budget.
• Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, and engagement and outreach strategies.
• Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
• Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
• Effectively communicate required information and drive the campaign toward a clear call to action.
• Copyright laws followed.
• Competitors must prepare projects. Advisers and other are not permitted to help.
• Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
• Competitors are responsible for bringing a copy of their project to show the judges.
• Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals.
• When applicable, the use of templates must be identified.
• Visual aids related to the project may be used during the presentation; however, not items may be left with the judges or audience.
• The individual or team members must perform all aspects of the presentations. Other chapter representatives may not provide assistance.
• Competitors present directly from the laptop/devices. Any type of technology device (e.g., laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
• Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
• A timekeeper will stand at six (6) minutes and again at seven (7) minutes. At seven (7) minutes the timekeeper will record the time used, noting a deduction of five (5) points for any time over the seven minutes.
• Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING
Presentations will be judged by a panel of judges. All judges’ decisions are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first and second place award winning teams are eligible to compete at the PBL National Leadership Conference. If an entire team (or any member) cannot attend, alternates may be chosen.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design and Distribution</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall campaign is aesthetically appealing</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>Campaign is consistent across all platforms</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Campaign shows creativity, originality, and supports theme</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>High level of interactivity and engagement</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product/service message is clear</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Theme fully and effectively developed. Solution adequately addresses assigned topic</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Explain the development, creative design, implementation, and distribution process</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Benefits matched to customer and prospect needs</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Copyright information note, if applicable</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td><strong>Presentation/Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graphic design, when used, shows creativity, originality, and supports</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Additional technologies: e.g. videos, linked social media pages used appropriately</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Campaign elements gain attention and have eye appeal</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Format is consistent and appropriate</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and appropriate</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrate self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Demonstrate the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong> /200 max.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Time Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points for presentation over seven (7) minutes. Time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dress Code Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points when dress code is not followed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Penalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct five (5) points for failure to follow guidelines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Score</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/200 max.</td>
</tr>
</tbody>
</table>

School: ___________________________  State: ___________________________
Judge’s Signature: ___________________________  Date: ______

Judge’s Comments: ___________________________
SPORTS MANAGEMENT AND MARKETING
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

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

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

ELIGIBILITY
- For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
- Calculators will be provided.
- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
STATISTICAL ANALYSIS
Category: Objective Test
Type: Individual

OVERVIEW
A 60-minute objective test will be administered based on the competencies listed.

OBJECTIVE TEST COMPETENCIES
❑ descriptive statistical analyses
❑ organizing and presenting of statistical data
❑ probability distributions
❑ sampling techniques
❑ linear regression
❑ confidence intervals
❑ hypothesis testing

SKILLS
This event provides recognition for PBL members who demonstrate knowledge of, and the ability to, apply common techniques and statistical analysis tools.

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
• Competitors arriving late will be allowed only the time remaining in the testing period to complete the test.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

PROCEDURES
• Calculators will be provided.
• No materials may be brought to the testing site.
• Electronic devices must be turned off and out of sight.

JUDGING
Tests will be machine graded.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION
The first, second, and third place award winners, or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
WEBSITE DESIGN – MODIFIED!
Category: Demonstration
Type: Individual or Team

OVERVIEW
This event consists of a demonstration of the project.

PERFORMANCE COMPETENCIES
❑ demonstrate excellent verbal communication
❑ display effective decision-making and problem-solving skills
❑ express self-confidence and poise
❑ work well as a team when applicable
❑ exhibit logic and systematic understanding
❑ conduct a professional business presentation
❑ answer questions effectively (when applicable)

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

ELIGIBILITY
• For number of members who may enter this event, please see the State Leadership Conference Competitive Event Registration form in the Forms section of this handbook. Entries may be an individual member or a team of two (2) or three (3) members.
• Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
• Participants may compete in this event again if they have not competed in it at a previous National Leadership Conference (NLC). Exception: In the case of a team event where the participants did compete in the event at NLC, one (1) team member may repeat in the event. A competitor who competed as an individual entry in a team event at a previous NLC may compete in the same event a second time as part of a team, but not a second time as an individual. Exception: A competitor may compete in the same event when the event is modified. However, a competitor may not compete more than twice in the event at the national level. However, a competitor may not compete more than twice in the event at the national level.

REGULATIONS
• Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
• Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

2020 STATE AND NATIONAL TOPIC
The topic to be addressed by the website developed for competition at the 2020 State Leadership Conference and National Leadership Conference will be:
You are celebrating PBL members. Develop a website that demonstrates how members are engaged in PBL while highlighting their successes. How are members meeting the goals, mission, and values of PBL? The website should be informational for potential members, employers, and potential business partners. It should be celebratory in nature. This website could be for your local or state chapter. It should be different from the information presented on PBL’s national website.

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

PROCEDURES
I. Project
• The website must be available for viewing on the Internet during the demonstration.
• Websites should be designed to allow for viewing on as many different platforms as possible.
• Competitors are responsible for ensuring the usability and functionality of the website when demonstrating it to the judges.
• Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.
• Competitors must prepare projects. Advisers and others are not permitted to help.
• Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
• Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
• Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
• When applicable, the use of templates/libraries must be identified.

II. Demonstration
• Demonstration of the project must be conducted by competitors who created/authored the event.
• Visual aids related to the project may be used; however, no items may be left with the judges.
• Competitors are responsible for ensuring their project can be shown to the judges.
• All team members are expected to actively participate in the performance.
• The individual or team must provide a computer for the presentation. Five (5) minutes will be allowed for setup and removal of equipment.
• Any type of technology device (e.g., laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
• The individual or team has seven (7) minutes to present.
• A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
• Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING
Projects and presentations will be judged by a panel of judges. All decisions of the judges are final.

STATE AWARDS
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number is three.

NATIONAL COMPETITION
The first and second place award winners or alternate, are eligible to compete at the PBL National Leadership Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
# PBL WEBSITE DESIGN

## Demonstration Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Layout and Design</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall design is aesthetically appealing</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>Design is consistent across all pages</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Design shows creativity, originality, and supports theme</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Design maintains a high level of usability and navigations</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proper use of grammar, spelling, punctuation, etc.</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Product/service/message is clear</td>
<td>0</td>
<td>1–10</td>
<td>11–20</td>
<td>21–30</td>
<td></td>
</tr>
<tr>
<td>Theme fully and effectively developed; solution adequately addresses assigned topic</td>
<td>0</td>
<td>1–10</td>
<td>11–20</td>
<td>21–30</td>
<td></td>
</tr>
<tr>
<td>Copyright laws have been followed; permissions are cited on the website.</td>
<td>0</td>
<td></td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Technical</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site is compatible with multiple platforms</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Site interactivity functions and is error-free</td>
<td>0</td>
<td>1–7</td>
<td>8–14</td>
<td>15–20</td>
<td></td>
</tr>
<tr>
<td>Additional technologies are used appropriately</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, and good voice projection</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>200 max.</td>
</tr>
</tbody>
</table>

---

**Time Penalty** Deduct five (5) points for presentations over seven (7) minutes. Time:

**Penalty** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Final Score** /200 max.

---

Name(s):  

School:  

State:  

Judge's Signature:  

Date:  

Judge's Comments:
FORMAT
GUIDE

Taken from
National PBL Chapter Handbook
## FORMAT GUIDE

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERVIEW</td>
<td>139</td>
</tr>
<tr>
<td>GENERAL GUIDELINES</td>
<td>134</td>
</tr>
<tr>
<td>ELECTRONIC RÉSUMÉ GUIDELINES</td>
<td>140</td>
</tr>
<tr>
<td>STANDARDS OF MAILABILITY</td>
<td>140</td>
</tr>
<tr>
<td>FAIR USE GUIDELINES FOR EDUCATIONAL USE</td>
<td>141</td>
</tr>
<tr>
<td>AGENDA</td>
<td>142</td>
</tr>
<tr>
<td>ITINERARY</td>
<td>143</td>
</tr>
<tr>
<td>LABEL/ENVELOPE</td>
<td>144</td>
</tr>
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<td>PERSONAL LETTER</td>
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<td>LETTER WITH ADVANCED FEATURES</td>
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<td>LETTER &amp; MEMO SECOND PAGE</td>
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<td>MEMORANDUM</td>
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<td>MINUTES</td>
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<td>OUTLINE</td>
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<td>ENDNOTE PAGE</td>
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<td>CITATIONS</td>
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<td>REFERENCE PAGE</td>
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<td>TABLES</td>
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<td>ELECTRONIC RÉSUMÉ</td>
<td>157</td>
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<tr>
<td>TABLE OF CONTENTS</td>
<td>158</td>
</tr>
</tbody>
</table>

Revised 2014
OVERVIEW
In today’s business world, communication is consistently expressed through writing. Successful businesses require a consistent message throughout the organization. A foundation of this strategy is the use of a format guide, which enables a corporation to maintain a uniform image through all its communications. Use this guide to prepare for Computer Applications and Word Processing skill events.

GENERAL GUIDELINES

| Font Size: | 11 or 12 |
| Font Style: | Times New Roman, Arial, Calibri, or Cambria |
| Spacing: | 1 space after punctuation ending a sentence (stay consistent within the document) |
| | 1 space after a semicolon |
| | 1 space after a comma |
| | 1 space after a colon (stay consistent within the document) |
| | 1 space between state abbreviation and zip code |
| Letters: | Block Style with Open Punctuation |
| | Top Margin: 2 inches |
| | Side and Bottom Margins: 1 inch |
| Bulleted Lists: | Single space individual items; double space between items |
| (enumerated items) | |
| Memorandums: | Standard Style |
| | Top Margin: 2 inches |
| | Side and Bottom Margins: 1 inch |
| Unbound Report: | Body double spaced |
| | Top Margin: 2 inches first page, 1 inch remaining pages |
| | Side and Bottom Margins: 1 inch |
| | Page number is placed 0.5 inches at right margin starting on page 2 |
| Leftbound Report: | Body double spaced |
| | Top Margin: 2 inches first page, 1 inch remaining pages |
| | Side Margins: Left 11.5 inches – Right 1 inch |
| | Bottom Margin: 1 inch |
| | Page number is placed 0.5 inches at right margin starting on page 2 |
| Miscellaneous Documents: | Top Margin: 2 inches (Agenda, Itinerary, Minutes, News Release, Outline, Table of Contents) |
| | Side and Bottom Margins: 1 inch |
| Miscellaneous Notes: | Left justification of documents is to be used unless otherwise indicated. |
| | Main and subheadings should be keyed in boldface. |
| References: | All references must be placed in alphabetical order. |

Note: Documents in this style manual may not show the correct top margins because of the instruction box at the top of the page.
ELECTRONIC RÉSUMÉ GUIDELINES

Job seekers now turn to email and online job databases to apply for open positions. Currently, almost 50 percent of mid-size employers and just about all large-size employers use online job tracking systems. This results in more requests for online job applications and a need for applicants to create a scannable, electronic résumé.

Here are tips to create a clear, readable electronic résumé:

- do not use boldface, italics, underlining, script, bullets, logos, symbols, or shading
- do not use artistic or decorative font
- do not use condensed typeface; white space separates letters and no space mashes them together
- do not use vertical lines, only horizontal lines
- do not use two column formats or designs
- begin each line at the left margin and do not justify the right margin
- use a laser printer, black ink, and résumé paper to achieve the sharpest possible image for effective scanning

STANDARDS OF MAILABILITY

The following regulations apply to the Computer Applications and Word Processing events. Materials submitted in these events are graded against the standard of zero errors and businesslike format. The Format Guide must be followed to ensure proper formatting of any word processing document in these events.

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points.

- omission of a nonessential part of a document (e.g., reference initials, enclosure notation, etc.)
- minor errors in vertical or horizontal placement
- minor spacing errors
- inserted or omitted words that do not change the meaning of the sentence
- The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.
- keying or spelling errors
- inserted or omitted words that change the meaning of the sentence
- formatting errors
- failure to follow directions
### Text for Use in Multimedia Projects

<table>
<thead>
<tr>
<th>What You Can Do</th>
<th>According to</th>
<th>Fine Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students may incorporate text in multimedia projects up to 10% or 100 words, whichever is less. Teachers may incorporate into multimedia for teaching courses.</td>
<td>Fair Use Guidelines for Educational Multimedia</td>
<td>Teachers may use for two years, after that permission is required. Students may keep in portfolio for life.</td>
</tr>
</tbody>
</table>

### Video ("Motion Media") for Use in Multimedia Projects

| Video tapes, DVD, Laser Discs, QuickTime Movies, Encyclopedias (CD ROM) | Students "may use portions of lawfully acquired copyrighted works in their academic multimedia", defined as 10% or three minutes (whichever is less) of "motion media". | Fair Use Guidelines for Educational Multimedia | *Proper attribution and credit must be noted for all copyrighted works included in multimedia, including those prepared under fair use.* Tina Ivany, UC San Diego 12/08/95. |

### Video for Integration into Video Projects

| Videotapes, DVD, Laser Discs, QuickTime Movies, Encyclopedias (CD ROM) | Students "may use portions of lawfully acquired copyrighted working in their academic multimedia". | Fair Use Guidelines for Educational Multimedia | The material must be legitimately acquired (a legal copy, not bootleg or home recording). |

### Illustrations and Photographs

| Photograph, Illustration, Collections of photographs, Collections of illustrations | Single works may be used in their entirety but not more than 5 images by an artist or photographer. From a collection, not more than 15 images or 10%, whichever is less. | Fair Use Guidelines for Educational Multimedia | Older illustrations may be in the public domain, but the collection may be copyrighted. |

### Music for Integration into Multimedia / Video Projects

| Music | Up to 10% or no more than 30 seconds of a copyrighted musical composition may be reproduced, performed, and displayed as part of a multimedia program produced by an educator or student for educational purposes. | Fair Use Guidelines for Educational Multimedia | Some authorities site a maximum length of 30 seconds. ([www.indiana.edu](http://www.indiana.edu)), some do not mention a maximum (Tina Ivany, UCSD, 12/08/95). |

### Internet

| Internet connections, World Wide Web | Images may be downloaded for student projects. Sound files may be downloaded for use in projects (see portion restrictions above). | Fair Use Guidelines for Educational Multimedia & DMCA | Images may not be reposted onto the Internet without permission. Sound or music files may not be copied and posted on the Internet without permission. |

Sources: United States Copyright Office Circular 21; Sections 107, 108, and 110 of the Copyright Act (1976) and subsequent amendments, including the Digital Millennium Copyright Act; Fair Use Guidelines for Educational Multimedia; and cable systems (and their associations).
FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA
(DS)
Board of Directors Agenda
(DS)
Tuesday, March 20, 20__
(DS)

1. Call to Order—Jean Buckley, Chief Executive Officer
   (DS)
2. Roll Call—Mary Anvil, Secretary
3. Reading of the Minutes—Mary Anvil, Secretary
4. Treasurer’s Report—Harvey Weinberg, Treasurer
5. Other Officer Reports
6. Committee Reports
   Accounting—Mildred Wright
   Social—Betty Einstein
   Fund-raising—Bret Rushmore
   (SS)
7. Unfinished Business
8. New Business
9. Date of Next Meeting
10. Adjournment

Note:
Numbers may be left or right aligned.
# ITINERARY

**ITINERARY**  
(MS)  
M. J. Lawson  
(ds)  
October 10–13, 20__  
(ds)

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday, October 10</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(DS)</td>
<td>9:30 a.m.</td>
<td>Depart Memphis Municipal Airport, United Airlines, Flight 433, nonstop, lunch served</td>
</tr>
<tr>
<td>(DS)</td>
<td>1:02 p.m.</td>
<td>Arrive San Francisco International Airport</td>
</tr>
<tr>
<td>(DS)</td>
<td>5:30 p.m.</td>
<td>Depart hotel for Chinatown visit</td>
</tr>
<tr>
<td><strong>Monday, October 11</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:00 a.m.</td>
<td>Conference at Mark Hopkins Hotel</td>
</tr>
<tr>
<td></td>
<td>Reminder:</td>
<td>Call Pat Martin to confirm dinner arrangements for tomorrow</td>
</tr>
<tr>
<td><strong>Tuesday, October 12</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:00 a.m.</td>
<td>Conference at Mark Hopkins Hotel</td>
</tr>
<tr>
<td></td>
<td>7:00 p.m.</td>
<td>Dinner with Pat Martin</td>
</tr>
<tr>
<td><strong>Wednesday, October 13</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:30 a.m.</td>
<td>Depart hotel for airport</td>
</tr>
<tr>
<td></td>
<td>12:20 p.m.</td>
<td>Depart San Francisco International Airport, United Airlines, Flight 700, one stop, lunch served</td>
</tr>
<tr>
<td></td>
<td>7:15 p.m.</td>
<td>Arrive Memphis Municipal Airport</td>
</tr>
</tbody>
</table>
The Optical Character Recognition (OCR) style, including all recommended abbreviations, is to be used by the company for all labels and envelopes.

**BUSINESS LETTER**

Current Date

(QS)

Ms. Terra Green
1923 Deserama Circle
Cottonwood, AZ 86326

(DS)

Dear Ms. Green
(DS)

This letter is keyed in block style with open punctuation. All lines, including the date, inside address, salutation, and closing begin at the left margin. A double space is left between all letter parts except before the inside address and the writer’s name, where a quadruple space (4 returns) will be found.

(DS)

This letter style is to be used for FBLA-PBL competition.

(DS)

Sincerely

(QS)

Barbara Small
Director of Education
(DS)

xx
1912 Association Drive  
Reston, VA 20191-1591  
Current Date  
(QS)

Ms. Terra Green  
1923 Deserama Circle  
Cottonwood, AZ 86326  
(DS)

Dear Ms. Green  
(DS)

This letter represents an acceptable format for a personal business letter. As you can see, the  
format is identical to a business letter keyed in block style with open punctuation. Additionally,  
reference initials are not included.  
(DS)

Sincerely  
(QS)

Barbara Small
LETTER WITH ADVANCED FEATURES

Current Date

CONFIDENTIAL  (If no mailing notation, QS after date.)

Attention FBLA-PBL Competitors
FBLA-PBL, Inc.
1912 Association Drive
Reston, VA 20191-1591

Ladies and Gentlemen

LETTER FORMAT WITH ADVANCED FEATURES
(If no subject line, DS after salutation.)

This letter illustrates the placement of all advanced letter parts as described on the enclosed sheet. It also illustrates the block style letter with open punctuation.

Please refer to this letter when keying such a document to avoid making formatting errors.

Sincerely

FBLA-PBL, INC.

Barbara Small
Director of Education

xx

Enclosure

c Ms. Jean Buckley, President/CEO

Best of luck in your competition!

LETTER & MEMO SECOND PAGE

Top Margin: 1"
Spacing of Materials: SS
Spacing after Date to Body: DS
EMAIL

To: communications@fbla.org
From: education@fbla.org (since this field is automatically generated it may only show in the recipient’s email heading)
Cc: marketing@fbla.org
Bcc: ceo@fbla.org
Date: Wed, April 10, 2013 at 8:47 PM (since this field is automatically generated it may only show in the recipient’s email heading)

Subject line: Netiquette Rules

Ms. Young

When sending a business email use proper grammar, spelling, capitalization, and sentence structure. Use abbreviations and acronyms sparingly, and avoid using emoticons. Answer email promptly, even if there’s only time for a quick, one line response. Answering email is a professional courtesy that tells the sender he or she is not being ignored.

An email heading includes the To, From, Cc, Bcc, Date, and Subject fields. In this email, the marketing director is copied and the executive director is blind copied. The director will receive this email without the receiver (in this case, the communications manager) knowing it.

The subject line is used to summarize the email’s content and should be precise and brief. The body of the email provides information and details regarding the subject. Word documents, PDFs, images, and other documents can be attached to an email and sent electronically.

Remember, an email is a written document that can easily be viewed by someone other than the intended recipient(s). Be careful what you type; do not include libelous, slanderous or defamatory remarks. If you’re emailing information confidentially, you should include a confidential tag line below the signature.

Barbara Small
Education Director
FBLA-PBL
1912 Association Drive
Reston, VA 20191
800-325-2946
www.fbla-pbl.org
MEMORANDUM

TO: FBLA-PBL Competitors

FROM: Judging Committee

DATE: Current

SUBJECT: Formatting a Standard Memorandum

When formatting a standard memorandum, use a 2-inch top margin. Next, key the heading lines with a double space between each. Note that each heading is typed in ALL CAPS and informational lines are aligned on the left. The subject line should be keyed with initial caps and followed by a double space.

Paragraphs are aligned at the left margin and are single spaced with a double between each. The competitor should key his/her initials at the left margin a double space below the body of the last paragraph in lowercase letters. If an attachment or enclosure is included, the word "Attachment" or "Enclosure" should be keyed at the left margin a double space below the competitor’s initials.

xx

Enclosure
NEWS RELEASE

(DS)
Contact: Patricia Wells, Adviser
XYZ Club
1801 E. National Avenue
Phoenix, AZ 85007-0032
602-555-1234
(DS)
Release May 1, 20—
(DS)
STUDENTS EARN TRIP TO FBLA NATIONAL CONFERENCE
(DS)

Fifteen XYZ Club members have been selected to represent Arizona at the National Leadership Conference.

These students have the opportunity to attend this conference with over 8,000 delegates representing each state.

To raise funds to attend this conference, members will hold a yard sale and silent auction May 23–24 from 8 a.m. to 2 p.m. at the school.

Any community members wishing to make a donation for the yard sale/silent auction may contact Patricia Wells at the above number.

(DS)

###
XYZ CLUB
(DS)
Minutes of September 1, 20__

(DS)
Call to Order
(DS)
The regular meeting of the XYZ Club was called to order on Monday, September 1, 20__ at
3:30 p.m. President Steve Dockray called the meeting to order with Secretary Dale Williams
recording minutes.

(DS)
Attendance
All members were in attendance.

Minutes
The minutes of the August 1, 20__ meeting were read. Justin Vaughn moved to approve the
minutes as read. They were seconded and approved.

Treasurer’s Report
Treasurer Kelly Osborne reported a chapter balance as of September 1, 20__ of $347.16. The
report was filed.

Unfinished Business
The date for the Winter Dance was announced. It will be held November 27 in the main gym.
The price per person will be $5 each or $8 per couple.

New Business
None.

Announcements
Reminder for all members to begin collecting pledges for the March of Dimes March for
Babies.

Adjournment
There being no further business, the meeting was adjourned at 4:10 p.m.

(QS)
Terra Green, Secretary
OUTLINE

| Top Margin:  2"  |
| Side Margins: 1"  |
| Spacing in Body: SS |

FORMATTING OUTLINES

(DS)
I. VERTICAL SPACING
   (DS)
   A. Title of Outline
      1. Two-inch top margin
      2. Followed by a double space
   B. Major Headings
      1. All headings preceded by a double space
         a. Organized thoughts
         b. Easy to read
         c. Professional appearance
            (1) Extra credit
            (2) Five points
      2. All major headings following by a double space
      3. All subheadings single spaced

(DS)
II. HORIZONTAL SPACING
   (DS)
   A. Title of Outline Centered Over Line of Writing
   B. Major Headings and Subheadings
      1. Identifying lowercase roman numerals aligned at left margin or aligned on periods
      2. Identifying letters and numbers for each subsequent level of subheading aligned below the first word of the preceding heading

(DS)
III. CAPITALIZATION
    (DS)
    A. Title of Outline Keyed in ALL CAPS
    B. Major Headings Keyed in ALL CAPS
    C. First-order Subheadings Keyed with All Major Words Beginning with Initial Caps
    D. Second-order Subheadings Keyed with First Word Only Using Initial Cap
REPORT FORMATTING

(DS)

Standard Margins
With the exception of the left margin, all margin settings are the same for the unbound and leftbound reports. The right margin is one inch. A top margin of two inches and a bottom margin of one inch are used on the first page of reports. All remaining pages are keyed with one inch top and bottom margins.

Page Numbering
The first page of a report is not numbered. On the second and subsequent pages, place the page number in the upper right side of the page header. Reference pages should also be numbered.

Long Quotes
Quoted material of four or more lines should be single spaced, indented 0.5 inches from both the left and right margins, and double space above and below the quoted materials.

Enumerated or Bulleted Items
Indent enumerated or bulleted items 0.5 inches from the left margin; block the lines at the beginning of the first word of the item. The right margin for enumerated and bulleted items remains at one inch. Single space individual items; double space between items as well as above and below a series of items.

Headings and Subheadings
Main heading. Center the main heading in ALL CAPS and bold over the body.
Side headings. Begin side headings at the left margin. Capitalize the first letter of the first word and all other main words in each heading. Bold side headings. Paragraph headings. Indent paragraph headings 0.5 inches from the left margin. Capitalize first letter of the first word only. Underline the heading and follow it with a period.

Citations
A parenthetical citation places relevant source information in parenthesis after a quote or paraphrase. A citation includes the last name of the author and a page number where the information can be found (Mays 4).
Endnotes

Endnotes are placed at the end of the report, and the endnote is cited by a superscript number. The endnotes page has the same top and side margins as the first page of the report and is numbered. Each endnote is single spaced with a double space between endnotes. The first line of each endnote is indented 0.5 inches from the left margin; all other lines begin at the left margin.\footnote{Rose Huber, “Teaching Students How to Study,” Eastside Weekend, September 1–7, 1998, p. 18.}

References/Works Cited

All references cited will be listed alphabetically under the heading REFERENCES or WORKS CITED. The page has the same top and side margins as the first page of the report and is numbered. Each reference is single spaced with a double space between references. The first line of each reference begins at the left margin; all other lines are indented 0.5 inches from the left margin.\footnote{D. F. Dansereau, “Learning Strategy Research,” Thinking and Learning Skills, Vol. 1, Hillsdale, NJ: Lawrence Erlbaum, 1999, p. 111.}

The MLA Style Manual will be used for References/Works Cited.
### CITATIONS

#### In-text Citation

**Within the Report**

<table>
<thead>
<tr>
<th>CITATIONS</th>
<th>(DS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paraphrasing:</strong></td>
<td></td>
</tr>
<tr>
<td>He was ready to move forward with the plan and encouraged his friends to work quickly (Woodsworth 283).</td>
<td></td>
</tr>
<tr>
<td><strong>Quotation:</strong></td>
<td></td>
</tr>
<tr>
<td>Woodsworth stated, “It’s time to get the ball rolling” (Woodsworth 283).</td>
<td></td>
</tr>
<tr>
<td><strong>Work with multiple authors:</strong></td>
<td></td>
</tr>
<tr>
<td>Woodsworth received a Nobel Prize for the work on this project (Jones, Smith, and Moore 79).</td>
<td></td>
</tr>
<tr>
<td>“What a success!” Stewart shouted (Jones et al. 99). *use this format repeatedly once the citation that includes all author last names has been used</td>
<td></td>
</tr>
<tr>
<td><strong>Print sources with no author:</strong></td>
<td></td>
</tr>
<tr>
<td>The average surface temperature of earth has increased more than one degree Fahrenheit since 1900 (“Impact of Global Warming” 7).</td>
<td></td>
</tr>
<tr>
<td><strong>Internet:</strong></td>
<td></td>
</tr>
<tr>
<td>A gradual increase in the average temperature of earth’s atmosphere is termed global warming (Allen, News on Global Warming, <a href="http://www.globalwarming.abc">www.globalwarming.abc</a>).</td>
<td></td>
</tr>
</tbody>
</table>
### REFERENCES

MLA Style Manual (DS)

**Sample Book Reference:**

**Sample Book Reference without Author:**

**Sample Magazine Reference:**

**Sample Magazine Reference without Author:**

**Sample Internet Reference:**

**Sample Encyclopedia:**

**Sample Interview Reference:**

**Sample Booklet/Pamphlet Reference:**

**Sample DVD Reference:**

**Sample Radio/Television Reference:**

**Sample Government Pubs Reference:**
# TABLES

## Special Instructions

- Bold titles and column headings.
- Column headings may be centered over column or blocked at left of column.
- Tables using both one- and two-line column headings should be aligned at the bottom of the cell.
- For two-line column headings in tables without gridlines, underline the bottom word of the heading.
- Gridlines are optional unless otherwise stated.
- If gridlines are not used, underline column headings and DS after heading.
- Do not include $ with dollar amounts in columns. Dollar signs may be placed in Total Row.
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double spaced.
- Tables within another document should be centered horizontally unless otherwise indicated.
- DS before and after the table.
- Gridlines should not be used in titles.

## Example Table with Gridlines

**SALARY CHART TABLES**

(DS)

Administrative Support Department

(QS)

<table>
<thead>
<tr>
<th>Position</th>
<th>Current Salary</th>
<th>Percent Increase</th>
<th>Amount Increase</th>
<th>New Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountant</td>
<td>26,000.00</td>
<td>6.5</td>
<td>1,690.00</td>
<td>27,290.00</td>
</tr>
<tr>
<td>Administrative Assistant</td>
<td>23,000.00</td>
<td>5.5</td>
<td>1,265.00</td>
<td>24,265.00</td>
</tr>
<tr>
<td>Data Entry Clerk</td>
<td>16,500.00</td>
<td>4.5</td>
<td>742.50</td>
<td>17,242.50</td>
</tr>
<tr>
<td>Executive Assistant</td>
<td>25,000.00</td>
<td>6.5</td>
<td>1,625.00</td>
<td>26,625.00</td>
</tr>
<tr>
<td>Office Specialist</td>
<td>19,000.00</td>
<td>5.0</td>
<td>950.00</td>
<td>19,950.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$109,500.00</strong></td>
<td></td>
<td><strong>$6,272.50</strong></td>
<td><strong>$115,372.50</strong></td>
</tr>
</tbody>
</table>

## Example Table without Gridlines

**SALARY CHART**

(DS)

Administrative Support Department

(QS)

<table>
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<td></td>
<td><strong>$6,272.50</strong></td>
<td><strong>$115,372.50</strong></td>
</tr>
</tbody>
</table>
JENNIFER SMITH
1234 Jupiter Lane- Jupiter, Florida 33458
777-888-9999  jupitergirl@gmail.com

CAREER OBJECTIVE
Marketing Manager with the ability to promote sales growth and exceed profit goals while utilizing exceptional organizational, time management, and interpersonal relationship skills

MARKETING SKILLS
Research and assess potential market size for new products, identify problems and the need for changes in product design, develop detailed marketing plans based on team input, create catchy slogans and jingles to attract new customers

TECHNICAL SKILLS
Proficient in Microsoft Word, Excel, Access, and PowerPoint, knowledgeable in HTML code, extensive Internet search capabilities utilizing key words and phrases, ability to type 75 words per minute with accuracy

EDUCATION (Note if education is recent include it here; if work experience is more recent, move education down after employment experience)
XYZ High School, Reston, VA, pending graduation 2014 or graduated 2014 (FBLA)
Bachelor of Science in Marketing with minor in Business Administration, 2013, Old Dominion University, Norfolk, Virginia, GPA: 3.97/4.0 (include GPA if greater than 3.0) (PBL)

EMPLOYMENT EXPERIENCE
Engaged customers and promoted ice cream; answered customer questions, and provided additional information as needed; processed cash, check and credit card transactions; cleaned store on a daily basis, and opened and closed store as needed

Analyzed marketing objectives and developed a training manual for new employees; generated over 300 new customer leads; wrote, designed, and created annual fundraising brochures; collaborated with office staff and produced quality work; and completed 400+ internship hours

REFERENCES
Available Upon Request
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</tr>
</tbody>
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**Note:**
Page numbers should be right aligned with leader lines.
RECOGNITION EVENTS GUIDELINES

NORTH DAKOTA

ΦΒΑ
ALUMNI OF THE YEAR
Category: Recognition
Type: Individual

OVERVIEW
This event recognizes outstanding leaders who are alumni of Phi Beta Lambda and continue to contribute to the success of PBL on the local, state, and/or national levels.

ELIGIBILITY
- Each chapter may nominate one (1) person for PBL Alumni of the Year.
- The nominees must be a former member of PBL.
- Nominees must not have been named to this recognition at a previous State Leadership Conference.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

CRITERIA FOR SELECTION
Criteria for selection of nominees at the state level shall include, but is not limited to,
- Years of participation in FBLA-PBL activities
- Achievements attained while a member of FBLA-PBL
- Promotion of FBLA-PBL through presentations and seminars
- Contribution to local or state chapter projects and activities

The biographical sketch of each nominee should particularly address the above areas. It should also include a direct quotation of the nominee referencing the impact Phi Beta Lambda has had on their life.

JUDGING
The executive committee will select the PBL Alumni of the Year and notify the local chapter and alumni. The alumni and nominating chapter will be recognized at the State Leadership Conference.

Former nominations that were unsuccessful may be resubmitted the following year.

*If a candidate was not selected as State PBL Alumni of the Year, the chapter may still recognize the alumni at the chapter level/local banquet.*
BRIDGING THE GAP AWARD
Category: Recognition
Type: Chapter

OVERVIEW
The North Dakota PBL Bridging the Gap Award is designed to recognize local PBL chapters who aid in narrowing the gap between FBLA and PBL.

ELIGIBILITY
All local chapters are eligible.

PROCEDURES
At least two members from a ND PBL chapter must visit a local FBLA chapter meeting. The visit shall take place following the previous State Leadership Conference and March 1 of the following year. At this meeting:

• PBL members shall inform the FBLA chapter about what PBL is,
• Name the colleges and universities within the state that have a PBL chapter and explain that virtual chapters are available if attending a college/university without PBL,
• Invite FBLA members to like and follow their local PBL chapter social media page(s) (if applicable) and like the ND PBL Facebook, Twitter, and Instagram pages, and
• Answer any questions the students have about PBL.

DOCUMENTATION
To be eligible to receive the Bridging the Gap Award, your chapter must submit a typed summary (200-word minimum) including which FBLA chapter was visited, when the visit took place, what was discussed, and any questions the FBLA members asked. Chapters will need to provide a picture of the PBL members with the FBLA members at the meeting and the names of at least three FBLA members who liked/followed ND PBL on Facebook and/or Instagram. All items submitted become the property of the ND State Chapter of PBL and will not be returned.

AWARD
All chapters submitting proper documentation will receive the following recognition items for their accomplishments

• Recognition certificate
• A ribbon for the chapter's members to wear at the North Dakota State Leadership Conference
BUSINESSPERSON OF THE YEAR
Category: Recognition
Type: Individual

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

OVERVIEW
• The 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.
• Nominees must not have been named to this recognition at a previous State Leadership Conference.
• The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

ELIGIBILITY
Each chapter may nominate one (1) person for the Businessperson of the Year. Nominees must be members of the business sector, not students or educators.

PROCEDURES
Criteria for selection of nominees at the state level shall include, but is not limited to,
• Years of participation in FBLA-PBL activities
• Promotion of FBLA-PBL through presentations and seminars
• Contribution to local or state chapter projects and activities
• Financial assistance to and sponsorship of activities for local and/or state chapter(s)

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

JUDGING
The executive committee will select the Businessperson of the Year and notify the local chapter and person. They will be recognized at the State Leadership Conference.

You will be notified if the candidate is selected. If you are not notified, the person was not selected as State Businessperson of the Year, and if you wish, you may give this person an award from your chapter.
HONORARY MEMBERSHIP IN NORTH DAKOTA PBL
Category: Recognition
Type: Individual

This event recognizes persons who have contributed to the success of Future Business Leaders of America-Phi Beta Lambda on the local, state, and national levels.

OVERVIEW
- The nominees must be persons from the business or educational community who have contributed to the success of PBL.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

ELIGIBILITY
Each chapter may nominate one or two persons as candidate(s) for an Honorary Member in North Dakota PBL.

REGULATIONS
- Honorary Members may be nominated from those who are employed in government, local teachers, school administrators, employees of local educational agencies, or other interested people in the community.
- Nominees must not have been named to this event at a previous State Leadership Conference.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

PROCEDURES
The biographical sketch of each nominee should address the following areas:
- Years of participation in FBLA-PBL activities
- Promotion of FBLA-PBL through presentations and seminars
- Contributions to chapter projects and activities
- Financial assistance to and sponsorships of activities for local and/or state chapter(s)

JUDGING
The executive committee will select honorary members and notify the local chapter and person(s). They will be recognized at the State Leadership Conference.

You will be notified if your candidate is selected. If you are not notified, the person was not selected as an honorary member, and if you wish, you may give this person an award from your chapter.
LARGEST LOCAL CHAPTER MEMBERSHIP
Category: Recognition
Type: Chapter

Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to those local chapters that have attained the largest membership in PBL.

ELIGIBILITY
All active local chapters are eligible.

PROCEDURES
• Official membership records are audited in the state office; therefore, no entry form is required for this event.
• Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid PBL members on record in the FBLA-PBL state office on the cut-off date of the current school year.

STATE AWARDS
An award is presented at the State Leadership Conference to the largest PBL chapter in North Dakota.
LARGEST PERCENTAGE OF INCREASE IN LOCAL CHAPTER MEMBERSHIP

Category: Recognition
Type: Chapter

Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to local chapters that have attained the largest percentage of increase in local chapter membership in PBL.

ELIGIBILITY
All active local chapters are eligible.

PROCEDURES
- Official membership records are audited in the state office; therefore, no entry form is required for this event.
- Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid members on record in the FBLA-PBL state office at the cut-off date established for the previous and current school years.

STATE AWARDS
An award is presented at the State Leadership Conference to the top local chapter that attained the highest percentage of membership increase in PBL.
LARGEST PERCENTAGE OF RETENTION IN LOCAL CHAPTER MEMBERSHIP  
(North Dakota Only Event)  
Category: Recognition  
Type: Chapter

Effective state and national programs depend on membership support and growth. Retaining members from year to year provides resources for experienced members to serve local chapters and new members. Membership retention offers a worthwhile experience in public relations and leadership. Recognition is given to local chapters in North Dakota that have retained the largest percentage of members from the previous year.

ELIGIBILITY  
All active local chapters are eligible.

PROCEDURES  
• Official membership records are maintained at the state office; however, to enter this event the entry form must be completed. The form can be found in the "Forms" section of this handbook. Only entries received by the designated date will be considered.
• The figures used in determining the winner will be the number of paid, retained PBL members on record in the state office on June 30 of the previous year and by the designated dues deadline for participation at the State Leadership Conference.

STATE AWARDS  
An award is presented at the State Leadership Conference to the local chapter that attained the highest percentage of membership retention in PBL.
Go for North Dakota Gold is a project designed to recognize active local PBL chapters and their advisers for going above and beyond. Chapters who complete one of the three levels of recognition (gold, silver, or bronze), and who submit an entry form with documentation, will be recognized. 

OVERVIEW
Documentation must accompany entry form. Only entries received by the designated date will be considered for judging.

- **Gold Level**—complete the four (4) Level I activities and eight (8) Level II activities. Gold level chapters will receive priority seating, a ribbon, 30 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.
- **Silver Level**—complete three (3) Level I activities and six (6) Level II activities. Silver level chapters will receive, a ribbon, 20 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.
- **Bronze Level**—complete two (2) Level I activities and four (4) Level II activities. Bronze level chapters will receive, a ribbon, 10 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.

ELIGIBILITY
All active local chapters are eligible.

PROCEDURES
All activities must be completed from the end of the previous State Leadership Conference until March 1 of the current year. Documentation must accompany the entry form. All items submitted become the property of the ND State Chapter of PBL and will not be returned.

Level I Activities
1. Have at least 80% of local membership register for the State Leadership Conference.
2. Hold a PBL recruitment booth during your college’s involvement fair.
3. Submit a chapter spotlight report for a chapter activity for publication on North Dakota PBL social media.
4. At least 20% of members complete one level of the CMAP Program.
5. Secure a competitive event sponsor.
6. Have a candidate run for state or national office

Level II Activities
7. Show ND PBL Leadership Content at a minimum of two chapter meetings.
8. Pay state and national dues of $20 by October 20.
10. Submit Community Service Project Report for state competition.
11. Recruit at least 2 new Professional Division members.
12. Hold a March of Dimes fundraiser.
13. Include a local businessperson in a chapter activity or go on a local business tour.
15. Have a state or national officer attend a chapter meeting in person or virtually. (State officers may not visit their own chapter)
16. Increase local chapter membership by 10%.
17. Submit a report of a chapter activity to local media and to the state office for publication.
18. Have at least one member attend a National Conference
19. Visit with a local FBLA chapter about the benefits of joining PBL.
20. Hold an event to promote FBLA-PBL Week.

PROCEDURE
Complete the entry form in this handbook. Documentation must accompany entry and needs to be numbered and typed. All entries must be received by the designated date. Completing extra Level II activities is recommended if an activity selected is not able to be verified.
JUDGING
Entries will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations.

NOTE: This is a North Dakota only PBL event. It is similar in nature to some of the national chapter and member recognition activities. Some projects used to qualify for PBL Perks can also be used to qualify for national recognition.
FORMS

NORTH DAKOTA

ΦΒΑ
### ND PBL State Officer Application

**Please key this form.**

*All information requested is purely voluntary on the part of the applicant and will not be used for determining applicant's qualifications for a North Dakota PBL State Chapter office.*

<table>
<thead>
<tr>
<th>School attending in 2020-21</th>
<th>Office sought</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

**Class next year**

- [ ] Sophomore
- [ ] Junior
- [ ] Senior
- [ ] Graduate Student

<table>
<thead>
<tr>
<th>Name</th>
<th>Current mailing address</th>
</tr>
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<tbody>
<tr>
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<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Phone</th>
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</table>

**E-mail**

<table>
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<tr>
<th>Summer mailing address</th>
<th>Phone</th>
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**Person to contact in an emergency**

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Phone</th>
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</table>

**PBL activities**

<table>
<thead>
<tr>
<th>College Major</th>
<th>College Minor</th>
<th>Have you completed or are you enrolled in at least one business course?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>[ ] Yes [ ] No</td>
</tr>
</tbody>
</table>

**Are you willing to attend all meetings of the State Executive Council?**

- [ ] Yes
- [ ] No

**Are you employed in a part-time job while attending college?**

- [ ] Yes
- [ ] No

<table>
<thead>
<tr>
<th>Number of hours you usually work per week</th>
<th>Name of employer</th>
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</thead>
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</tbody>
</table>

**If you are employed, will your employer allow you time off to attend state planning meetings?**

- [ ] Yes
- [ ] No

<table>
<thead>
<tr>
<th>Candidate's signature</th>
<th>Adviser’s signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

### Postmark or email this form by designated date to:

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
likuntz@nd.gov
Who's Who in North Dakota PBL Award

Every PBL chapter should name at least one PBL member to receive the Who's Who award. Every chapter has a winner. State PBL officers are not to be local chapter winners. They receive the award automatically. This award should be given to the person most deserving for service to the local PBL chapter, not necessarily the president, but the member who is always present, always willing to help, etc.

Chapters may have one or more Who's Who recipient.

<table>
<thead>
<tr>
<th>School Name</th>
<th>Adviser's Signature</th>
</tr>
</thead>
</table>

1. Name of Student Receiving Award (please print)

2. Name of Student Receiving Award (please print)

DO NOT LIST STATE OFFICERS

Postmark or email this form by designated date to:

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND  58505-0610  
lkuntz@nd.gov
ND PBL Adviser Length of Service Award Application

In order to continue the Chapter Adviser Years of Service Award at the state and national level, we need information from each adviser regarding total (broken or continuous) years of service as a PBL adviser. Advisers will be recognized at the State Leadership Conference for 5, 10, 15, 20, and 25 years of service.

If you are eligible for an award this year and wish to receive the award, you must complete this form and return it to the state PBL office by the date indicated.

If you are not eligible for an award this year, you don't need to complete this form.

<table>
<thead>
<tr>
<th>Name</th>
<th>School</th>
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</table>

I have a total of __________ years of service (including this year) as a PBL chapter adviser as follows:

<table>
<thead>
<tr>
<th>From (month/year)</th>
<th>To (month/year)</th>
<th>School Name</th>
</tr>
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<tbody>
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</tr>
</tbody>
</table>

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Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
lkuntz@nd.gov
### ND PBL Pre-Conference Tests Order Form

<table>
<thead>
<tr>
<th>School:</th>
<th>Adviser:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone with best time to call:</td>
<td>Fax:</td>
</tr>
<tr>
<td>Pre-conference test administrator: (May not be an adviser. You may have more than one test administrator, but all tests will be sent to only one person.)</td>
<td>Mailing address of test administrator:</td>
</tr>
</tbody>
</table>

### Event Names of Competitors

*For team events, place names of all team members on same line.*

<table>
<thead>
<tr>
<th>Event</th>
<th>Names of Competitors</th>
</tr>
</thead>
</table>
| **Accounting for Professionals**<br>(production test)<br>Individual Event<br>3 (1-24), 4 (25-49), 5 (50-74), 6 (75+)
| 1.  
2.  
3.  
4.  
5.  
6.  |
| **Administrative Technology**<br>(production test)<br>Individual event<br>3 (1-24), 4 (25-49), 5 (50-74), 6 (75+)
| 1.  
2.  
3.  
4.  
5.  
6.  |
| **Business Communication**<br>(writing exercise)<br>Individual event<br>3 (1-24), 4 (25-49), 5 (50-74), 6 (75+)
| 1.  
2.  
3.  
4.  
5.  
6.  |
| **Computer Applications**<br>(production test)<br>Individual Event<br>3 (1-24), 4 (25-49), 5 (50-74), 6 (75+)
| 1.  
2.  
3.  
4.  
5.  
6.  |
| **Desktop Publishing**<br>(objective test)<br>Up to 3 teams of 1 or 2 members each<br>Team tests cooperatively
| 1.  
2.  
3.  |
| **Financial Services**<br>(objective test)<br>Team consisting of 1 to 3 members<br>Team tests cooperatively<br>(1-24) 1; (25-49) 2; (50-74) 3; (75+) 4
| 1.  
2.  
3.  
4.  |

***All students must pay conference registration fee to participate in these events.***

***All tests must be returned to Bismarck regardless of whether or not they are used.***

**SPECIAL NOTE:** All objective tests scheduled to be taken at the school-site prior to the State Leadership Conference will be taken online. Instructions for this process will be sent with the preconference tests.
<table>
<thead>
<tr>
<th>Event</th>
<th>Names of Competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Future Business Executive</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Individual event</td>
<td>2.</td>
</tr>
<tr>
<td>2 (1-24), 3 (25-49), 4 (50-74), 5 (75+)</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>4.</td>
</tr>
<tr>
<td></td>
<td>5.</td>
</tr>
<tr>
<td><strong>Global Analysis &amp; Decision Making</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Team consisting of 1 to 3 members</td>
<td>2.</td>
</tr>
<tr>
<td>Team tests cooperatively</td>
<td>3.</td>
</tr>
<tr>
<td>(1-24) 1; (25-49) 2; (50-74) 3; (75+) 4</td>
<td>4.</td>
</tr>
<tr>
<td><strong>Help Desk</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Individual event</td>
<td>2.</td>
</tr>
<tr>
<td>2 (1-24), 3 (25-49), 4 (50-74), 5 (75+)</td>
<td>3.</td>
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<td></td>
<td>4.</td>
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<td></td>
<td>5.</td>
</tr>
<tr>
<td><strong>Hospitality Management</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Team consisting of 1 to 3 members</td>
<td>2.</td>
</tr>
<tr>
<td>Team tests cooperatively</td>
<td>3.</td>
</tr>
<tr>
<td>(1-24) 1; (25-49) 2; (50-74) 3; (75+) 4</td>
<td>4.</td>
</tr>
<tr>
<td><strong>Human Resource Management</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Team consisting of 1 to 3 members</td>
<td>2.</td>
</tr>
<tr>
<td>Team tests cooperatively</td>
<td>3.</td>
</tr>
<tr>
<td>(1-24) 1; (25-49) 2; (50-74) 3; (75+) 4</td>
<td>4.</td>
</tr>
<tr>
<td><strong>Management Analysis &amp; Decision Making</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Team consisting of 1 to 3 members</td>
<td>2.</td>
</tr>
<tr>
<td>Team tests cooperatively</td>
<td>3.</td>
</tr>
<tr>
<td>(1-24) 1; (25-49) 2; (50-74) 3; (75+) 4</td>
<td>4.</td>
</tr>
<tr>
<td><strong>Marketing Analysis &amp; Decision Making</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>Team consisting of 1 to 3 members</td>
<td>2.</td>
</tr>
<tr>
<td>Team tests cooperatively</td>
<td>3.</td>
</tr>
<tr>
<td>(1-24) 1; (25-49) 2; (50-74) 3; (75+) 4</td>
<td>4.</td>
</tr>
<tr>
<td><strong>Parliamentary Procedure</strong> (objective test)</td>
<td>1.</td>
</tr>
<tr>
<td>1 team consisting of 4 or 5 members</td>
<td>2.</td>
</tr>
<tr>
<td>Team tests individually</td>
<td>3.</td>
</tr>
<tr>
<td><strong>State Vice President of Operations Application Test</strong></td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>3.</td>
</tr>
</tbody>
</table>

Postmark or email this form by designated date to:

Linda Kuntz  
Dept. of Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
lkuntz@nd.gov
<table>
<thead>
<tr>
<th>Chapter Name</th>
<th># of Members</th>
<th>Adviser's Name</th>
<th>School Phone</th>
<th>School Fax</th>
<th>Adviser or person to contact if conference is postponed or changed because of inclement weather, or other reason.</th>
<th>Phone</th>
<th>E-mail Address</th>
<th>Name of alternate person to contact</th>
<th>Phone</th>
<th>E-mail Address</th>
</tr>
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</table>

For each of the following competitive events, supply names of the participants. Under each event name is indicated (by chapter membership) the number of members from each chapter who may enter the event. **Participants must check posted schedules at conference registration to ensure that they are not scheduled for two events at the same time.**

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<td>Marketing Analysis and Decision Making</td>
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Conference Event Registration Continued Next Page
Please key (for accuracy in making nametags) **all** chapter members, advisers, and guests attending the conference. Add additional pages if necessary.

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CONTINUED: Please key (for accuracy in making nametags) all chapter members, advisers, and guests attending the conference. Add additional pages if necessary.

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<th>Guest</th>
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## North Dakota PBL State Leadership Conference Registration

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<tr>
<th>Location of conference</th>
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<tbody>
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<td>Fargo, ND</td>
<td>April 3-4, 2020</td>
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<tr>
<th>State officers attending at no charge</th>
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<tr>
<td>Members attending at $75 per person</td>
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<tr>
<td>Advisers attending at $75 per person</td>
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<tr>
<td>Guest banquet at $30 per person (non-PBL member or non-adviser)</td>
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<tr>
<td>Guest brunch at $30 per person (non-PBL member or non-adviser)</td>
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Make check payable to North Dakota PBL

Postmark this form and your check by date indicated to:

FBLA-PBL Fiscal Agent  
PO Box 6022  
Bismarck, ND  58506-6022

In addition, please email this form to:  
Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND  58505-0610  
lkuntz@nd.gov
Outstanding North Dakota PBL Local Chapter Adviser Nomination

No pictures, be brief. State reasons on this form only.

<table>
<thead>
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<th>Name of Nominee</th>
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<td>Complete Mailing Address of Nominee</td>
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<tr>
<td>E-mail Address of Nominee</td>
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</table>

Statement of why the nominee should receive the award:

Submitted by  Chapter

Postmark or email this form by designated date to:

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610

lkuntz@nd.gov
# Businessperson of the Year or Honorary Membership Nomination

No pictures, be brief. State reasons on this form only.

<table>
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<th>Name of Nominee</th>
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<tbody>
<tr>
<td>Complete Mailing Address of Nominee</td>
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<tr>
<td>Telephone</td>
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<tr>
<td>E-mail Address of Nominee</td>
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<tr>
<td>Nominated for: □ Honorary Membership □ Businessperson of the Year</td>
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<tr>
<td>Statement of why the nominee should receive the award:</td>
</tr>
</tbody>
</table>

Postmark or email this form by designated date to:

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
lkuntz@nd.gov
# PBL Alumni of the Year Nomination

No pictures, be brief. State reasons on this form only.

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**Years of Participation in FBLA-PBL:**

Statement of why the nominee should receive the award:

| Quote from nominee about PBL’s impact on their life/career: |

Submitted by  

| Chapter |

**NOTE:** You will be notified if candidate is selected. If you do not receive notification, the person was not selected as PBL Alumni of the Year. You may give this person an award from your chapter, if you wish.

**Postmark or email this form by designated date to:**

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND  58505-0610  
lkuntz@nd.gov
The following members or advisers request special assistance or accommodations at the State Leadership Conference. Describe how you believe we could best assist member or adviser with special needs.

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<th>Name and type of assistance required:</th>
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Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
llkuntz@nd.gov
Largest Percentage of Retention in Local Chapter Membership
(North Dakota Only Event)

<table>
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<tr>
<th>School Name and City:</th>
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Please fill out the information below. Membership retention will be verified using National PBL membership records.

Number of Members Retained from 2018-19 to 2019-20:

Percentage of Retention:
(To calculate percentage of retention, divide number of members retained by the current number of members.)

List names of members retained from 2018-19 to 2019-20:
(Attach additional sheet if necessary)

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Signature of Chapter President:        Signature of Chapter Adviser:

Postmark or email this form by designated date to:

Linda Kuntz
Career and Technical Education
600 E. Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
lilkuntz@nd.gov
Event Entry/Statement of Assurance Form

This form must be completed and sent for the following events. Please check one:

| Desktop Publishing |

Submit color print-outs in a file folder for Desktop Publishing. Each page must be clearly labeled and include the name of the event, state, participants’ name(s), and school.

| Chapter Name |
| Adviser Name |
| Adviser Email Address | Phone Number |
| Team Member Names |

We, the undersigned, attest that the design and creation of this presentation is the original work of the team members. We agree that this presentation may be linked, promoted, and used in any way by North Dakota FBLA-PBL, Inc. for purposes of promoting the association.

| Adviser’s Signature | Team Member Signature |
| Team Member Signature | Team Member Signature |

Complete this Document Section for All Appropriate Events:

| Software Used: |
| Source of Information: |
| Copyright Notations: |
| Instructions for Running Project: |
| Template(s) Used (source): |

Postmark or email this form by designated date to:

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND  58505-0610  
lkuntz@nd.gov
North Dakota PBL Perks
Entry Form (2019-2020)

Chapter:

Chapter President’s Signature:

Adviser’s Signature:

PLEASE MAKE SURE SUPPORTING DOCUMENTS ARE ATTACHED TO THIS FORM

- Gold Level - Complete four (4) Level I Activities and eight (8) Level II Activities.
- Silver Level - Complete three (3) Level I Activities and six (6) Level II Activities.
- Bronze Level - Complete two (2) Level I Activities and four (4) Level II Activities.

**Level I Activities**

1. Have at least 80% of local membership register for the State Leadership Conference.
2. Hold a PBL recruitment booth during your college’s involvement fair. **Attach three (3) photos and a minimum 100-word summary. The recruitment booth must be held during the 2018-2019 membership year.**
3. Submit a chapter spotlight report for a chapter activity for publication on North Dakota PBL social media. **Submit the report to the Vice President of Public Relations to be linked to the state site. Please include a summary of a minimum of 100 words and three (3) photos.**
4. At least 20% of members complete one level of the CMAP Program.
5. Secure a competitive event sponsor. **Attach the sponsorship form.**
6. Have a candidate run for state or national office.

**Level II Activities**

7. Show ND PBL Leadership Content at a minimum of two chapter meetings.
8. Pay state and national dues of $20 by October 20.
10. Submit Community Service Project Report for state competition.
11. Recruit at least 2 new professional division members. **Attach verification of professional membership registration.**
12. Hold a March of Dimes fundraiser. **Attach three (3) photos and a minimum 100-word summary of the event.**
13. Include a local businessperson in a chapter activity or go on a local business tour. **Attach a description of name, position and activity.**
14. Include a professor/school official in a chapter activity (excludes adviser). **Attach a minimum 100-word description of their name, position, and activity.**
15. Have a state or national officer attend a chapter meeting in person or virtually. (State officers may not visit their own chapter) **Attach a description of name, position and activity.**
16. Increase local chapter membership by 10%.
17. Submit a report of a chapter activity to local media and to the state office for publication. **Attach a copy of the article from the media and the original word document.**
18. Have at least one member attend a National Conference (NLC or NFLC). **Attach a minimum 100-word summary and three (3) photos of the conference.**
19. Visit with a local FBLA chapter about the benefits of joining PBL. **Attach three (3) photos and a minimum 100-word summary of the visit.**
20. Hold an event to promote FBLA-PBL Week. **Attach three (3) photos and a minimum 100-word summary of the event.**

Postmark this form, along with supporting documents, by designated date to:

Linda Kuntz
Dept. of Career and Technical Education
600 East Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
lkuntz@nd.gov

191
Bridging the Gap Award

Chapter: 

Chapter President’s Signature: 

Adviser’s Signature: 

Names of FBLA Members who liked/followed ND PBL on Facebook or Instagram:
1. ____________________________________________
2. ____________________________________________
3. ____________________________________________

Experience Summary:

Remember to include a picture from the visit with this form

Postmark this form, along with supporting documents, by designated date to:
Linda Kuntz
Dept. of Career and Technical Education
600 East Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
PLEASr NOTE: The Ramada is the official conference hotel for this conference and reservations should be made here using the conference rate. All hotel reservations need to be emailed to Michelle.

1. A block of rooms has been reserved at this hotel (rooms will be released March 13). Any changes must be made with the hotel.
2. Check-in time will be 3 p.m.
3. Check-out time will be 11 a.m.
4. Make sure to indicate how many nights you will be staying.
5. Room rates (excluding tax) for a standard room per night are $86.40
6. Please bring tax exempt ID number, if it applies, to receive a tax-free room rate.
7. This form should be emailed to: mchevalier@ganglhospitality.com

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Because some members attend only portions of the conference, and in order to eliminate the waste of unneeded food that is ordered, please complete the information requested below regarding how many people your chapter will have attending the meal functions at the ND PBL State Leadership Conference.

Number Attending

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<tr>
<td>Number attending banquet on Friday, April 3</td>
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<tr>
<td>Number attending brunch on Saturday, April 4</td>
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Friday’s meals land on a Friday during Lent.

Please list how many people from your chapter will want a non-meat meal option:

Please note any special dietary requirements using the Special Needs Assistance Request form.

FROM:

Adviser’s Name

School, City

Postmark or email this form by designated date to:

Linda Kuntz
Career and Technical Education
600 E. Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
llkuntz@nd.gov
APPENDIX

PBL Constitution and Bylaws
NLC Information
Article I—Name
The name of this organization shall be the North Dakota State Chapter of the Future Business Leaders of America—Phi Beta Lambda, Incorporated, hereinafter referred to as "the Chapter."

Article II—Purpose
The purpose of this FBLA Chapter shall be to further the goals of FBLA within the state of North Dakota. The Chapter shall provide as an integral part of the instructional program additional opportunities for secondary students (grades 7-12) in business and office education to develop vocational and career supportive competencies and to promote civic and personal responsibilities.

The purpose of this PBL Chapter shall be to further the goals of PBL within the state of North Dakota. The Chapter shall provide opportunities for postsecondary and college students to develop vocational competencies for business and office occupations and business teacher education. PBL is an integral part of the instructional program and, in addition, promotes a sense of civic and personal responsibility.

The specific goals of FBLA-PBL and the Chapter are to:

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

The Chapter shall not have any purpose nor engage in any activity inconsistent with the status of an educational and charitable organization as defined in Section 501 (c) (3) of the Internal Revenue Code of 1954 or any successor provision thereto, and none of these goals shall at any time be deemed or construed to be other than the public benefit purposes and objectives consistent with such educational and charitable status, nor shall the Chapter adopt goals or engage in any activity inconsistent with the goals and policies of FBLA-PBL, Incorporated.

Article III—Membership
The membership of the Chapter shall consist of FBLA or PBL members residing within the state of North Dakota. Classes of membership identical to those established by FBLA-PBL, Inc., shall be established by the Chapter. Such classes, together with the voting and other rights of each, may be more specifically set forth in the Bylaws.

Article IV—Dues and Finance

Section 1
The Chapter may assess dues from the members in addition to dues assessed by FBLA-PBL, Incorporated.

Section 2
No part of the net earnings of the Chapter shall inure to the benefit of any member, sponsor, donor, creator, director, officer, employee, or any other private individual or to the benefit of any corporation or organization, any part of the net earnings of which inure to the benefit of any private individual; provided, this shall not prevent payment of reasonable compensation for services actually rendered the Chapter in effecting its goals.

The Chapter shall not divert any part of its income or corpus to any member, sponsor, donor, creator, director, officer, or employee; by lending any part of its income or corpus without receipt of adequate security and a reasonable rate of interest; by paying any compensation in excess of reasonable allowance for salaries, or other compensation for personal services actually rendered; by making any purchase of money or money's worth; by selling any substantial part of its securities or other property for less than adequate consideration for money or money's worth; or by engaging in any other transaction which, either directly or indirectly, results in such diversion of its income or corpus.

The Chapter shall not make any accumulation of its income unreasonable in amount or duration.

The Chapter shall not use any income for purposes other than the objects in this Constitution set forth, or invest any income in any manner which might jeopardize the fulfillment or carrying out of its objects. The Chapter shall not devote a substantial portion of its activities to carry on propaganda or otherwise attempting to influence legislation, and in no event shall the Chapter engage in any legislative activities other than those in direct furtherance of the Chapter's stated objectives. The Chapter shall not participate in or intervene in any political campaign on behalf of any candidate for public office. In general, the Chapter shall not act in any way or engage in any activity which might affect its right or the right of FBLA-PBL, Inc., and the Chapter shall be so operated as to be entitled to and receive all tax exemptions, federal or local, which may be granted to charitable, scientific, or educational associations or foundations.
Article V—Organization

Section 1
The Chapter is a subsidiary of the Future Business Leaders of America—Phi Beta Lambda, Inc. As an integral part of FBLA-PBL Inc., the chapter shall have goals and engage in activities consistent with the organization's status as a charitable and educational organization as defined in Section 501 (c) (3) of the Internal Revenue Code of 1954. Reports shall be submitted to FBLA-PBL, Inc., as requested.

Section 2
The Chapter shall be governed by a Board of Directors, which shall serve as the policy making body for the Chapter, and which shall be subject to this Constitution, the FBLA or PBL Bylaws, and the Board of Directors of FBLA-PBL, Inc.

Section 3
The Chapter shall adopt a set of Bylaws consistent with this Constitution, which shall include the powers and duties of the Board of Directors, officers and elections, meetings of the Chapter, and any other provisions necessary for the orderly administration of the Chapter.

Section 4
The Chapter shall maintain such relationship with FBLA or PBL local chapters within the state of North Dakota as shall be approved by the Board of Directors. The Chapter may apply to the Internal Revenue Service for a group tax exemption ruling on behalf of the local chapters within the state.

Section 5
Upon dissolution, all the assets of the Chapter shall be and remain the assets of FBLA-PBL, Inc.

Article VI—Emblems and Insignia
The Chapter emblems shall be the emblems of the national organization. Only members in good standing may use official emblems and insignia.

Article VII—Amendment
This Constitution is a mandatory Constitution drafted by FBLA-PBL, Inc., for the adoption by its state chapters and shall be unamendable without the written consent of FBLA-PBL, Inc. Should amendments be required for the purpose of qualifying or retaining qualification under Section 501 (c) (3) of the Internal Revenue Code of 1954 or any successor provision thereto, such amendments, as approved by the Board of Directors of FBLA-PBL, shall become a part of this Constitution with or without the consent of the Chapter.

Revised by National FBLA-PBL December 5, 1975.

National Office Address:
FBLA-PBL, Inc.
1912 Association Dr.
Reston, VA 22091-1591
703-860-3334 OR
1-800-325-2946
FAX: 703-758-0749

North Dakota Address:
North Dakota State Chapter
FBLA-PBL, Inc.
State Capitol, 15th Floor
600 East Boulevard Ave.
Dept. 270
Bismarck, ND 58505-0610
701-328-2286

201
FUTURE BUSINESS LEADERS OF AMERICA
PHI BETA LAMBDA, INC.
North Dakota Chapter

PHI BETA LAMBDA BYLAWS

Article I—Name
Section 1
The name of this chapter of FBLA-PBL, Inc. shall be the "North Dakota Chapter of Phi Beta Lambda" and may be referred to as "North Dakota PBL" or "PBL."

Article II—Purpose
Section 1
The purpose of PBL is to provide opportunities for post-secondary and college students to develop vocational competencies for business and office occupations and business teacher education. PBL is an integral part of the instructional program and in addition, promotes a sense of civic personal responsibility.

Section 2
The specific goals of PBL are to:

a. develop competent, aggressive business leadership,
b. strengthen the confidence of students in themselves and their work,
c. create more interest in and understanding of American business enterprise,
d. encourage members in the development of individual projects which contribute to the improvement of home, business, and community,
e. develop character, prepare for useful citizenship, and foster patriotism,
f. encourage and practice efficient money management,
g. encourage scholarship and promote school loyalty
h. assist students in the establishment of occupational goals, and
i. facilitate the transition from school to work.

Article III—Membership
Section 1
FBLA-PBL membership shall consist of members of nationally chartered local chapters. These members shall hold membership in their local, state, and national chapters. Membership shall consist of these classes of members:

FBLA Active Members—shall be secondary students (grades 7-12) who become members while enrolled in business and office education classes, who accept the purpose of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school and community relations, and possess qualities for employment. Active members shall pay dues as established by local, state, and national FBLA and may participate in all events, in accordance with the guidelines of the awards program, serve as voting delegates to leadership conferences, hold office, and otherwise represent their local or state chapters as approved by their respective local or state advisers.

PBL Active Members—shall be post-secondary and college students in the field of business, office, or business teacher education who accept the purpose of PBL and subscribe to its creed. Active members shall pay dues as established by local, state, and national PBL and may participate in all events, in accordance with the guidelines of the awards program, serve as voting delegates to leadership conferences, hold office, and otherwise participate in local, state, and national activities in accordance with established guidelines, rules and regulations.

Professional Members—shall be individuals interested in promoting the goals established by FBLA-PBL, Inc. Such members may include former members of FBLA-PBL, employers, educators, parents, business persons, community supporters, or any other persons contributing to the growth and development of the association and its members. Professional members shall pay dues as established by FBLA-PBL, Inc., and receive voting and other rights as determined by FBLA-PBL, Inc. Professional members are subject to all rules and regulations established by FBLA-PBL, Inc. and the North Dakota State Chapter of FBLA-PBL.

National Honorary Life Members—may be recommended by the membership and shall be accepted upon approval by the Board of Directors of FBLA-PBL, Inc. They shall be persons making significant contributions to the field of business and office education and/or to the growth and development of FBLA-PBL, Inc. National honorary life members shall not vote or hold office and shall not be required to pay dues.

Article IV—Dues and Finance
Section 1
State dues shall be determined by a majority vote of the local voting delegates at the State Leadership Conference. State dues of members shall be forwarded directly to the office of the state chairman or other designated agent. National dues shall be forwarded directly to the national office by the local chapter.

Section 2
Annual North Dakota PBL dues shall be $10 per active member.

Section 3
The affairs and property of FBLA-PBL, Inc. shall be managed by the National Board of Directors which shall have all powers and duties of a board of directors, according to D. C. Code 29-1080 (1967 ed.).

Section 4
The fiscal year of the Future Business Leaders of America-Phi Beta Lambda shall be July 1 through June 30.

Article V—Organization
Section 1
Phi Beta Lambda shall be an association of local chapters, each operating in accordance with the charter granted by FBLA-PBL, Inc. Only chapters which have received charters, Greek names, and numbers issued by FBLA-PBL, Inc. and which are in good standing, shall be referred to as chapters of "Phi Beta Lambda" or "PBL."

Section 2
A chapter of PBL shall be considered in good standing with the national and state organization when the following conditions are met:
a. State and national membership dues have been paid.

b. All reports have been submitted to the national office and state chairman as requested.

c. The local chapter constitution and bylaws are not in conflict with the state and national constitutions and bylaws in any of the provisions.

Section 3

PBL members shall be considered in good standing when they:

a. attend local chapter meetings with reasonable regularity,

b. show an interest in, and take part in, the affairs of the chapter, and

c. pay their local, state, and national dues.

Section 4

The State Executive Board shall serve as the policy-making body of North Dakota PBL.

Section 5

The State Executive Board shall consist of state officers and members of the state committee, (state chairman and state advisers). Each member of the State Executive Board will have one vote. The state president chairs the State Executive Board meetings.

Section 6

The state Chapter shall hold at least one annual state leadership conference to elect state officers and conduct business.

Section 7

The position of state chairman shall be filled by recommendation of the National Board of Directors of FBLA-PBL, Inc.

Section 8

Each group wishing to become a chapter of FBLA-PBL shall make a formal written application to the North Dakota state chairman who will submit the application to the national FBLA-PBL office for approval, and the national FBLA-PBL, Inc. office will issue the local chapter charter.

Section 9

Each local chapter shall have at least one adviser. A local chapter may have as many special–emphasis groups under the chapter charter as it deems necessary to meet the interests of all students. The local chapter of PBL shall assume full responsibility for coordinating the program for these interest groups.

Section 10

The State Executive Board shall appoint up to three state advisers to serve unlimited, renewable one-year terms.

Article VI—Officers and Elections (valid until July 31, 2019)

Section 1

The state elected officers of the North Dakota State Chapter of Phi Beta Lambda shall be a president, vice president of finance and member development, vice president of communications, and vice president of public relations. These officers shall be members of the State Executive Board. The person applying for the position of vice president of operations and scoring the highest on the parliamentary procedure written competitive event test shall serve as a voting member of the State Executive Board. This person will be installed at the State Leadership Conference, and shall have at least one year remaining before being graduated from a postsecondary institution or college.

Section 2

Qualifications for Elected State Officers

a. Only active PBL members are eligible to hold office.

b. Only those applicants who are present at the State Leadership Conference shall be eligible for nomination.

c. To be considered for an elected office in the North Dakota State Chapter of Phi Beta Lambda, a candidate shall:

   (1) have at least one full year remaining in their post-secondary or college program of study,

   (2) be recommended by the local chapter and endorsed by the local chapter adviser,

   (3) file an official application for office by the established filing date.

   d. Candidates for vice president of public relations must possess the ability to edit, publish, update, and maintain North Dakota PBL list serves, chat rooms, and web pages, including the official web page of North Dakota PBL.

e. Candidates for vice president of operations must possess a basic understanding of parliamentary procedure according to the current edition of Roberts Rules of Order. Newly Revised. Candidates for vice president of operations must also express a willingness to expand their knowledge of parliamentary procedure.

Section 3

Nominations for Elected Officers

a. Nominees who have filed an official application for a specific office and who are present at the general session of the North Dakota PBL Leadership Conference when the election is held shall be eligible for election to office. Any change in the application for a specific office must be filed with the State chairman prior to the beginning of the First General Session at the State Leadership Conference.

b. In the event there are no candidates for an office, applications for the vacant office will be accepted by the newly elected State Executive Board following the conference by an established date. The newly elected State Executive Board will appoint an officer from applications for the vacant office following the conference.

Section 4

Elections

a. The president, the vice president of finance and membership development, the vice president of communications, and the vice president of public relations shall be elected annually by the local voting delegates at a general session of the annual North Dakota State PBL Leadership Conference. These officers shall be elected by a majority of the local voting delegates present and registered at the conference. No proxy voting will be permitted.

b. No more than two members may be candidates for elected office from the same local PBL chapter. The vice president of operations may be appointed from a local chapter with elected state officers.

c. There may be no more than three state officers from the same local chapter at any one time, including the vice president of operations.

Section 5

Term of Office

a. State officers shall be elected for one year, and their term of office shall begin at the close of the State Leadership Conference.

b. Officers may succeed themselves in the same office for two consecutive years if elected for a second term.

Section 6

Vacancy in Office
a. A vacancy in office, other than that of president, shall be filled or remain vacant, as determined by the State Executive Board.
b. Should the office of president become vacant, the vice president of finance and member development shall automatically become president.

Article VI—Officers and Elections (effective August 1, 2019)

Section 1
The state elected officers of the North Dakota State Chapter of Phi Beta Lambda shall be a president, vice president of membership, vice president of finance, and vice president of communication. The person applying for the position of vice president of operations and scoring the highest on the parliamentary procedure written competitive event test shall serve as the vice president of operations. All officers stated above will be elected, appointed, and installed at the State Leadership Conference and will serve as voting members of the State Executive Board.

Section 2
Qualifications for Elected State Officers
a. Only active PBL members are eligible to hold office.
b. Only those applicants who are present at the State Leadership Conference shall be eligible for nomination.
c. To be considered for an elected office in the North Dakota State Chapter of Phi Beta Lambda, a candidate shall:
   (1) have at least one full year remaining in their post-secondary or college program of study,
   (2) be recommended by the local chapter and endorsed by their local chapter advisor, and
   (3) file an official application for office by the established filing date.
d. Candidates for vice president of communication must possess the ability to edit, publish, update, and maintain North Dakota PBL listserv, social media, and the official website.
e. Candidates for vice president of operations must possess a basic understanding of parliamentary procedure according to the current edition of Roberts Rules of Order, Newly Revised. Candidates for vice president of operations must also express a willingness to expand their knowledge of parliamentary procedure.

Section 3
Nominations for Elected Officers
a. Nominees who have filed an official application for a specific office and who are present at the general session of the North Dakota PBL Leadership Conference when the election is held shall be eligible for election to office. Any change in the application for a specific office must be filed with the State chairman prior to the beginning of the First General Session at the State Leadership Conference.
b. In the event there are no candidates for an office, applications for the vacant office will be accepted by the newly elected State Executive Board following the conference by an established date. The newly elected State Executive Board will appoint an officer from applications for the vacant office following the conference.

Section 4
Elections
a. The president, the vice president of membership, the vice president of finance, and the vice president of communication shall be elected annually by the local voting delegates at a business meeting at the annual North Dakota State PBL Leadership Conference. These officers shall be elected by a majority of the local voting delegates present and registered at the conference. No proxy voting will be permitted.
b. No more than two members may be candidates for elected office from the same local PBL chapter. The vice president of operations may be appointed from a local chapter with elected state officers.
c. There may be no more than three state officers from the same local chapter at any one time, including the vice president of operations.

Section 5
Term of Office
a. State officers shall be elected for one year, and their term of office shall begin at the close of the State Leadership Conference.
b. Officers may succeed themselves in the same office for two consecutive years if elected for a second term.

Section 6
Vacancy in Office
a. A vacancy in office, other than that of president, shall be filled or remain vacant, as determined by the State Executive Board.
b. Should the office of president become vacant, the vice president of membership shall automatically become president.

Article VII—Duties of PBL State Officers (valid until July 31, 2019)

Section 1
The president shall:

a. serve as chairman of the State Executive Board,
b. preside over the Executive Board meetings and business meetings of PBL,
c. appoint appropriate committees and committee chairmen,
d. serve as an ex-officio member of all committees,
e. perform other duties for the promotion and development of local, state, and national FBLA-PBL, Inc., and
f. maintain a close and continuing relationship with the state chairman and state advisers of FBLA-PBL.

Section 2
The vice president of finance and member development shall:

a. assume the duties and responsibilities of the presidency, should that office become vacant due to resignation or otherwise,
b. assume primary responsibility for developing the North Dakota State Chapter Annual Business Report,
c. present financial reports to members at State Executive Board meetings and the State Leadership Conference,
d. serve as chairman of appointed committees, and
e. assist in the promotion and development of FBLA-PBL.

Section 3
The vice president of communications shall:

a. keep an accurate record of all business of the State Leadership Conference and the State Executive Board,
b. supply at least one copy of the minutes and substantiating report to the State Executive Board promptly,
c. maintain a digital state scrapbook, working with the vice president of public relations,
d. serve as chairman of appointed committees, and
e. assist in the promotion and development of FBLA-PBL.
Section 4
The vice president of public relations shall:
a. publish the official North Dakota PBL website,
b. submit appropriate items to the publisher of national FBLA-PBL publications,
c. work with members of the media to promote North Dakota PBL,
d. serve as the official spokesperson of North Dakota PBL, and
e. assist in the promotion and development of FBLA-PBL.
Section 5
The vice president of operations shall:
a. advise the president on the orderly conduct of business in accordance with PBL Bylaws and the current edition of Roberts Rules of Order, Newly Revised,
b. serve as chairman of appointed committees, and
c. assist in the promotion and development of FBLA-PBL.
Section 6
These officers shall serve on the State Executive Board, perform the duties prescribed in the Bylaws, and perform such other duties as directed by the president and the state chairman which are consistent with these Bylaws or other rules adopted by FBLA-PBL.
Section 7
Any intellectual property or digital works, including but not limited to logos, themes, slogans, phrases, guides, and other works created by a member or officer of North Dakota Phi Beta Lambda for or on behalf of North Dakota Phi Beta Lambda shall be the property of North Dakota Phi Beta Lambda and the member or officer is deemed to have waived all rights in favor of North Dakota Phi Beta Lambda.
Section 8
Any state officer failing to perform assigned duties as stated in Article VII, may be dismissed from office by a two-thirds vote of the State Executive Board. The office shall be filled following the guidelines in Article VI, Section 6, of the North Dakota Phi Beta Lambda Bylaws.

Article VII—Duties of PBL
State Officers (effective August 1, 2019)
Section 1
The president shall:
a. serve as chairman of the State Executive Board,
b. preside over the Executive Board meetings and business meetings of PBL,
c. appoint appropriate committees and committee chairmen,
d. serve as an ex-officio member of all committees,
e. perform other duties for the promotion and development of local, state, and national FBLA-PBL, Inc., and
f. maintain a close and continuing relationship with the state chairman and state advisers of FBLA-PBL.
Section 2
The vice president of membership shall:
a. assume the duties and responsibilities of the presidency, should that office become vacant due to resignation or otherwise,
b. serve as the primary liaison for local North Dakota PBL chapters for the North Dakota PBL state officer team and State Executive Board,
c. serve as the primary representative of the North Dakota PBL state officer team for new and re-activating chapters,
d. serve as chairman of appointed committees, and
e. assist in the promotion and development of FBLA-PBL.
Section 3
The vice president of finance shall:
a. present financial reports to members at State Executive Board meetings and the State Leadership Conference,
b. serve as the primary liaison between potential and current corporate partners and North Dakota PBL,
c. be responsible for developing and/or updating a corporate partner program for the current membership year,
d. serve as chairman of appointed committees, and
e. assist in the promotion and development of FBLA-PBL.
Section 4
The vice president of communications shall:
a. keep an accurate record of all business of the State Leadership Conference and the State Executive Board,
b. supply at least one copy of the minutes and substantiating report to the State Executive Board promptly,
c. publish and update the official North Dakota PBL website and social media pages,
d. submit appropriate items to the publisher of national FBLA-PBL publications,
e. serve as chairman of appointed committees, and
f. assist in the promotion and development of FBLA-PBL.
Section 5
The vice president of operations shall:
a. advise the president on the orderly conduct of business in accordance with PBL Bylaws and the current edition of Roberts Rules of Order, Newly Revised,
b. serve as chairman of appointed committees, and
c. assist in the promotion and development of FBLA-PBL.
Section 6
These officers shall serve on the State Executive Board, perform the duties prescribed in the Bylaws, and perform such other duties as directed by the president and the state chairman which are consistent with these Bylaws or other rules adopted by FBLA-PBL.
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Any intellectual property or digital works, including but not limited to logos, themes, slogans, phrases, guides, and other works created by a member or officer of North Dakota Phi Beta Lambda for or on behalf of North Dakota Phi Beta Lambda shall be the property of North Dakota Phi Beta Lambda and the member or officer is deemed to have waived all rights in favor of North Dakota Phi Beta Lambda.
Section 8
Any state officer failing to perform assigned duties as stated in Article VII, may be dismissed from office by a two-thirds vote of the State Executive Board. The office shall be filled following the guidelines in Article VI, Section 6, of the North Dakota Phi Beta Lambda Bylaws.
Article VIII—State Leadership Conference and Meetings

Section 1
A North Dakota State Leadership Conference shall be held each year.

Section 2
Each local chapter in good standing shall be entitled to send two to six local voting delegates from its active membership to the State Leadership Conference in accordance with the following:

a. 1-19 members—two voting delegates
b. 20-39 members—three voting delegates
c. 40-59 members—four voting delegates
d. 60-89 members—five voting delegates
e. 90 and above—six voting delegates

Section 3
All voting delegates and competitive event participants of local chapters shall be officially registered by their respective advisers and their names submitted by a deadline set by the State Executive Board for the State Leadership Conference. Changes may be made in the names of voting delegates or participants of competitive events at registration prior to the beginning of the State Leadership Conference First General Session.

Section 4
Only those voting delegates recognized as registered and present during the initial role call at the First General Session of the State Leadership Conference will be allowed to vote. No proxy voting will be permitted.

Section 5
The quorum for all business meetings at the State Leadership Conference shall be a majority of the currently registered voting delegates eligible to vote and in attendance at that meeting.

Section 6
Leadership development conferences and meetings may be held as determined by the State Executive Board.

Article IX—State Executive Board

Section 1
The state officers of North Dakota PBL shall, with the state chairman and state advisers, constitute the State Executive Board.

Section 2
The State Executive Board shall:

a. adopt policies of operation for PBL as deemed necessary,
b. approve committee appointments and the creation of new committees by the president,
c. review all proposed amendments to the Bylaws,
d. present to the PBL active members at the State Leadership Conference those proposed amendments which have been approved by the State Executive Board, and
e. perform such other duties as are prescribed by these Bylaws

Section 3
Special meetings of the State Executive Board shall be called upon at the written request of three voting members of the State Executive Board. At least one State Executive Board meeting will be held annually.

Section 4
Business of the State Executive Board may be conducted by mail, teleconference or other appropriate means at the discretion of the president and approval of the state chairman and the state advisers. All business completed in a non-traditional format, and results of this business, shall be recorded in the minutes of the next regular State Executive Board meeting.

Article X—Committees

Section 1
Advisory and other committees to assist in the growth and development of PBL may be appointed as deemed necessary by the State Executive Board.

Section 2
The president of PBL shall, with the approval of the State Executive Board, establish committees, and appoint their members for a period not to exceed the president's term of office, and assist in their activities.

Section 3
Committee business may be conducted by mail, teleconference, or other appropriate means at the discretion of the president and approval of the state chairman and the state advisers. For adoption, action take by the committee in a non-traditional meeting shall require a plurality vote of the members eligible to vote and shall be reported to the committee members no later than the next regular committee meeting.

Article XI—Emblems and Colors

Section 1
The official emblem and insignia item designs are described and protected from infringement by registration, in the U. S. Patent Office, under the Trademark Act of 1946. The manufacturing, reproduction, wearing, or displaying of the emblem shall be governed by the National Board of Directors of FBLA-PBL, Inc.

Section 2
Emblems and insignia shall be uniform in all local and state chapters and within special-emphasis groups; they shall be those of FBLA-PBL. Only members in good standing may use official emblems and insignia.

Section 3
The official colors of North Dakota FBLA-PBL shall be blue and gold.

Article XII—Parliamentary Authority

Section 1
The rules contained in Robert's Rules of order Newly Revised—current edition shall govern the North Dakota State Chapter of FBLA-PBL in all cases to which they are applicable and in which they are not inconsistent with the rules of FBLA-PBL, Inc., these Bylaws, or any special rules of order which the North Dakota FBLA-PBL may adopt.

Section 2
The use of the word chairman to identify one who chairs a committee or meeting is seen by a growing number of educators and students as perpetuating linguistic sexism. Many advisers and members of FBLA-PBL wish to free their language from this unconscious semantic bias. However, because Robert's Rules of Order Newly Revised—current edition takes the position that the word "CHAIRMAN suffices for both sexes,” it will be used in the Constitution and Bylaws and in other FBLA-PBL state and national publications.

Article XIII—Amendment of the Bylaws

Section 1
Proposed amendments to these Bylaws shall be submitted in writing not later than sixty days prior to the North Dakota PBL State Leadership Conference to the state chairman by local chapters or by a state officer. Notice of
proposed amendments shall be sent to local chapters within thirty days of the State Leadership Conference.

Section 2
Proposed amendments shall be reviewed by the State Executive Board and must be approved by the State Executive Board before they can be submitted to the voting delegates at the State Leadership Conference. The State Executive Board shall present approved amendments, with recommendations, to voting delegates at the State Leadership Conference.

Section 3
A two-thirds vote of the voting delegates registered at the State Leadership Conference and in attendance at the business meeting is required for adoption of amendment.

Revised March 24, 2018
The PBL National Leadership Conference (NLC) will be held in Salt Lake City, UT, June 24-27, 2020. The NLC offers motivational and informational sessions for both members and advisers. Delegates will be involved in workshops to help develop leadership skills and make important career decisions. Qualified competitive event winners can compete in the PBL National Awards Program.

If you are an eligible competitive event winner, you must complete the Competitive Event Information form and mail or email it to Linda Kuntz at the PBL state office no later than April 14. If you fail to do so, you will forfeit your right to compete at the NLC.

On April 17, a notice will be emailed to all chapters of the competitive events that have not been entered. Any PBL member may enter any “open” competitive event at the NLC upon notification of the North Dakota PBL state office.

No competitive events at the NLC can be entered after May 1! On May 4, the North Dakota National Leadership Conference Competitive event registration will be submitted to the national office and no additions will be made!

The North Dakota FBLA-PBL office will register members for competitive events only. This will not register members for the conference itself, nor does it take care of your hotel reservations.

The national PBL office will publish NLC conference information on their website at www.fbla-pbl.org. Registration will be done online using the chapter membership login. Contact the national office for information at 800-325-2946 or by e-mail: conference@fbla.org.

NOTE: The PBL Institute for Leaders is scheduled prior to the actual conference. A separate registration form and fee must be submitted to participate in this excellent, worthwhile program.
People who wish to compete in PBL competitive events representing North Dakota should submit the following information by April 14, 2020.

<table>
<thead>
<tr>
<th>School Name</th>
<th>Event(s) Entering</th>
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<tr>
<th>Participant's Name</th>
<th>Mailing Address on June 1</th>
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Person to be contacted in case of emergency while attending NLC:

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<tr>
<th>Name</th>
<th>Mailing Address</th>
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NOTE: Completion of this form does not register you for the conference or hotel. It only makes it possible to enter a competitive event!

If you are not competing, but are attending the 2020 National Leadership Conference, it would be appreciated if you would complete and return this form to the state office so we can share this information with all attending from North Dakota.

If you send in this form indicating your intent to register for and compete at the conference, but change your mind, please notify the state office as soon as possible. This information is needed in order to complete event confirmation prior to arrival at the NLC.

Postmark or Email this form by designated date to:

Linda Kuntz  
Career and Technical Education  
600 E. Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
lkuntz@nd.gov
North Dakota State Board for Career and Technical Education

State Capitol, 15th Floor -- 600 E Boulevard Ave, Dept. 270
Bismarck ND 58505-0610
701-328-3180

EMAIL: cte@nd.gov   WEBSITE: www.cte.nd.gov

Dr. Brian Duchscherer, Chair, Carrington

Ms. Sonia Meehl, Vice Chair, Oakes

Ms. Kirsten Baesler, Bismarck

Mr. Jeff Fastnacht, Mandan

Ms. Maria Effertz Hanson, Velva

Dr. Mark Hagerott, Bismarck

Mr. Steven Holen, Watford City

Mr. Josh Johnson, Valley City

Mr. Bryan Klipfel, Bismarck

North Dakota FBLA-PBL is sponsored as part of the Department of Career and Technical Education
Wayde Sick, State Director and Executive Officer
Jessica DeVaal, FBLA-PBL State Chairperson
State Capitol Building, 15th Floor
600 E. Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
SMALL BUSINESS MANAGEMENT PLAN
Category: Prejudged Report & Presentation with Equipment
Type: Individual or Team

OVERVIEW
This event consists of two (2) parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

Reports contents should include:
- Executive summary
- Company Description
- Industry Analysis
- Target Market
- Competitive Analysis
- Marketing plan and Sales Strategy
- Operations
- Management and Organization
- Long-Term Development
- Financials

All teams will be scheduled for a performance.

PERFORMANCE COMPETENCIES
- demonstrate excellent verbal communication
- display effective decision-making and problem-solving skills
- express self-confidence and poise
- work well as a team when applicable
- exhibit logic and systematic understanding
- conduct a professional business presentation
- answer questions effectively (when applicable)

SKILLS
This event recognizes PBL members who demonstrate an understanding and mastery of the process required to develop and implement a new business venture. The business venture must be currently viable and realistic and must not have been in operation for a period exceeding twelve months before the NLC.

ELIGIBILITY
- Teams are composed of one to three members. Chapters with 1-24 members are allowed one entry; 25-49 members are allowed two entries; 50-74 members are allowed three entries; and 75 or more members are allowed 4 entries.
- Competitors must be members and on record in the FBLA-PBL state office as paying dues by the established state membership deadline.
- Competitors may compete in this event again if they have not competed in it at a previous National Leadership Conference.

REGULATIONS
- Competitors arriving late for the performance will be rescheduled if the judging is still in progress. If all competitors are finished, no additional scheduling will be allowed.
- Competitors must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the event.

PROCEDURES
I. Report
   A. General
      - Competitors must prepare reports. Advisers and others are not permitted to write reports.
      - Reports must include a table of contents and page numbers.
      - Pages must be numbered and formatted to fit on 8 1/2" x 11" paper.
Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in the report.

Reports must not exceed 15 pages. (Divider pages and appendices are optional and must be included in the page count.)

A single PDF file of the report must be submitted, using the online submission form, to the ND PBL State Office by the designated date.

Reports must describe activities between the start of the previous State Leadership Conference and start of the current State Leadership Conference.

Points will be deducted if the written project does not adhere to the guidelines.

Reports must be original, current, and not submitted for a previous SLC or NLC.

Reports submitted for competition become the property of North Dakota FBLA-PBL. These reports may be used for publication by the state association.

B. Report Cover

- Cover page is required and is not counted against the page limit.
- Cover page must contain the following information: name of the school, names of participants, state, name of the event, and year (20xx–xx)

II. Performance

- Five minutes (5) will be allowed to set up and remove any equipment or presentation items.
- Any type of technology device (e.g., laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
- 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.
- Internet access will not be provided.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; 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 and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

JUDGING

Reports will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations. A panel of judges will evaluate the reports and the presentations. Final rank is determined by totaling the written report scores and the presentation scores. Report scores will be used to break a tie. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be three.

NATIONAL COMPETITION

The first and second place winning projects, or alternate, may be submitted for competition at the PBL National Conference.

NOTE: The guidelines for this event at the National Leadership Conference differ from those at the state level. Please consult the national Chapter Management Handbook for complete national guidelines.
## Report Rating Sheet

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

(continued on next page)
### Long-term Development
- Long-term goals identified and documented
- Risks and potential adverse results identified and analyzed
- Strategy in place to take business toward long-term goals

<table>
<thead>
<tr>
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<th>1–5</th>
<th>6–10</th>
<th>11–15</th>
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</thead>
</table>

### Financials
- Type of accounting system to be used is identified and realistic
- Reasonable financial projections, including monthly cash flow projections
- Financial assumptions clearly identified

<table>
<thead>
<tr>
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<th>0</th>
<th>1–7</th>
<th>8–14</th>
<th>15–20</th>
</tr>
</thead>
</table>

### Supporting Documents
- May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.

<table>
<thead>
<tr>
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<th>1–5</th>
<th>6–10</th>
<th>11–15</th>
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</thead>
</table>

### Report Format
- Clear and concise presentation with logical arrangements of information following the rating sheet categories
- Correct grammar, punctuation, spelling, and acceptable business style

<table>
<thead>
<tr>
<th></th>
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<th>1–3</th>
<th>4–7</th>
<th>8–10</th>
</tr>
</thead>
</table>

**Penalty**
Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):
- cover incorrect
- missing table of contents
- over fifteen (15) pages,
- no page numbers
- report format does not follow rating sheet

**Total Points**

| Name(s): | ________________________________ |
| School: | ________________________________ |
| State: | ________________________________ |
| Judge’s Signature: | ________________________________ |
| Date: | ________________________________ |
| Judge’s Comments: | ________________________________ |
# PBL Small Business Management Plan

**Performance Rating Sheet**

**Evaluation Item**

<table>
<thead>
<tr>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
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<tr>
<td>Description of plan development and strategies used to implement plan</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
</tr>
<tr>
<td>Marketing aspects of business are thoroughly covered</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
</tr>
<tr>
<td>Description of operations and management plans</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
</tr>
<tr>
<td>Financial documents and projections are reasonable and easy to understand</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
</tr>
<tr>
<td>Risks are anticipated and analyzed</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
</tr>
<tr>
<td>Long-term goals are identified and reasonable</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
</tr>
<tr>
<td><strong>Comments</strong></td>
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<tr>
<td><strong>Delivery</strong></td>
<td></td>
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<tr>
<td>Statements are well organized and clearly stated; appropriate business language used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, assertiveness, and good voice projection</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
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<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
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<tr>
<td><strong>Comments</strong></td>
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</tbody>
</table>

**Subtotal**  
/100 max.

**Time Penalty** Deduct five (5) points for presentation over seven (7) minutes. Time:

**Penalty** Deduct five (5) points for failure to follow guidelines.

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Total Points**  
/100 max.

**Report Score**  
/200 max.

**Final Score** (add total points and report score)  
/300 max.

Name(s): __________________________

School: ____________________________  State: __________________________

Judge’s Signature: __________________ Date: __________________________

Judge’s Comments: __________________________