



2018 Information Guide for the State Leadership Conference



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About this guide...

Overview - dates and schedules

This guide is intended to serve as a planning tool for both FBLA Arizona Advisers and Members as you prepare for the 2018 State Leadership Conference. Housing, competitive events, conference schedule, and non-competitive activities will be discussed. Please print a copy of this to share with your Chapter President and/or any students or administrators that need the information. If you have additional questions that are not answered in this guide, please contact Julie Ellis at director@azfbla.org.

Conference deadlines and important dates

Dates	Important Events	Additional Information
February 9, 2018	State Officer Applications Due	If you have a student running for State Office, this is the final deadline for applications. Interviews will be conducted in Phoenix on Thursday, March 1, 2018.
February 12, 2018	Registration Opens Online	Registration will be available online at www.azfbla.org . Each chapter will need to create a chapter profile. The registration system is tied to the online testing system. Your invoice will have your chapter testing ID #s. Contact the state office to request activation of test ID #s.
March 1, 2018	Hotel deadline	You must release any unused rooms by this date. Released rooms after this date may incur a penalty fee.
March 1, 2018	Online testing opens.	All State Leadership Conference objective testing is done prior to the conference. This system is online and requires that an administrator at your school "proctor" the exams. Additional information regarding the process will be sent out prior to testing opening. The system is completely online and requires a reliable connection.
March 15, 2018	Pre-judged and skill event due date.	Certain events at the State Leadership Conference require your students to complete "skill" projects prior to attending the conference. This due date covers ALL of the required prejudged material. Your event list will identify which events require the submission of prejudged material. This covers ALL skill events as defined in this guide - including scholarships, National Business Honor Roll, etc.
March 16, 2018	Online registration closes.	New registrations and event changes are NOT accepted after this date.
April 3, 2018	Online testing closes	Two weeks in the month of March are provided to complete online testing for the FBLA Arizona State Leadership Conference. Plan accordingly!

In addition to the important dates, the following is a tentative schedule of events for the actual conference itself. All times are subject to change.

Tentative Conference Schedule (all events take place at the Westin La Paloma)

Wednesday, April 4, 2018:

- 12:00 pm – 7:00 pm: Conference registration – Lobby
- 3:00 pm Judge Orientation – Sonoran II
- 6:00 pm: Adviser Briefing Meeting – Sonoran II
- 4:00 pm - 8:00 pm: Preliminary Competitions (Battle of the Chapters, Client Service, Help Desk, Impromptu Speaking, Job Interview, Intro Public Speaking , Public Speaking)
- 9 :00 pm: Opening Session - Westin La Paloma Ballroom
- 10:30 pm: Curfew

Thursday, April 5, 2018:

- 8:00 am – 7:00 pm: Competitive Events
- 9:30 am – 3:00 pm: Leadership Development Workshops
- 4:00 pm - 5:30 pm: Mid-General Session/Voting Session/1st Awards Session/Middle Level Awards Session
- 5:30 pm – 8:00 pm: Dinner/Chapter Time
- 5:30 pm – 7:30 pm: FBLA Arizona BBQ Luau
- 7:00 pm – 9:00 pm: Dive in Movie / Name that Tune / FBLA Bingo / Hypnotist Show!
- 9:00 pm – 11:00 pm: FBLA's Dance
- 11:15 pm: Curfew

Friday, April 6, 2018:

- 9:00 am – 12:00 pm: Closing Awards Session of Excellence
- 12:00 pm – 12:30 pm: National Competitors – Advisers of Winners' Meeting

Costs

Conference:	<u>Member</u>	<u>\$60.00</u>
	<u>Adviser</u>	<u>\$30.00</u>
	<u>Guest</u>	<u>\$0.00</u>

Meals: FBLA Arizona and the Westin La Paloma have teamed up to provide **pre-purchase** meal options. These are not required but are an option. There will be a snack bar and hotel restaurant on-site. Please note that there are no walk-able fast-food restaurants. We will provide a list of food delivery options though. You will have the opportunity to sign up for these meal options via conference registration.

Breakfast buffet with two proteins (Thursday & Friday ONLY) = **\$10**

Lunch sandwich buffet (Thursday ONLY) = **\$12**

Mexican Fiesta Dinner (Wednesday ONLY) = **\$15**

Pasta Dinner (Thursday ONLY) = **\$15**

Conference lodging

Arizona FBLA will not handle housing costs through our registration price.

The official conference hotel is the Westin La Paloma. We have also added official overflow hotels.

- Conference Hotel - The Westin La Paloma
 - \$140 per night, plus tax (12.05%): 1-4 occupants
 - 520-577-5862 (must mention AZ FBLA block) or via the online registration portal at linked from the State Conference page at www.azfbla.org.
 - Purchase orders are allowed.
 - A credit card is required to hold rooms but will not be charged.
 - All incidentals (room service, pay-per-view, phone, etc.) will be shut off.
 - If parents need to reach their students at the hotel, they can call:
 - Westin La Paloma at 520-742-6000
- Overflow Hotel – Embassy Suites Paloma Village (3110 E Skyline Drive, Tucson)
 - 520-352-4004 (must mention AZ FBLA block)
- Overflow Hotel – Westward Look Resort (245 E Ina Road, Tucson)
 - 520-297-1151 (must mention AZ FBLA block)

General Conference Rules

Curfew

Curfew rules will be followed and enforced on both evenings and at both hotels. ANY adviser has the authority and responsibility to question any student outside of their room after curfew. Below is a breakdown of the curfew times for each of the two overnight evenings.

Wednesday night	Thursday night
In rooms by 10:30 pm and lights out by 11:30 pm	In rooms by 11:15 pm and lights out by 11:30 pm
Curfew violations could result in expulsion from Conference	Curfew violations could result in expulsion from Conference

In addition to following curfew rules, FBLA members are expected to act in a manner that is consistent with the organization’s beliefs and missions. Please review the FBLA Code of Ethics below.

FBLA Code of Ethics

- I will be honest and sincere.
- I will approach each task with confidence in my ability to perform my work at a high standard.
- I will willingly accept responsibility and duties.
- I will seek to profit by my mistakes and take suggestions and criticism directed toward the improvement of myself and my work.
- I will abide by the rules and regulations of my school.
- I will exercise initiative and responsibility and will cooperate with my employer and fellow worker.
- I will dress and act in a manner that will bring respect to me and to my school.
- I will seek to improve my community by contributing my efforts and my resources to worthwhile projects.

Disciplinary Actions

FBLA Arizona reserves the right to remove any member or chapter from the State Leadership Conference if it is determined by the State Office that a member or members have violated the FBLA Code of Ethics. If a member is required to leave the Conference, the school, parents, and district will be notified. Parents will be responsible for the immediate transportation of their student away from the Conference. No refunds will be given. Advisers are expected to have a completed copy of the FBLA Arizona Consent Form on file with them for each member attending the conference (available online under Adviser Resources).

Each local adviser has the right and responsibility to question any FBLA member's actions during the State Leadership Conference. If this should occur and further steps are needed, please contact the State Staff immediately via the Conference Headquarters.

Dress Code

The dress code on the next page will be strictly followed at the Opening Session on Wednesday, from 7:00 pm - the end of the Mid-General Session on Thursday, and at the Closing Session on Friday. Members that are not in dress code may not be allowed to compete and WILL NOT be allowed on stage to accept any award.

During the social activities on Thursday evening, the following dress will be followed:

- Jeans or pants are OK
- School appropriate shorts are OK
- FBLA Shirts or Polos are OK
- Tank tops and/or mid-riff bearing shirts are NOT OK
- Open-toed shoes are NOT OK
- Overly baggy jeans are NOT OK
- Visible undergarments are NOT OK
- Swimming apparel is OK at the pool - only after 5:00 pm on Thursday
- Pool apparel is NOT OK anywhere except the pool area

If you have to ask, then it's probably better to error on the side of caution. Members and chapters received warnings at the Regional Conferences, there will be no warnings at the State Leadership Conference. If you have an issue with the dress code, please contact Julie Ellis at director@azfbla.org.



NATIONAL DRESS CODE

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for all attendees—advisers, members, and guests—at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Professional attire acceptable for official FBLA-PBL activities include:

FEMALES

Business suit with blouse

Business pantsuit with blouse

Skirt or dress slacks with blouse or sweater

Business dress

Capris or gauchos with coordinating jacket/suit, worn below the knee

Dress shoes



MALES

Business suit with collar dress shirt and necktie

Sport coat, dress slacks, collar shirt, and necktie

Dress slacks, collar shirt, and necktie

Banded collar shirt may be worn only if sport coat or business suit is worn

Dress shoes and socks

INAPPROPRIATE ATTIRE (FOR BOTH MEN AND WOMEN)

Jewelry in visible body piercing, other than ears; denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise or bike shorts; backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts; T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits; sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-kneeboots; athletic wear, including sneakers; hats or flannel fabric clothing; bolo ties; visible foundation garments.



CLARIFICATION—Many women's two-piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.

Competitive Events

Information About Events

The FBLA Arizona - State Leadership Conference will offer over 60 different events this year. Many of these events are performance events and require that community and business leaders give up their time to judge for us. Please make sure that you review the events with your students in order to ensure that they understand what is expected. Many events that are being offered allow for students to prepare well in advance. Please consult your Chapter Management Handbook to verify what the competitive event entails. Any differences between the way our events are run at the National Level as opposed to the State Level is identified at www.azfbla.org on the COMPETITIVE EVENTS page, under RESOURCES.

We assure our judges that our members prepare for their events and we need your help to continue to make that true! You can Google search “FBLA Events” and find vast resources to help you. If you should need further guidance or clarification on what an event entails, please contact Julie Ellis at director@azfbla.org.

Below you will find the list of events that we will have at the 2018 SLC.

For more information and additional topic prompts or guidelines, go to www.azfbla.org and click on Competition.

*Please consult the Chapter Management Handbook with any questions on event descriptions.

Additional information is provided at www.azfbla.org on awards and recognition such as:

- Scholarships
- Business Honor Roll
- Chapter Awards Program
- Local Administrator & Chapter Adviser Awards

Please contact the state office with any questions.

List of Events Offered at the State Leadership Conference

2017-18 Arizona FBLA Competitive Event List

STATE LEADERSHIP CONFERENCE (SLC)-5 Events Max Per Student

Step 1: Select UP TO THREE objective tests. Tests are an individual competition. Testing is prior to SLC.

	Grades 9 and 10 only	Grades 9 - 12
Objective Test (100 ?s: 60 min for slc)	<p>Introduction to Business Introduction to Business Communication Introduction to Business Procedures Introduction to FBLA (NEW NAME: Formally FBLA Principles) Introduction to Financial Math Introduction to Information Technology Introduction to Parliamentary Procedures</p>	<p>Accounting I Accounting II Advertising Agribusiness Business Calculations Business Communications Business Law Computer Problem Solving Cyber Security Economics Health Care Administration Insurance & Risk Management Journalism Networking Concepts Organizational Leadership Personal Finance Securities & Investments</p>

Step 2: In place of 1 written test, you can compete in 1 Skill Event, but can't do more than 1 test from this category. Skill event materials (production and written test) must be submitted prior to SLC.

Skill Event	<p><i>Skill Event (85%) + Test (15%)</i> Computer Applications ** Database Design & Applications ** Spreadsheet Applications ** Word Processing **</p>
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Step 3: Without going over your Max of 5 events, you can pick TWO performance events, but can't be from same Quad.

	Individual – QUADA	Team – QUAD B
Performance	<p>Client Service # Coding and Programming +^*~ Electronic Career Portfolio +~ Impromptu Speaking ~ Job Interview +##* Public Speaking +~ (NEW NAME: Formally Public Speaking II) Sales Presentation +~</p> <p><i>Grades 9 and 10 only:</i> Introduction to Public Speaking+~ (Formally Public Speaking I)</p>	<p><i>Team of 1-3 students:</i> 3D Animation +^*~ Business Ethics +^~ Business Financial Plan +^*~ Business Plan +*~ Broadcast Journalism+^~ Computer Game & Simulation Programming +^*~ Digital Video Production +^*~ E-Business +^*~ Emerging Business Issues +^~ Graphic Design +^~ Mobile Application Development +^* Publication Design +^~ Public Service Announcement +^~* Social Media Campaign+^~ Website Design +^*~</p> <p><i>Grades 9 and 10 only: Team of 1-3 students:</i> Introduction to Business Presentation +^~</p>

Performance (50%) + Test (50%)	Individual – QUAD C	Team – QUAD D
	Future Business Leader + ~ * Help Desk #	<p><u>Team of 1-3 students:</u></p> <ul style="list-style-type: none"> Banking and Financial Systems # Entrepreneurship # Global Business # Hospitality Management # Management Decision Making # Management Info Systems # Marketing # Network Design # Sports and Entertainment Management # <p><u>Team of 4-5 students:</u></p> <ul style="list-style-type: none"> Parliamentary Procedures ~

Please note the chapter limits per EVENT. Teams/Individuals going over limits will be disqualified.

Conference Student Attendees	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
QUAD A & C (# from each quad)	2	3	4	5	6	7	8	9
QUAD B & D (# from each quad)	1	2	3	4	5	6	7	8

Step 4: Students can compete in CHAPTER EVENTS. These events count as part of the Student's Event Limit.


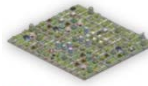
<p><u>NLC Qualifying Events</u></p> <ul style="list-style-type: none"> American Enterprise Project + * Community Service Project + * Local Chapter Annual Business Report + * Partnership with Business + *
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Step 5: Students can compete in CHAPTER EVENTS. These events are not part of the Student's Event Limit.

<p><u>Arizona Only Events (non-qualifying for NLC)</u></p> <ul style="list-style-type: none"> Battle of the Chapters Business Graphics Chapter Scrapbook Traditional+ Chapter Scrapbook Professionally Printed+ Chapter Awards Program + * Chapter Shirt Chapter Sign
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Step 6: The Specialty Events below do not take place at SLC and do not impact event limits, recognized only at NLC.

Life Smarts	
	<p>LifeSmarts is an interactive consumer literacy education program that teaches students the skills they need to be consumer savvy in today's marketplace. The LifeSmarts competitive event encourages FBLA members to learn about economics, personal finance and consumer issues. Two Challenges periods are offered during the school year. Round 1 takes place in the fall, and Round 2 is in January/February.</p> <p>http://lifesmarts.org/coaches/new-coaches-fbla/fbla-lifesmarts-competitive-event/</p>

Virtual Business	 <p>The FBLA Virtual Business Management Challenge encourages FBLA members to test their skills at managing either a bicycle manufacturing business or a blue jeans manufacturing business. Students will be limited as to which concepts they are able to control during each of the qualifying rounds. What participants control will include various combinations of the following concepts: recruiting/hiring/supervising employees, risk management, organizing floor layouts, bidding on orders and more. For each round, teams will be ranked based on their business' cumulative profit after running the simulation for six virtual months.</p>
	 <p>The Virtual Business Personal Finance Challenge encourages FBLA members to test their financial literacy skills. Participating teams will be making personal finance decisions for a simulated person. The concepts students will be managing include opening bank accounts, paying bills, filing taxes, applying for jobs, enrolling in educational courses, paying for goods, applying for credit cards, determining schedules, budgeting, and more. For each round, teams will be ranked based their person's net worth after running the simulation for two virtual years.</p>
	<p>For more information and to compete, go online to: http://vbc.knowledgematters.com/fbla/</p>

* prepared prior to competition / ^topic provided annually / ~ presentation / # role play / *submission prior to SLC
 / ~ Top teams from pre-submission will present at SLC
 Team tests are completed collaboratively by team members
Highlights indicate changes made for 2017-18 competitive events year.
New National Event added for 2017-18. New event for Arizona for 2017-18

Read about events & view sample materials online:
 AZFBLA - <http://azfbla.org/#/competitive-events/4576379495>
 National FBLA - <http://www.fbla-pbl.org/fbla/competitive-events/>
 (Updated: 2-6-18)

Important Event Notices:

- Prejudged submissions are due to the Arizona FBLA state office on March 16, 2018.
- ALL testing is done online prior to the State Leadership Conference.
 - Testing window: March 1 – April 2, 2018
 - Testing must be supervised by an adviser (or other school personnel).
 - Detailed testing instructions will be sent out prior to the opening of the testing window.
- Team tests are completed collaboratively by team members (other than Parliamentary Procedures)
- The top four in test-only events at the SLC qualify for National Leadership Conference.
- The top four in skill, performance, and chapter events at the SLC qualify for National Leadership Conference.
- Members can compete in only one event at NLC.

Student entry limitations:

- Members can compete in up to five events at SLC.
- Maximum of three Objective Tests and/or Skill Events
 - Maximum of two performance not from the same Quads
 - No limit on Chapter Events or Specialty Events but it WILL COUNT towards their overall five events

Chapter entry limitations per event:

Please note the chapter limits per EVENT. Teams/Individuals going over limits will be disqualified.

Conference Student Attendees	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
QUAD A & C (# from each quad)	2	3	4	5	6	7	8	9

QUAD B & D (# from each quad)	1	2	3	4	5	6	7	8
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List of Middle Level Events

Middle Level events are conducted at the State Leadership Conference and may qualify for the national conference.

Each Middle Level Member may enter no more than 4 events, including Chapter events. Please note that the ability for each student to compete in event selections will depend on time management at the conference.

OBJECTIVE TESTS
Business Math & Financial Literacy Career Exploration Digital Citizenship FBLA Facts Introduction to Business Communication Introduction to Computer Science & Coding

SKILL EVENTS (INDIVIDUAL OR TEAM)
Computer Slide Show Presentation Desktop Publishing Multimedia & Website Development

INDIVIDUAL PERFORMANCE	TEAM PERFORMANCE
Career Presentation Elevator Speech Pledge and Mission Public Speaking	<i>Team of 2-3 students:</i> Entrepreneurship Business Ethics

CHAPTER EVENTS (INDIVIDUAL OR TEAM)
Community Service Project Local Chapter Activities Report

Additional Information

National Leadership Conference

FBLA Arizona will send the top four entries per event to the National Leadership Conference. The following are the NLC entry limits we will follow in 2018:

- The top four in test-only events at the SLC qualify for National Leadership Conference.
- The top four in skill, performance, and chapter events at the SLC qualify for NLC.
- Members can compete in only one event at NLC.

Members need to be prepared no later than April 9th. Each chapter is required to submit the PERMISSION TO ATTEND THE NATIONAL LEADERSHIP CONFERENCE for each member that would be able to attend the National Leadership Conference. This form is can be found in the State Leadership Conference Information section at www.azfbla.org. Information is still being finalized but the following should help you prepare:

Location – Baltimore. Maryland

Dates –June 26 –July 2, 2018 (includes travel dates)

Activities - To-Be-Determined

Package - We have yet to finalize the National Leadership Conference package for the 2018 FBLA National Leadership Conference. More information will be shared as it becomes available.

State Leadership Conference - other activities/information

- **Thursday evening social activity.** In addition to the annual FBLA Arizona - March of Dimes dance, we will offer multiple social activities. These activities, include a Dive in Movie, Hypnotist show, Name That Tune, and FBLA Bingo.
- **All Adviser meeting.** There will be two adviser sessions during the workshops - one in the morning and one in the afternoon. All advisers are required to attend at least one session.
- **Advisers - work.** All advisers will be assigned to assist with successful execution of the Performance events at the Conference. You will receive your assignment at least one-week prior to the conference and we will do our best to ensure that you have at least one other adult available during your work time to serve as a contact person for your students.
- **Administrators Lunch and Tour.** Do you want to show off FBLA and what goes on at the State Leadership Conference? Invite your Superintendent, Principal, or Local Director to attend our 4th Annual Administrators Lunch and Tour. We will feed your VIP and give them a guided tour of the State Leadership Conference. The session is led by state officers and past members and focuses on the delivery of our mission through the State Leadership Conference. Check out the State Leadership Conference page at www.azfbla.org for more information!
- **FBLA Arizona Scholarship Program** - This year, FBLA Arizona will award eight members with a \$1,000 scholarship. For more information and to apply, go to www.azfbla.org. **Application deadline is March 16, 2018.**
- **FBLA-PBL Foundation Scholarship Program** - The FBLA-PBL Arizona Foundation Committee will award two FBLA members with a \$1,000 scholarship at this year's State Leadership Conference. Go to www.azfbla.org for more information. **Application deadline is March 16, 2018.**
- **National Business Honor Roll** - FBLA Arizona is once again part of the National Business Honor Roll. Members who meet the GPA requirement are eligible for this recognition. All eligible members that submit the application will receive a lapel pin and official certificate. **Application deadline is March 16, 2018.**
- **Leadership Certification.** We are once again providing punch cards for students to track the leadership activities that they complete. We will also provide a Leadership Certification for students that complete at least three of the following activities:
 - complete the Leadership Gauntlet,
 - attend a workshop – a punch will be given for each workshop attended,
 - compete in a performance event,
 - attend one of the Thursday night social activities.

These certificates are a great addition to your member's portfolio AND provide an opportunity for you to manage student accountability during the conference.