

Massachusetts Future Business Leaders of America

**RECOGNITION & COMPETITIVE
EVENT GUIDELINES
2018-19**

AN INTRODUCTION TO MA FBLA COMPETITIVE EVENTS

Dear Massachusetts FBLA Members and Advisers,

MA FBLA's Recognition Events and Awards Program honor and reward excellence in a broad range of business and career-related areas. Students who complete these awards programs and place highest in competitive events are recognized at the annual spring State Leadership Conference (SLC). Top state winners are then eligible to compete for national awards at the National Leadership Conference (NLC) each summer.

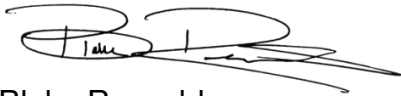
It's important to note that there are two different types of events: those that are part of the Recognition Program and those that are part of the Awards Program. Recognition Events are based on involvement in FBLA activities and honor students who excel at building their business leadership skills. These are offered throughout the year, and vary in format. The Awards Program consists of skill-based events focused on a specific topic. These are offered immediately prior to and during the State Leadership Conference, and consist of written objective tests, pre-judged work, performances/role-plays, or a combination of these formats.

Events fall into three categories: individual, team, and chapter. Individual and team events focus on skills useful in leadership and career development, while chapter events recognize overall achievement and performance in chapter management and growth.

Each event is governed by specific guidelines and rating sheets that can be found in this document. Please note that Massachusetts FBLA uses a modified event list, meaning not all national events are available at the SLC and some event guidelines may slightly differ at the NLC. Make sure you are using the most recent edition and correct version of the guidelines to prepare for your competition. These guidelines apply to events awarded at the State Leadership Conference. If you place in your event at this level and are eligible to compete at the National Leadership Conference, please reference the guidelines at www.fbla.org.

If you have any questions regarding these guidelines, please do not hesitate to contact us via email at any time.

Good luck!



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RECOGNITION EVENTS AT-A-GLANCE

Event	Type	State Deadline	National Deadline
Membership Madness	Individual	March 15	April 1
Membership Mania	Individual	March 15	April 1
Good Neighbor	Chapter	March 1	April 1
Professional Division Recruitment	Chapter	March 1	No Award
Largest Local Chapter	Chapter	No Submission Needed	
Connect Ten	Chapter	No Submission Needed	
Market Share Award	Chapter	March 15	April 1
100% Class Participation	Chapter	March 15	April 1
Membership Achievement Award	Chapter	No Submission Needed	
Business Achievement Awards	Individual	March 1	Varies
Community Service Awards	Individual	March 1	Varies
Lead2Feed Leadership Challenge	Individual/Team	N/A	April 9
Outstanding Local Adviser	Individual	March 15	None
Businessperson of the Year	Individual	March 15	None
Who's Who	Individual	No Submission Needed	
Adviser Service Recognition	Individual	No Submission Needed	
Stock Market Game	Team	Spring: Jan 26 – May 7	
LifeSmarts	Team	Spring: February 1 – 26	
Super Sweeps	Chapter	August 1 – October 20	
Non-Stop November	Chapter	November 1 – Dec 10	
Action Awareness	Chapter	January 1 – March 1	
Outstanding Chapter	Chapter	March 15	April 1
Chapter of the Year / Gold Seal Award of Merit	Chapter	No Submission Needed	

AWARDS PROGRAM COMPETITIVE EVENTS AT-A-GLANCE

Event	Grades	Participants	Objective Test	Pre-Judged	Performance
Accounting	All	1	X		
Advertising	All	1	X		
Banking & Financial Systems	All	1, 2, or 3	X		NLC Only
Business Calculations	All	1	X		
Business Communication	All	1	X		
Business Law	All	1	X		
Computer Problem Solving	All	1	X		
Cyber Security	All	1	X		
Digital Video Production	All	1, 2, or 3		X	NLC Only
Economics	All	1	X		
Entrepreneurship	All	1, 2, or 3	X		X
Global Business	All	1, 2, or 3	X		NLC Only
Graphic Design	All	1, 2, or 3		X	X
Health Care Administration	All	1	X		
Hospitality Management	All	1, 2, or 3	X		NLC Only
Introduction to Business	9, 10	1	X		
Job Interview	All	1		X	X
Journalism	All	1	X		
Management Decision Making	All	1, 2, or 3	X		X
Marketing	All	1, 2, or 3	X		X
Organizational Leadership	All	1	X		
Personal Finance	All	1	X		
Political Science	All	1	X		
Public Speaking	All	1		X	X
Securities & Investments	All	1	X		
Sports & Entertainment Management	All	1, 2, or 3	X		X

AWARDS PROGRAM EVENT CHANGES

Procedural Changes

- Members may now compete in a maximum of four events. This is an increase from previous years, where a maximum of three events was allowed.
- Of the events in which a member is competing, a maximum of two of these events may have a performance component at SLC. This is an increase from previous years, where only one performance event was allowed. Examples:
 - No performance events = 4 additional objective or pre-judged only events
 - 1 performance event = 3 additional objective or pre-judged only events
 - 2 performance events = 2 additional objective or pre-judged only events
 - 3+ performance events = Not permitted
- Clarification added for pre-judged events that files must be consolidated into one PDF document (except for Digital Video Production which is a video file or link). Submissions that are sent in multiple files or in a format other than PDF do not meet the guidelines.

New Events

- *Digital Video Production* is a new individual or team pre-judged submission
- *Graphic Design* is a new individual or team pre-judged submission with a finals performance round at SLC
- *Hospitality Management* is a new individual or team objective test
- *Political Science* is a new individual objective test

Modified Events

- *Global Business* no longer has a performance component at the SLC. It is now an objective test only

Discontinued Events

- *Insurance & Risk Management*
- *Publication Design* has been replaced by *Graphic Design*

GENERAL GUIDELINES

Maximum Number of Events

Each paid member registered for the State Leadership Conference may compete in a maximum of any four Awards Program competitive events. A maximum of two of these events may have a performance component. Members can participate in an unlimited number of Recognition events, as these do not count toward the limit.

Repeat Competitors

Members who have previously competed in an Awards Program event at a National Leadership Conference are not permitted to compete in the same event at the State Leadership Conference unless one of the following circumstances applies:

- *Modified Events:* A competitor may compete in the same event (if the event was modified at the NLC—not SLC).
- *Team Events:* One competitor of the team may have competed in the same event at one previous NLC; however, they may not compete more than twice in the same event at the national level.
- *Individual Entry:* A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.

Breaking Ties

For written objective tests, ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner. For events with a performance component, judges will determine the order of winners.

National-Only Events

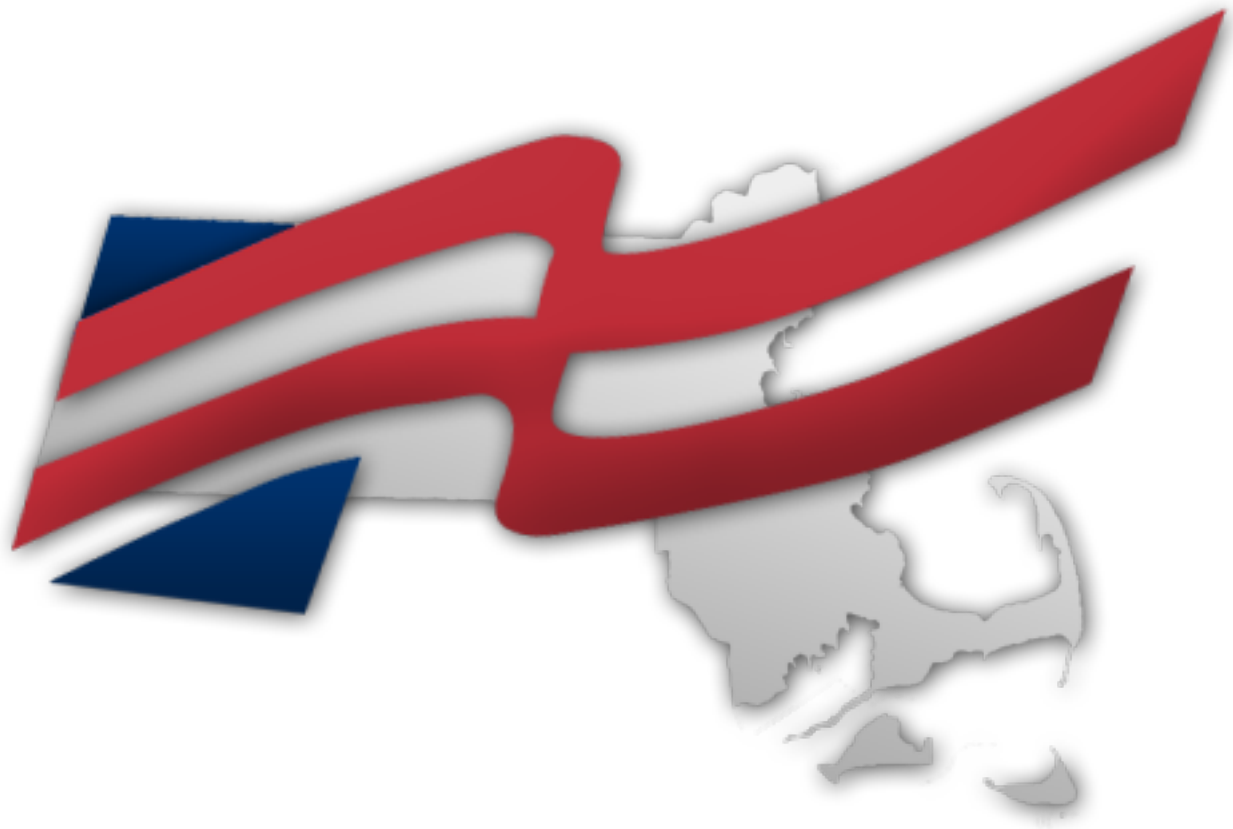
Some events offered at the National Leadership Conference are not offered at the State Leadership Conference. Members who attended and competed in events at the SLC are eligible to compete in national-only events at the NLC, however no competitor may exceed the maximum allowed number of events. Advisers should submit requests for members to compete in national-only events along with other NLC competitor registrations on their Intent to Compete forms provided after the SLC. Registration for national-only events is determined on a first-come, first-served basis with approval by the state chairperson and state adviser.

Performance Events

Advisers may view their own students' performance events, but presentations are not open to conference attendees or other competitors.

Finals Round

Some events have a final round on site at the SLC. Only competitors who place in top spots in the preliminary round through either objective test or pre-judged component will be eligible to participate in the final round. Schedules will be distributed at the beginning of the SLC.



RECOGNITION EVENTS

Membership Recruitment

RECOGNITION

MEMBERSHIP MADNESS

This program recognizes FBLA members who extend the benefits of membership to their friends and acquaintances. Members who recruit at least five (5) new members receive a certificate of recognition, and are recognized on the national website and at the SLC.

State deadline: March 15

National deadline: April 1

How to submit: <https://fblapbl.wufoo.com/forms/membership-madness-award-form>

MEMBERSHIP MANIA

This program recognizes FBLA members who extend the benefits of membership to their friends and acquaintances. Members who recruit at least ten (10) new members receive a certificate of recognition, and are recognized on the national website and at the SLC.

State deadline: March 15

National deadline: April 1

How to submit: <https://fblapbl.wufoo.com/forms/membership-mania-award-form>

GOOD NEIGHBOR

This program is designed to honor those local chapters that charter or reactivate local middle school, high school, or collegiate FBLA chapters in Massachusetts. For each new chapter chartered, the recruiting chapter will receive \$40 and will be recognized at the SLC.

State deadline: March 1 (to be eligible for cash prize)

National deadline: April 1

How to submit: <https://fblapbl.wufoo.com/forms/w9z0l7i1hekjcz>

PROFESSIONAL DIVISION RECRUITMENT GRANTS

The FBLA Professional Division (PD) consists of FBLA alumni, business professionals and educators. An important resource to FBLA, these members support FBLA members via workshops and career counseling, while also serving as judges for competitive events. Members can sign up at <http://www.mafbla.org/join/professional>. This award recognizes chapters who recruit Professional Division members, and includes cash prizes of \$50 for each five new PD members recruited (Example: 4 members = no prize; 5 members = \$50; 9 members = \$50; 10 members = \$100). Awards will be presented at the SLC.

State deadline: March 1

How to submit: Once new PD members have signed up and paid dues, send an email with a list of their names to advisers@mafbla.org.

Membership Awards

RECOGNITION

LARGEST LOCAL CHAPTER

The local chapter with the most paid members by the March 1 dues deadline will be recognized with this award at the State Leadership Conference. No submission is necessary.

CONNECT TEN

Local chapters that increase membership by ten or more members over last year's numbers, as of the March 1 dues deadline, will be recognized with this award at the State Leadership Conference. No submission is necessary.

MARKET SHARE AWARD

This award recognizes chapters who have recruited the largest percentage of total school enrollment. It is calculated based on the total number of paid members divided by total school enrollment. The chapter with the highest market share will be recognized at the State Leadership Conference.

State Deadline: March 15

National deadline: April 1

How to submit: <https://fblapbl.wufoo.com/forms/m19qyse40sf9hkh>

100% CLASS PARTICIPATION

This award recognizes local FBLA chapters who recruit 100% of a single class as chapter members. A copy of the class roster must be submitted along with a copy of your chapter's membership list. Chapters achieving this award will be recognized at the State Leadership Conference.

State deadline: March 15

National deadline: April 1

How to submit: <https://fblapbl.wufoo.com/forms/100-percent-class-participation-form>

MEMBERSHIP ACHIEVEMENT AWARD

This award recognizes local FBLA chapters who increase local chapter membership over last year's total, based on the March 1 dues deadline. Winning chapters receive a certificate of recognition in the mail and will be recognized at the State Leadership Conference. No submission is necessary.

BUSINESS ACHIEVEMENT AWARDS

RECOGNITION

The Business Achievement Awards (BAA) is FBLA's signature business and leadership program designed to complement academics while accelerating a student's leadership skills. The awards focus on the words surrounding the FBLA Crest: Service, Education, and Progress. There is a heavy emphasis on education with integrated classroom projects.

The individual recognition is a four-tier program (Future, Business, Leader, America) aligned with the FBLA Goals, NBEA Standards, and Career Clusters. They must be completed in order, but multiple levels can be completed in one year.

Future Level

The BAA Future level focuses on basic business skills, introduces members to community service, and emphasizes the importance of FBLA involvement at the local level. Awards are presented at the State Leadership Conference.

Business Level

The BAA Business level focuses on local and state FBLA involvement, helps members develop intermediate business skills, and highlights community leadership. Awards are presented at the State Leadership Conference.

Leader Level

The BAA Leader level focuses on local, state, regional, and national FBLA involvement, develops advanced business skills for members, and helps members become community leaders. Awards are presented at the State Leadership Conference.

America Level

The BAA America level focuses on FBLA leadership at all levels, helps members hone advanced business skills, and instills a spirit of community involvement in members. Awards are presented at the State Leadership Conference and the National Leadership Conference.

State Deadline for all levels: March 1

National deadline for Future, Business, and Leader levels: March 1

National deadline for America level: April 15

How to submit: Advisers must first enroll their members in the program at <http://web.fbla-pbl.org/baa3/default.asp?p=adviserlogin>. Once they have been enrolled, members can log in and complete the requirements at <http://web.fbla-pbl.org/baa3/default.asp?p=studentlogin>.

See more details about this recognition at <http://www.fbla-pbl.org/fbla/programs/education/baa>

COMMUNITY SERVICE AWARDS

RECOGNITION

The Community Service Awards recognizes members with extraordinary commitment to community service. It has three levels:

- CSA Community (50 hours)
- CSA Service (200 hours)
- CSA Achievement (500 hours)

Hours for the CSA are cumulative and build throughout a student's FBLA career.

Award winners at all levels will be recognized at the State Leadership Conference. The Community and Service award winners will receive an online certificate of recognition, to be printed when an entry is submitted by the adviser. The CSA Achievement award winners will be awarded a pin at the National Leadership Conference.

State Deadline for all levels: March 1

National deadline for Community and Service levels: March 1

National deadline for Achievement level: April 30

How to submit: The chapter adviser must register the student for the Community Service Awards at <http://web.fbla-pbl.org/login/default.asp?go=csa>. An email will be sent to the adviser containing the student's login credentials. The student can then log in at <http://web.fbla-pbl.org/csa/default.asp?p=studentlogin>. When a student logs hours equal to the requirements for a CSA Award, the adviser will login to the adviser area of the CSA, review the student's hours and will find a link to submit the award.

Note: Students may continue logging hours after the submission deadline, but the award levels reached may not be submitted until August 1 of the next school year once submission closes for the current school year.

LEAD2FEED LEADERSHIP CHALLENGE

RECOGNITION

Lead2Feed is the nation's fastest growing FREE leadership program teaching middle and high school students a proven process to become passionate, service-minded leaders for life. Lead2Feed provides teachers with project-based lessons aligned to Common Core State Standards with a focus on College and Career Readiness Anchor Standards for Writing, Speaking, and Listening.

The lessons are leadership driven activities centered on the challenge of working to meet a community need through project management, decisions-making, and team work. Your project teams have an opportunity to be one of 50 winners by entering the Lead2Feed Leadership Challenge to win up to \$20,000 in donation prize money for your non-profit organizations and up to \$15,000 in technology products for your school. March of Dimes projects qualify.

How to submit: Visit www.lead2feed.org

OUTSTANDING LOCAL ADVISER

RECOGNITION

The Outstanding Local Adviser Award honors FBLA local chapter advisers who have made outstanding contributions to the association at the local, state, or national levels.

Eligibility

All active local advisers are eligible. Advisers may be nominated for this award any year they advise an active FBLA chapter.

Regulations

Any current or retired adviser, local administrator, state officer, chapter member, parent, or school colleague can nominate a current FBLA adviser for this award. The individual selected as the winner will be recognized with a certificate at the State Leadership Conference. Additionally, they will have the opportunity for national recognition by representing Massachusetts as the state's Outstanding Local Adviser. If the adviser attends the National Leadership Conference (at their own expense), they will be recognized with a certificate and gift at the conference.

Procedures

A nomination form is required. Each nomination form must be accompanied by a letter of recommendation from the person submitting the nomination. Letters of recommendation should address, to the extent possible, the following:

- Years of participation in FBLA-PBL activities
- Local chapter activities and involvement
- Extent of participation in conferences sponsored by the state chapter and the national association
- Offices, chairmanships, and committee memberships held within the association
- Participation in other professional business organizations
- Involvement in local business community

Judging

The State Chairperson and State Adviser will determine the winner based on the submitted information.

State deadline: March 15

How to submit: Complete and submit the form on the next page

OUTSTANDING LOCAL ADVISER NOMINATION FORM

Submit this form along with a letter of recommendation to nominate an adviser

Your nomination must be received on or by March 15

Send via email to advisers@mafbla.org with the subject line "Outstanding Local Adviser"

Nominee Information

Name: _____

School/Chapter: _____

Nominator Information

Name: _____

Relationship to nominee: _____

Address: _____

Phone: _(_____) _____ Email: _____

BUSINESSPERSON OF THE YEAR

The Businessperson of the Year Award honors a business leader who contributes to the success of FBLA or its mission on the local, state, and/or national level.

Eligibility

Any businessperson who lives or works in Massachusetts and has contributed to the success of FBLA, student leadership, or their community is eligible for this recognition.

Regulations

The individual selected as the winner will be recognized with a certificate at the State Leadership Conference. Additionally, they will have the opportunity for national recognition by representing Massachusetts as the state's Businessperson of the Year. If they attend the National Leadership Conference (at their own expense), they will be recognized at the conference.

Procedures

A nomination form is required. Each nomination form must be accompanied by a letter of recommendation from the person submitting the nomination. Letters of recommendation should address, to the extent possible, the following:

- Professional achievements and accomplishments
- Participation in FBLA activities, student leadership, or community service
- Participation in other professional organizations
- Involvement in local business community

Judging

The State Chairperson and State Adviser will determine the winner based on the submitted information.

State deadline: March 15

How to submit: Complete and submit the form on the next page

BUSINESSPERSON OF THE YEAR NOMINATION FORM

Submit this form along with a letter of recommendation to nominate a businessperson

Your nomination must be received on or by March 15

Send via email to advisers@mafbla.org with the subject line "Businessperson of the Year"

Nominee Information

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _(_____) _____ Email: _____

Nominator Information

Name: _____

School/Chapter: _____

Address: _____

Phone: _(_____) _____ Email: _____

FBLA Service Awards

RECOGNITION

WHO'S WHO

This award honors one FBLA member per state who has made outstanding contributions to the organization at the local, state, regional, or national level. The recipient will have the opportunity to represent Massachusetts at the National Leadership Conference. The state chairperson and adviser select the recipient of this award. No submission is necessary.

ADVISER SERVICE RECOGNITION

This award honors local chapter advisers for years of service in increments of five (5, 10, 15, etc.). Advisers with this level of service will be recognized at the State Leadership Conference. No submission is necessary.

STOCK MARKET GAME

RECOGNITION

Students in The Stock Market Game can work individually or in teams with up to 5 members to invest a hypothetical \$100,000 in stocks and funds to build a virtual investment portfolio. They track and manage their investments over the course of 15 weeks. Students participating in The Stock Market Game are provided with valuable opportunities to practice core skills in math, Social Studies, English Language Arts, Business, Economics, and other subjects in a real world scenario.

Game dates are Fall 2018 SMG (9/10/18 – 12/14/18) and Spring 2019 SMG (1/22/19 – 5/3/19). The registration deadlines are 10/8/18 and 2/19/19, respectively. The registration fee is \$10.95 for an individual or for a team of up to 5 students. Adviser registration is also \$10.95. Students and advisers will be ranked and winners will be publicized through FBLA.

Local chapter advisers can register individuals and teams through the Adviser Area of the national website: <http://web.fbla-pbl.org/login/default.asp>

LIFESMARTS

RECOGNITION

This online event challenges students to integrate multiple areas of business knowledge and skills, using critical-thinking skills and teamwork during competition. Student teams will compete online during the fall and spring competitions.

Teams are of two members from active local chapters may participate in both the fall and spring online LifeSmarts competitions. Chapters can have an unlimited number of teams, although a team members cannot be on more than one team. Team members cannot be changed once a team has been registered.

The top 12 nationally-ranked teams from each season's competition are eligible to compete at the NLC, though only the highest ranked team from Massachusetts will be eligible if multiple teams qualify. If a team qualifies for and participates in the final round of the competition, they cannot compete in any other events (excluding chapter events). Competitors must have paid FBLA national and state dues in order to participate in this program.

Fall Competition: October 15 – November 9, 2018

Spring Competition: January 28 – February 22, 2019

To get started, visit the LifeSmarts website: <https://www.fbla-pbl.org/competitive-event/lifesmarts>

Chapter Challenge

RECOGNITION

This recognition contest encourages recruitment, retention, and member involvement. Chapters will be recognized at the State Leadership Conference. National Leadership Conference delegates from chapters that complete the first three events below will receive a pin in their NLC registration.

SUPER SWEEPS

This program is open August 1 – October 20. Chapters complete four (4) required tasks and six (6) out of 10 optional tasks to recruit and retain members. Chapters that complete Super Sweeps will receive a certificate at the NFLCs, and the chapter's members will receive ribbons at both the NFLCs and NLC. All chapters that complete Super Sweeps will be posted on the national website and social media pages. See the full guidelines at <http://www.mafbla.org/programs/super-sweeps>.

NON-STOP NOVEMBER

This program is open November 1 – December 10. It encourages chapters to participate in World Prematurity Awareness Month (for the March of Dimes) and American Enterprise Day. Participants are recognized at the State Leadership Conference and receive ribbons at the National Leadership Conference. In order to participate, chapters complete two required tasks and three out of eight optional tasks. See the full guidelines at <http://www.mafbla.org/programs/non-stop-november>.

ACTION AWARENESS

This program is open January 1 – March 1. Chapters will be required to complete one task for each day of FBLA Week, one task for CTE month, and America Saves to promote awareness of FBLA-PBL programs. All chapters that complete Action Awareness will receive ribbons at the NLC. Participants will be recognized at the State Leadership Conference and will receive ribbons at the National Leadership Conference. See the full guidelines at <http://www.mafbla.org/programs/action-awareness>.

CHAPTER RECOGNITION

RECOGNITION

OUTSTANDING CHAPTER

FBLA chapters must complete twenty (20) activities. Complete and submit these online activities, uploading all required documentation. When all documentation is complete and the activities are completed, submit the project online.

The project must be activated by the chapter adviser before any activities may be selected or worked on. The adviser may activate the project by logging into the Adviser Area here: <http://web.fbla-pbl.org/login/default.asp?go=focrp>.

Once the adviser has activated the project, an email will be sent to the adviser at the email address entered on the activation form. This email will contain a password that will be used, along with the local chapter number, by the Project Manager (the student member designated by the chapter adviser) to log into the project.

Once the program is activated, the adviser or the student project manager may login and select the activities to be completed and go to work. Once all project activities are complete, the adviser will have to login to the project again and submit the project. No project is complete until it has been submitted. Once the project is submitted an email is sent to the National Center and to the local adviser, which contains links to review the project activities and to access the certificate of completion.

If you are a student and have been designated the project manager, and have the credentials which were sent to the adviser after the project was activated, log in at <http://web.fbla-pbl.org/focrp/default.asp?p=login>.

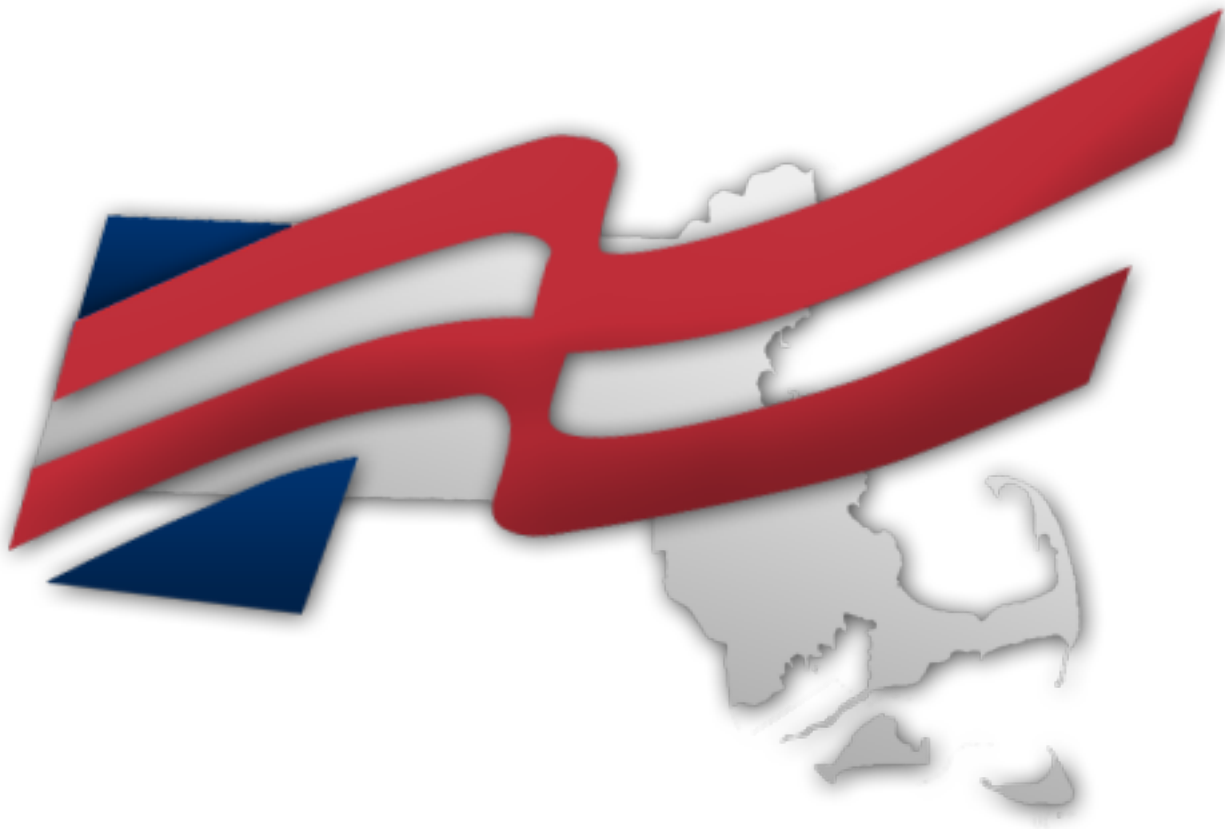
State deadline: March 15

National deadline: April 1

How to submit: Follow procedures outlined above

CHAPTER OF THE YEAR / GOLD SEAL AWARD OF MERIT

The Goal Seal Award of Merit is awarded to chapters who have shown the highest level of leadership and participation. The number of chapters who receive this recognition is 15% of the total number of chapters in the state, or two chapters, whichever is greater. The state chairperson and adviser select the recipient of this award. No submission is necessary.



AWARDS PROGRAM EVENTS

ACCOUNTING

AWARDS PROGRAM

IMPORTANT NOTE: This event is split into two divisions at the National Leadership Conference. Top winners at the Massachusetts State Leadership Conference will be eligible to compete at nationals in either Accounting I (grades 9 and 10) or Accounting II (grades 11 and 12).

The accurate keeping of financial records is a vital ongoing activity in all types of businesses. This event provides recognition for FBLA members who demonstrate an understanding of and skill in accounting principles and procedures as applied to sole proprietorships, partnerships, and corporations.

This event focuses on key competencies including journaling, account classification, terminology, concepts and practices, types of ownership, posting, income statements, balance sheets, worksheets, bank reconciliations, payroll, depreciation, manual and computerized systems, ethics, financial statements, corporate accounting, ratios and analysis, accounts receivable and payable, budgeting and cash flow, cost accounting/manufacturing, purchases and sales, inventory, plant assets and depreciation, departmentalized accounting, and partnerships.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in Accounting I at a previous NLC may only compete in this event if they are now a junior or senior. Members that have competed in Accounting II at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

ADVERTISING

AWARDS PROGRAM

This event focuses on key competencies including personal selling & sales promotion, traditional & alternative advertising media, consumer behavior, basic marketing functions, branding & positioning, economy, advertising plan, legal & ethical issues, diversity & multicultural marketing, public relations, creation of advertisement, consumer-oriented marketing, financial planning, communication, consumer purchase classifications, target market, market segmentation, product development, product life cycle, price planning, channels of distribution, marketing research, effective advertising & promotional messages, budget, financial advertising campaigns, demographics, history & influences, advertising industry & careers, supply chain management, distribution logistics, internet, self-regulation, careers, advertising workplace, leadership, career development, team building, and risk management.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

BANKING & FINANCIAL SYSTEMS

AWARDS PROGRAM

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which has a performance component, refer to guidelines posted at fbla-pbl.org.

This event focuses on key competencies including concepts and practices, basic terminology, government regulation of financial services, impact of technology on financial services, types/differences of various institutions, ethics, careers in financial services, and taxation.

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

BUSINESS CALCULATIONS

AWARDS PROGRAM

Acquiring the ability to solve common business mathematical problems is a basic skill needed by all prospective business employees. This event provides recognition for FBLA members who demonstrate an understanding of basic math functions needed in business. It focuses on key competencies including consumer credit, mark-up and discounts, data analysis and reporting, payroll, interest rates, investments, taxes, bank records, insurance, ratios and proportions, depreciation, and inventory.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

BUSINESS COMMUNICATION

AWARDS PROGRAM

This event focuses on key competencies including nonverbal and verbal communication, communication concepts, report application, grammar, reading comprehension, editing and proofreading, word definition and usage, capitalization and punctuation, spelling, and digital communication.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year.

Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

BUSINESS LAW

AWARDS PROGRAM

This event provides recognition for FBLA members who are familiar with specific legal areas that most commonly affect personal and business relationships. It focuses on key competencies including legal systems, contracts and sales, business organization, property taxes, agency and employment laws, negotiable instruments, insurance secured transactions, bankruptcy, consumer protection and product/personal liability, computer law, and domestic and private law.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

COMPUTER PROBLEM SOLVING

AWARDS PROGRAM

This event focuses on key competencies including operating systems, networks, personal computer components, security, safety and environmental issues, laptop and portable devices, printers, and scanners.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

CYBER SECURITY

AWARDS PROGRAM

This event focuses on key competencies including defend and attack (virus, spam, spyware), network security, disaster recovery, email security, intrusion detection, authentication, public key, physical security, cryptography, forensics security, and cybersecurity policy.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

DIGITAL VIDEO PRODUCTION

AWARDS PROGRAM

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which contains a performance component for this event, refer to guidelines posted at fbla-pbl.org.

This event focuses on key competencies including multimedia and video production.

Eligibility

Each local chapter may enter an unlimited number of individual participants, or teams of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event is a pre-judged production project.

Pre-Judged Production

The production project (see topic below) must be sent as a video file via email by the local adviser to advisers@mafbla.org by the deadline stated in conference information materials. A link to the video on a hosted site like YouTube or Vimeo is preferred. Mailed hard copies are not accepted. If sent via email rather than a link, and the file size prevents it from being sent as an attachment, upload the files to a document sharing site like Dropbox or Google Drive, and send the link via email. The judges must be able to access the link, so ensure all permissions are set appropriately.

Guidelines

- The video should be a maximum of two (2) minutes.
- The production may use any method to capture or create moving images.
- Comply with state and federal copyright laws.

2018-19 Topic

Create a video promoting Giving Tuesday donations in order to benefit FBLA. The video should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.

DIGITAL VIDEO PRODUCTION

Pre-Judged Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
Production					
Production shows creativity and originality	0	1-3	4-7	8-10	
Production includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio is good quality and appropriate volume	0	1-5	6-10	11-15	
Video uses multiple camera angles, is smooth and steady, and in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
Subtotal					/200 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					/200 max.

Judge's Signature: _____

Judge's Comments:

This event provides recognition for FBLA members who can identify, understand, and apply economic principles to contemporary social, political, and ecological problems. It focuses on key competencies including basic economic concepts and principles, monetary and fiscal policy, productivity, macroeconomics, market structures, investments and interest rates, government role, types of businesses/economic institutions, business cycles/circular flow, supply and demand, and international trade/globe economics.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at fbla-pbl.org.

Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. It focuses on key competencies including business plans, community/business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, and government regulations.

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test and an interactive role play. All participants will take the objective test to place into the finals. Only finalists will participate in the performance round. Final scores will be determined by the performance component only. In the case of a tie in the final round, the objective test scores will be used to determine the winner.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

Performance

Based on the top scores from the objective tests, the top finalists will perform a role-play on site at the SLC. The list of finalists is posted at the beginning of the conference. The case will be provided to each team at conference check-in. It consists of a written decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, or marketing. Participants will be asked to respond to that case during their allotted performance time. During the role-play, the participant(s) may use notes prepared in advance. No other reference materials such as visual aids or electronic devices may be brought to or used during the presentation. The allotted performance time is four minutes. When 30 seconds remain, a timekeeper will hold up a time card indicating the participant(s) should begin to wrap up. At four minutes, the timekeeper will call time and the participant(s) must finish immediately.

ENTREPRENEURSHIP

Performance Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues presented in case are addressed completely	0	1-3	4-7	8-10	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language is used	0	1-3	4-7	8-10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
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 (used in the event of a tie)					

Judge's Signature: _____

Judge's Comments:

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which has a performance component, refer to guidelines posted at fbia-pbl.org.

This event focuses on key competencies including basic international concepts, ownership and management, marketing, finance, communication (including culture and language), treaties and trade agreements, legal issues, human resource management, ethics, taxes and government regulations, currency exchange, international travel, and career development.

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

GRAPHIC DESIGN

AWARDS PROGRAM

An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Pre-Judged Component

A copy of each submission consolidated into one PDF document must be sent via email by the local adviser to advisers@mafbla.org by the deadline stated in conference information materials. Mailed hard copies are not accepted. If the file size prevents it from being sent as an attachment, upload the files to a document sharing site like Dropbox or Google Drive, and send the link via email. The judges must be able to access the link, so ensure all permissions are set appropriately.

Presentation

Based on the top scores from the pre-judged component, the top finalists will participate in a presentation on site at the SLC. The list of finalists is posted at the beginning of the conference. During the presentation, the participant(s) will have four minutes with the judges. Competitors are responsible for bringing a copy of their project to show to the judges, and can bring printed materials or display the designs electronically.

2018-19 Topic

Your community is opening a new high school, and you are a member of a committee to develop promotional/branding graphics for the new high school. Give the school a name and decide upon a mascot, school colors, and a school logo. The promotional/branding graphics should include a school t-shirt, one performing arts uniform (band/choir/color guard, etc.), one sport uniform (basketball, football, softball/baseball, cheerleaders, etc.), and a decal or magnet.

GRAPHIC DESIGN

Pre-Judged Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Creates interest and desire of the design	0	1-7	8-14	15-20	
Clear connection to the theme throughout materials	0	1-7	8-14	15-20	
Incorporates a consistency in products to theme	0	1-7	8-14	15-20	
Include correct grammar, punctuation, spelling, and information related to event topic	0	1-3	4-7	8-10	
Design					
Appropriate font selection and application (including size, spacing, type, etc.)	0	1-3	4-7	8-10	
Effective use of design and layout elements	0	1-3	4-7	8-10	
Appropriate use of technology to enhance design and accomplish project goals	0	1-3	4-7	8-10	
Subtotal					/100 max.
Penalty: Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Judge's Signature: _____

Judge's Comments:

GRAPHIC DESIGN

Performance Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Description of the event topic and materials	0	1-7	8-14	15-20	
Explains the design and development process	0	1-7	8-14	15-20	
Create interest and desire for the design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-7	8-14	15-20	
Delivery Skills					
Statements are well-organized and clearly stated	0	1-2	3-4	5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
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.

Judge's Signature: _____

Judge's Comments:

HEALTH CARE ADMINISTRATION

AWARDS PROGRAM

This event focuses on key competencies including managing office procedures, medical terminology, legal & ethical issues, communication skills, managing financial functions, health insurance, records management, infection control, medical history, and technology.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

HOSPITALITY MANAGEMENT

AWARDS PROGRAM

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which has a performance component, refer to guidelines posted at fb-la-pbl.org.

This event focuses on key competencies including hospitality operation and management functions, hotel sales process, hospitality marketing concepts, human resource management in the hospitality industry, environmental, ethical, and global issues, customer service in the hospitality industry, legal issues, financial management, and budgeting, current hospitality industry trends, and types of hospitality markets and customers

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

INTRODUCTION TO BUSINESS

AWARDS PROGRAM

Students discover the roles of business in the free enterprise system and the global economy. Students will learn basic financial concepts of banking, insurance, credit, investments and learn to make sound decisions as consumers. In addition, FBLA members will learn the real-world impact of technology, effective communication, and interpersonal skills.

This event focuses on key competencies including money management, banking, investments, consumerism, characteristics and organization of business, economic systems, rights and responsibilities of employees/managers/owners/government, career awareness, global business, ethics, and insurance.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 and 10 are eligible. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

This event focuses on key competencies including verbal communication, decision-making and problem-solving skills, self-confidence and poise, teamwork, logic and systematic understanding, professional business presentation, and effectively answering questions.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of a pre-judged component and an interview. All participants must submit a resume and cover letter in advance. A committee will review the materials and select finalists to participate in the interview round on site at the SLC. Final scores will be determined by the performance component only. In the case of a tie in the final round, the pre-judged scores will be used to determine the winner.

Pre-Judged Component

A copy of each competitor's cover letter and resume must be consolidated into one PDF document and sent via email by the local adviser to advisers@mafbla.org by the deadline stated in conference information materials. Mailed hard copies are not accepted. If the file size prevents it from being sent as an attachment, upload the files to a document sharing site like Dropbox or Google Drive, and send the link via email. The judges must be able to access the link, so ensure all permissions are set appropriately.

Guidelines

- Cover letter: Each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, DC. The job the competitor is seeking (which should be referenced in the materials) must be one for which they are now qualified or will be qualified for at completion of the current school year. It may be a part-time, internship, or full-time job. Address to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041.
- Resume: Highlight your work/volunteer experience. Resumes should be brief, not exceeding two pages. Photographs are not allowed.

Interview

Based on the top scores from the pre-judged component, the top finalists will participate in an interview on site at the SLC. The list of finalists is posted at the beginning of the conference. During the interview, the participant(s) may bring a notepad and copies of their cover letter and resume. No other reference materials such as visual aids or electronic devices may be brought to or used during the presentation. The allotted interview time is ten minutes.

JOB INTERVIEW

Pre-Judged Rating Sheet

School: _____

Participant Names: _____

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

Judge's Signature: _____

Judge's Comments:

JOB INTERVIEW

Performance Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	0	1-3	4-7	8-10	
Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)	0	1-3	4-7	8-10	
Demonstrates self-confidence, takes initiative, and is enthusiastic	0	1-3	4-7	8-10	
Professional appearance	0	1-2	3-4	5	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1-5	6-10	11-15	
Relates previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	0	1-5	6-10	11-15	
Possesses knowledge about the position and career field	0	1-3	4-7	8-10	
Possesses excellent communication skills, uses appropriate grammar, and uses appropriate length of time to answer questions	0	1-5	6-10	11-15	
Participant asks questions that demonstrates interest in organization and understanding of position	0	1-3	4-7	8-10	
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 (used in the event of a tie)					

Judge's Signature: _____

Judge's Comments:

JOURNALISM

AWARDS PROGRAM

This event focuses on key competencies including economics of journalism, grammar & format, law & ethics, business of journalism, and history of journalism.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

MANAGEMENT DECISION MAKING

AWARDS PROGRAM

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at fbla-pbl.org.

This event focuses on key competencies including information and communication systems, human resource management, financial management, business operations, management functions and environment, business ownership and law, strategic management, ethics and social responsibility, marketing, economic concepts, and careers.

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test and an interactive role play. All participants will take the objective test to place into the finals. Only finalists will participate in the performance round. Final scores will be determined by the performance component only. In the case of a tie in the final round, the objective test scores will be used to determine the winner.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

Performance

Based on the top scores from the objective tests, the top finalists will perform a role-play on site at the SLC. The list of finalists is posted at the beginning of the conference. The case will be provided to each team at conference check-in. It consists of a written problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study. Participants will be asked to respond to that case during their allotted performance time. During the role-play, the participant(s) may use notes prepared in advance. No other reference materials such as visual aids or electronic devices may be brought to or used during the presentation. The allotted performance time is four minutes. When 30 seconds remain, a timekeeper will hold up a time card indicating the participant(s) should begin to wrap up. At four minutes, the timekeeper will call time and the participant(s) must finish immediately.

MANAGEMENT DECISION MAKING

Performance Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues presented in case are addressed completely	0	1-3	4-7	8-10	
Management's decision is clear	0	1-5	6-10	11-15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language is used	0	1-3	4-7	8-10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
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 (used in the event of a tie)					

Judge's Signature: _____

Judge's Comments:

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at fbla-pbl.org.

Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing. This event focuses on key competencies including basic marketing fundamentals, economics, selling and merchandising, channels of distribution, marketing, information research, planning, promotion and advertising media, legal/ethical/social marketing, and e-commerce.

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test and an interactive role play. All participants will take the objective test to place into the finals. Only finalists will participate in the performance round. Final scores will be determined by the performance component only. In the case of a tie in the final round, the objective test scores will be used to determine the winner.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

Performance

Based on the top scores from the objective tests, the top finalists will perform a role-play on site at the SLC. The list of finalists is posted at the beginning of the conference. The case will be provided to each team at conference check-in, in which a marketing problem is proposed. Participants will be asked to respond to that case during their allotted performance time. During the role-play, the participant(s) may use notes prepared in advance. No other reference materials such as visual aids or electronic devices may be brought to or used during the presentation. The allotted performance time is four minutes. When 30 seconds remain, a timekeeper will hold up a time card indicating the participant(s) should begin to wrap up. At four minutes, the timekeeper will call time and the participant(s) must finish immediately.

MARKETING

Performance Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues presented in case are addressed completely	0	1-3	4-7	8-10	
Marketing's decision is clear	0	1-5	6-10	11-15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language is used	0	1-3	4-7	8-10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-2	3-4	5	
Team members demonstrate the ability to effectively answer questions	0	1-3	4-7	8-10	
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 (used in the event of a tie)					

Judge's Signature: _____

Judge's Comments:

ORGANIZATIONAL LEADERSHIP

AWARDS PROGRAM

This event focuses on key competencies including leadership concepts, leadership managerial roles, behavior & motivation, networking, communication skills, leader & follower relations, team leadership, self-managed teams, strategic leadership for managing crises & change, levels of leadership, leadership theory, traits of effective leaders, personality profile of effective leaders, leadership attitudes, ethical leadership, relationship between power, politics, networking, & negotiation, coaching, management conflict, team decision making, organizational politics, team skills, charismatic & transformational leadership, stewardship & servant leadership, and diverse settings.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

PERSONAL FINANCE

AWARDS PROGRAM

Financial literacy is essential in meeting the financial challenges of the 21st century. This event recognizes students who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations. It focuses on key competencies including credit and debt, earning a living (income, taxes), managing budgets and finance, saving, investing, banking, insurance, financial principles related to personal decision making, and buying goods and service.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

This event focuses on key competencies including: Political Science Terms & Concepts; History & Role of Political Science; Civil Liberties & Civil Rights in Political Science; Forms of Government & Legislatures; Electoral Systems & Presidential Elections; The Powers & Elections of Congress; Federal Judicial System; Federal Bureaucracy; Mass Media & Politics; Public Opinion & Culture; Political Science Law; Public & Social Policy; Government Fiscal Policy; Government Foreign & Defense Policies; International Relations Concepts

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

IMPORTANT NOTE: This event is split into two divisions at the National Leadership Conference. Top winners at the Massachusetts State Leadership Conference will be eligible to compete at nationals in either Public Speaking I (grades 9 and 10) or Public Speaking II (grades 11 and 12).

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which allows for a five (5) minute speech for Public Speaking II, refer to guidelines posted at fbia-pbl.org.

This event recognizes FBLA members who demonstrate qualities of business leadership by presenting a well-organized, logical, and substantial speech.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year.

Overview

This event consists of a four (4) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. The goals include:

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

Performance Guidelines

- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
- When delivering the speech, the participant may use notes prepared before the speech. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
- The speech should be four minutes in length.
- At three minutes, a timekeeper will hold up a time card indicating that one minute remains. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five points for time under 3:31 or over 4:29 minutes.
- If the speech continues for five minutes, the timekeeper will call time and the speech must end.

PUBLIC SPEAKING (CONTINUED)

AWARDS PROGRAM

Performance

- Advisers must submit a written outline of each competitor's speech in one PDF document to be judged prior to the State Leadership Conference, by the deadline stated in conference materials. These should be emailed to advisers@mafbla.org.
- The outline should be no more than one page, single side. It can be in bullet format or written out, but should not be the speech word-for-word.
- Review the ranking sheet and be sure to include the items that the outline will be judged on.
- Based on the top scores from the pre-judged outlines, the top finalists will give their full speech on site at the SLC. The list of finalists for this event will be announced prior to the conference.
 - *For the 2019 SLC, finalists will be announced the week of March 25.*

PUBLIC SPEAKING

Pre-Judged Rating Sheet

School: _____

Participant Name: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA goals	0	1-5	6-10	11-15	
Memorable central theme stated and repeated	0	1-5	6-10	11-15	
Supporting information is accurate and appropriate	0	1-3	4-7	8-10	
Organization					
Immediate introduction of topic	0	1-7	8-14	15-20	
Strong support (body) for topic	0	1-7	8-14	15-20	
Effective and memorable conclusion	0	1-7	8-14	15-20	
Subtotal					/100 max.
Penalty: Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Judge's Signature: _____

Judge's Comments:

PUBLIC SPEAKING

Performance Rating Sheet

School: _____

Participant Name: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA goals	0	1-3	4-7	8-10	
Memorable central theme stated and repeated	0	1-3	4-7	8-10	
Supporting information is accurate and appropriate	0	1-2	3-4	5	
Organization					
Immediate introduction of topic	0	1-5	6-10	11-15	
Strong support (body) for topic	0	1-5	6-10	11-15	
Effective and memorable conclusion	0	1-5	6-10	11-15	
Delivery					
Extemporaneous delivery; i.e., not merely read from a script or notes	0	1-3	4-7	8-10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1-3	4-7	8-10	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1-2	3-4	5	
Presentation is sincere, engaging, interesting, original, creative, and convincing	0	1-2	3-4	5	
Subtotal					/100 max.
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.

Judge's Signature: _____

Judge's Comments:

SECURITIES & INVESTMENTS

AWARDS PROGRAM

This event focuses on key competencies including investment fundamentals, personal investing, retirement and estate planning, financial services industry, financial assets and markets, financial services regulation, stock market, and mutual funds.

Eligibility

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

Overview

This event consists of an objective test only.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

SPORTS & ENTERTAINMENT MANAGEMENT

AWARDS PROGRAM

IMPORTANT NOTE: The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at fbla-pbl.org.

This event focuses on key competencies including management basics, event management, management functions, decision making, management strategies, strategic planning tools, networking and delegating, leadership, managing groups and teams, ethics, management for entertainment industry, marketing information management and research, marketing mix and product life cycle, distribution, pricing, market conditions, promotion, advertising, sponsorship, sales, entrepreneurship, human resource management, and careers.

Eligibility

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

Overview

This event consists of an objective test and an interactive role play. All participants will take the objective test to place into the finals. Only finalists will participate in the performance round. Final scores will be determined by the performance component only. In the case of a tie in the final round, the objective test scores will be used to determine the winner.

Objective Test

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received. Electronic non-graphing calculators will be provided as part of the test if the event requires them.

Performance

Based on the top scores from the objective tests, the top finalists will perform a role-play on site at the SLC. The list of finalists is posted at the beginning of the conference. The case will be provided to each team at conference check-in. It consists of a written problem outlining the understanding and awareness of sports and entertainment issues within today's society. Participants will be asked to respond to that case during their allotted performance time. During the role-play, the participant(s) may use notes prepared in advance. No other reference materials such as visual aids or electronic devices may be brought to or used during the presentation. The allotted performance time is four minutes. When 30 seconds remain, a timekeeper will hold up a time card indicating the participant(s) should begin to wrap up. At four minutes, the timekeeper will call time and the participant(s) must finish immediately.

SPORTS & ENTERTAINMENT MANAGEMENT

Performance Rating Sheet

School: _____

Participant Names: _____

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Marketing challenge for sports and entertainment industry is understood and well defined	0	1-5	6-10	11-15	
Alternative promotions and sponsorships for sports and entertainment are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected for the sports and entertainment challenge with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues regarding branding strategies of products for sports and entertainment presented in case are addressed completely	0	1-3	4-7	8-10	
Marketing's decision is clear for a specific sports and entertainment market segmentation	0	1-5	6-10	11-15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language is used for sports and entertainment marketing	0	1-3	4-7	8-10	
Team members demonstrate self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-2	3-4	5	
Team members demonstrate the ability to effectively answer questions for sports and entertainment challenge	0	1-3	4-7	8-10	
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.

Judge's Signature: _____

Judge's Comments: