



COMPETITIVE EVENTS

Introduction	4
Mission Statement	4
Program Design and Purpose	4
General Information	4
Special Note to Advisers and Administrators	4
Changes to this Edition	5
New Events for 2009 NLC	5
Competitive Event Revisions/Modifications	5
Administrative and Procedural Reminders	5
Preparing for Competition	6
General Guidelines	7
Eligibility Guidelines	8
Accounting Analysis & Decision Making (I)	9
Accounting Principles (I)	9
Accounting for Professionals (I)	9
Business Communication (I)	10
Business Communication—Production RATING SHEET-2	
Business Decision Making (T)	11
Business Decision Making—Performance RATING SHEET-3	
Business Ethics (T)	12
Business Ethics—Performance RATING SHEET-4	
Business Law (I)	13
Business Presentation (I) (T) <i>New</i>	14
Business Presentation—Performance RATING SHEET-5	
Businessperson of the Year	15
Client Service (I)	16
Client Service—Performance RATING SHEET-6	
Community Service Project (C)	16
Community Service Project—Report RATING SHEET-7	
Community Service Project—Performance RATING SHEET-8	
Computer Applications (I)	18
Computer Concepts (I)	18
Contemporary Sports Issues (I)	19
Cyber Security (I)	19
Database Design & Applications (I)	20
Desktop Application Programming (I)	20
Desktop Application Programming—Production RATING SHEET-9	
Desktop Application Programming—Performance RATING SHEET-10	
Desktop Publishing (T)	22
Digital Video Production (I) (T)	23
Digital Video Production—Production RATING SHEET-11	
Digital Video Production—Performance RATING SHEET-12	
E-business (I) (T)	24
E-business—Production RATING SHEET-13	
E-business—Performance RATING SHEET-14	
Economics Analysis & Decision Making (I)	25
Emerging Business Issues (T)	26
Emerging Business Issues—Performance RATING SHEET-15	

(C) Chapter, (I) Individual, and (T) Team



COMPETITIVE EVENTS

Financial Analysis & Decision Making (I)	27
Financial Concepts (I)	27
Financial Services (I) (T)	28
Financial Services—Performance RATING SHEET-16	
Free Enterprise Project (C) <i>New</i>	29
Free Enterprise Project—Report RATING SHEET-17	
Free Enterprise Project—Performance RATING SHEET-18	
Future Business Executive (I)	30
Future Business Executive—Interview Preliminary RATING SHEET-19	
Future Business Executive—Interview Final RATING SHEET-20	
Future Business Teacher (I)	31
Future Business Teacher—Interview Preliminary RATING SHEET-21	
Future Business Teacher—Interview Final RATING SHEET-22	
Gold Seal Chapter Award of Merit (C)	32
Help Desk (I)	33
Help Desk—Performance RATING SHEET-23	
Hospitality Management (I) (T)	34
Hospitality Management—Performance RATING SHEET-24	
Human Resource Management (I) (T)	35
Human Resource Management—Performance RATING SHEET-25	
Impromptu Speaking (I)	36
Impromptu Speaking—Performance RATING SHEET-26	
Information Management (I)	36
International Business (I)	37
Internet Application Programming (I)	37
Internet Application Programming—Production RATING SHEET-27	
Internet Application Programming—Performance RATING SHEET-28	
Job Interview (I)	39
Job Interview—Interview Preliminary RATING SHEET-29	
Job Interview—Interview Final RATING SHEET-30	
Justice Administration (I)	40
Local Chapter Annual Business Report (C)	40
Local Chapter Annual Business Report—Report RATING SHEET-31	
Macroeconomics (I)	41
Management Analysis & Decision Making (I) (T) <i>Modified</i>	41
Management Analysis & Decision Making—Performance RATING SHEET-32	
Management Concepts (I) <i>Modified</i>	42
Marketing Analysis & Decision Making (I) (T) <i>Modified</i>	43
Marketing Analysis & Decision Making—Performance RATING SHEET-33	
Marketing Concepts (I) <i>Modified</i>	43
Microeconomics (I)	44
Network Design (T)	45
Network Design—Performance RATING SHEET-34	
Networking Concepts (I)	46
Parliamentary Procedure (T)	47
Parliamentary Procedure—Performance RATING SHEET-35	
Project Management (I)	48
Public Speaking (I)	48
Public Speaking—Performance RATING SHEET-36	

(C) Chapter, (I) Individual, and (T) Team



COMPETITIVE EVENTS

Sales Presentation (I)	49
Sales Presentation—Performance RATING SHEET-37	
Small Business Management Plan (I) (T)	50
Small Business Management Plan—Report RATING SHEET-38	
Small Business Management Plan—Performance RATING SHEET-40	
Sports Management and Marketing (I)	52
State Chapter Annual Business Report	53
State Chapter Annual Business Report—Report RATING SHEET-41	
Statistical Analysis (I)	53
Telecommunications (I)	54
Web Site Development (I) (T)	54
Web Site Development—Production RATING SHEET-42	
Web Site Development—Performance RATING SHEET-43	
Who's Who in PBL (I)	56
Word Processing (I)	56
Recommending a New or Modified Competitive Event and Recommendation to Retire an Event	57



INTRODUCTION

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

Mission Statement

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

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

Program Design and Purpose

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

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



GENERAL INFORMATION

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

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

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

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

REFERENCE: Recommending a New or Modified Competitive Event and Recommendation to Retire an Event COMPETITIVE-57.



SPECIAL NOTE TO ADVISERS AND ADMINISTRATORS

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

Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.

To be the best generally requires innate ability, high motivation, and many hours of hard work.

Travel and interaction with students from other schools are tremendous learning opportunities for students.

Competitive events can be helpful in building school spirit and in publicizing a business program.

Delaying contestant selection as long as possible is encouraged so more students are striving for mastery or excellence in a particular area.

A teacher's competence or effectiveness should not be judged by the number of PBL winners. A teacher is not an excellent teacher simply because a student wins a competitive event.



CHANGES TO THIS EDITION

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2008–09 membership year.

New Events

- Business Presentation—individual or team, presentation
- Free Enterprise Project—chapter, report, presentation

Competitive Event Revisions/ Modifications

- Participants must complete all parts of an event to be eligible to win an award.
- American Enterprise Project and Partnership with Business Project have been retired.
- Marketing Concepts and Management Concepts are now individual, objective test events.
- Marketing Analysis & Decision Making and Management Analysis & Decision Making are now individual or team events and a performance has been added. Members taking these events previously as an individual may not take these events again.
- A school site test has been added to the Accounting for Professionals event.
- Each state may submit three (3) entries in all events requiring only objective tests.
- Each state may submit two (2) entries in all interview, speaking, computer production, prejudged projects and reports, and performance events.
- Competencies have been revised for many events, please review guidelines.
- Parliamentary Procedure objective test will no longer be part of the final score.
- One individual may repeat in the Desktop Publishing event.

Administrative and Procedural Reminders

- All changes to NLC competitive event participation must be made by the first Friday in June. Deletions are the only changes allowed on-site.
- The topics for Business Ethics, Business Presentation, Desktop Application Programming, Digital Video Production, E-business, Emerging Business Issues, Internet Application Programming, and Web Site Development events are included in each of the event guidelines.
- For all events allowing equipment to be used, the equipment must be provided by the individual and/or team except for E-business, Internet Application Programming, and Web Site Development. A screen, table, and electrical power will be provided on-site. A computer, LCD, and Internet will be provided for E-business, Internet Application Programming, and Web Site Development.
- To avoid scheduling conflicts in the above bullet, participants should provide their own equipment.
- Preliminary performance events are not open to conference attendees.
- Microphones will not be used in any events except Parliamentary Procedure.
- Nongraphing calculators will be provided for all objective tests. Students may bring a financial calculator for the accounting events, financial events, and the statistical analysis event.
- Two (2) copies of the following reports or media must be received by the national center for judging by the second Friday in May—Community Service Project, Desktop Application Programming, Digital Video Production, Free Enterprise Project, Internet Application Design Programming, Local Chapter Annual Business Report, Small Business Management Plan, and State Chapter Annual Business Report.
- Statements of Assurance for Digital Video Production, Desktop Application Programming, E-business, Internet Application Programming, and Web Site Development must be received by the second Friday in May.
- School-site testing is administered by each state chair/state adviser in different ways; however, all application school-site testing must be received by the national center for judging by the third Friday in May. These events include Accounting for Professionals, Computer Applications, Database Design and Applications, Desktop Publishing, and Word Processing.
- Send all materials to FBLA-PBL, 1912 Association Drive, Reston, VA 20191.
- The top 10 or 15 individuals or teams, or an equal number from each preliminary round, will advance to the final round.



PREPARING FOR COMPETITION

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

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

Comply with entry procedures and regulations.

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

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

Be familiar with the event guidelines.

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

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

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

Determine from the rating sheets and guidelines exactly what areas will be judged.

Identify and assemble needed resources.

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

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

Find mentors and other experts who can help you prepare.

Prepare for competition.

Where appropriate, involve faculty, other members, advisory committee members, and businesspeople. These are excellent resources—use them!

Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.

Comply with competition regulations.

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

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



GENERAL GUIDELINES

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

ELIGIBILITY GUIDELINES

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

II. Recognition and Chapter Events.

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

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

IV. Individual and Team Events.

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

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

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

A. Modified Events. An individual may not compete in the same event when the event is modified. Modified events are Marketing Concepts, Marketing Analysis & Decision Making, Management Concepts, and Management Analysis & Decision Making.

B. Team Events. In the case of an entry submitted by a team, rather than an individual, one member of each team may compete a second time in Business Decision Making, Business Ethics, Business Presentation, Desktop Publishing, Digital Video Production, E-business, Emerging Business Issues, Financial Services, Hospitality Management, Human Resource

Management, Management Analysis & Decision Making, Marketing Analysis & Decision Making, Network Design, Small Business Management Plan, and Web Site Development. A student may not compete more than twice in the same team event at the NLC.

C. Parliamentary Procedure. Two members of each team may have competed in this event at a previous NLC. A student may not compete more than twice in the same team event at the NLC.

D. Individual Competitor. A member who competed as an individual entry in either an individual or team event may not compete again in the same event.

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

VI. Sequenced Events. (subject to change) The following events are considered to be linked in a series. Once a member has competed at the NLC in the second or advanced event, he/she may not subsequently compete in the first, or introductory, event. Event series impacted by this regulation include:

- Accounting Principles, Accounting for Professionals, and Accounting Analysis & Decision Making
- Microeconomics or Macroeconomics and Economic Analysis & Decision Making
- Financial Concepts and Financial Analysis & Decision Making
- Management Concepts and Management Analysis & Decision Making
- Marketing Concepts and Marketing Analysis & Decision Making

VII. Sequestered Final Events. (subject to change) The following events are sequestered: Business Decision Making, Client Service, Help Desk, Hospitality Management, Human Resource Management, Impromptu Speaking, Management Analysis & Decision Making, Marketing Analysis & Decision Making, Network Design, and Parliamentary Procedure. Participants must report to the holding room prior to the first scheduled performance as indicated in the events guidelines.

- A participant or team is disqualified if they arrive after the first participant or team starts the performance.
- Sequestered participants must be escorted from room to room.
- No text messaging, e-mail, Internet use, or phone calls are allowed.
- Food and drinks may be given to the event coordinator to distribute to the individual participants.
- Sequestered participants may not communicate with outside individuals.

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



ACCOUNTING ANALYSIS & DECISION MAKING

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

Eligibility

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

Overview

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

Competencies

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



ACCOUNTING PRINCIPLES

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

Eligibility

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

Overview

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

Competencies

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



ACCOUNTING FOR PROFESSIONALS

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

Eligibility

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

Overview

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

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. Financial calculators may be used on the objective test. One (1) hour will be given for the production test at a school site designated by the state chair/state adviser. Any accounting or spreadsheet software may be used. The score received on this portion of the event will constitute 50 percent of the final event score. Calculators are not allowed on the production portion of the test.

Guidelines

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

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

guidelines continue

PBL COMPETITIVE EVENTS

Accounting for Professionals guidelines continued

Objective Test Competencies

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

Production Test Competencies

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



BUSINESS COMMUNICATION

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

Eligibility

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

Overview

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

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

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

Both the objective test and writing sample each constitute 50 percent of the final event score.

Objective Test Competencies

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

REFERENCE: Business Communication—Production RATING SHEETS-2.



BUSINESS DECISION MAKING

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

Eligibility

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

Overview

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

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

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

Guidelines

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

- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty-five (25) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at nine (9) minutes and again at ten (10) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The final performance is open to conference attendees who are not performing participants of this event.

Objective Test Competencies

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

Performance Competencies

- topic presented in a logical manner
- communication skills evident through voice projection and diction
- critical thinking/problem solving used to resolve case
- presentation includes positive and negative aspects of implementation
- all team members contribute to presentation
- effectively answer questions

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



BUSINESS ETHICS

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

Eligibility

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

Overview

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

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

2009 National Leadership Case Study

The 2009 case study topic is “Ethics in Marketing” and must identify ethical dilemmas from a business perspective. Students may choose any case related to this topic and the presentation must include one or more of the following aspects:

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

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

Guidelines

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

Preliminary Performance

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

Final Performance

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

Performance Competencies

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

REFERENCE: Business Ethics—Performance RATING SHEETS-4.



BUSINESS LAW

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

Eligibility

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

Overview

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

Objective Test Competencies

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



BUSINESS PRESENTATION—NEW

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

Eligibility

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

Overview

This event consists of a presentation given at the NLC.

2009 National Topic

The topic to be developed in this presentation and used for competition at the 2009 NLC will be:

Create a presentation on how individuals—especially youth—can stay safe on the Internet. Include information on paying bills and viewing financial records on the Web, online shopping and banking, sharing personal information (through Web sites such as Facebook, Second Life, and YouTube), and any additional Internet Safety information you feel appropriate for youth. This will be presented to the local high school in your area.

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

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

Copyright and Fair Use Information.

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

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

Guidelines

Preliminary Performance

- A maximum of ten (10) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare presentations.
- The participants must use a presentation software program as an aid in delivering the business presentation.
- The chapter must provide all equipment for the presentation.
- The individual or team must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- The team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

Final Performance

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

Performance Competencies

- create an informative presentation on topic given
- presentation logically arranged
- use effective and efficient layout and design
- voice quality and diction is appropriate for audience

REFERENCE: Business Presentation—Performance RATING SHEETS-5.



BUSINESSPERSON OF THE YEAR

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

Eligibility

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

Overview

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

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

Guidelines

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

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

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

National Awards

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



CLIENT SERVICE

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

Eligibility

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

Overview

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

Guidelines

I. Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Individuals will be sequestered before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.

- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.
- The preliminary performance is not open to conference attendees.

II. Final Performance

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

Performance Competencies

- be able to multitask
- communication skills
- translate case into effective, efficient, and spontaneous action
- work cooperatively with others
- possess good decision-making and problem-solving skills
- have a positive and professional demeanor
- be responsible, reliable, and trustworthy
- conflict resolution

REFERENCE: Client Service—Performance RATING SHEETS-6.



COMMUNITY SERVICE PROJECT

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

Eligibility

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

Overview

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

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be

designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities, but to focus on one project in detail for this report.

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

Guidelines

I. Report

A. General

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

guidelines continue

Community Service guidelines continued

- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.

B. Report Cover

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

C. Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.

- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

II. Preliminary Performance

- The top ten (10) chapters—or an equal number from each group—will advance to the final round.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participants must provide all equipment for the presentation.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- All team members are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

III. Final Performance

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

Performance Competencies

- good communication skills
- describe project development and implementation
- describe benefits to the community
- ability to make a professional presentation
- effectively answer questions

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

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



COMPUTER APPLICATIONS

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

Eligibility

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

Overview

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

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

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

Guidelines

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

Objective Test Competencies

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

Production Competencies

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



COMPUTER CONCEPTS

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

Eligibility

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

Overview

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

Objective Test Competencies

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



CONTEMPORARY SPORTS ISSUES

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

Eligibility

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

Overview

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

Objective Test Competencies

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



CYBER SECURITY

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

Eligibility

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

Overview

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

Objective Test Competencies

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

