FBLA·ΦΒΛ

California Phi Beta Lambda
Awards Program

2007-2008

CALIFORNIA AWARDS PROGRAM
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FUTURE BUSINESS LEADERS OF AMERICA - PHI BETA LAMBDA

FBLA·ΦBA

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Fellow members:

Congratulations! Your initiative and interest alone in the California PBL Competitive Events speaks volumes about your future as not only a PBL member, but also as a future professional. California Phi Beta Lambda boasts a comprehensive awards program package for our competitive events—no other business organization offers such a prestigious awards program steeped in our traditions of excellence.

The California PBL Awards Program is not just a resume-builder. Although future employers may be impressed with your achievements through our competitive events, the real key to success with our program is personal development. Not a confident public speaker? Well, take advantage of the perfect chance to improve your speaking skills. Gain valuable experience by competing in Public Speaking, all while being judged by established business professionals.

Along with our traditional events, please make sure to take a look at some of our new events, regulations, and provisions. **All new for 2007-2008 are Client Services, Contemporary Sports Issues, Cyber Security, Desktop Application Programming, Financial Services, Help Desk, Internet Application Programming, Justice Administration, Macroeconomics, Microeconomics, Project Management, and Small Business Management Plan** *(formerly Business Plan)*. Remember, there is a competitive event for everybody, and events are not exclusive to members enrolled in any particular major. From Business Law to Sports Management & Marketing, you will be thrilled with the various events PBL has to offer.

Every member should jump at this wonderful opportunity to earn recognition for your hard work, impress your friends and family, and prove yourself to the business community. So start preparing for your big moment, as each of you has the chance to shine on stage at our **2008 State Business Leadership Conference held at California State University, Fullerton.** See you there PBL, because together, we have *Raised the Bar*!

Sincerely,

Michelle Nakaji
State President
California Phi Beta Lambda

MISSION STATEMENT

The mission statement of the California PBL Awards Program is to provide a competitive forum for outstanding members of California Phi Beta Lambda. The California PBL Awards program follows the guidelines and philosophies set by the Future Business Leaders of America-Phi Beta Lambda National Association.

PROGRAM DESIGN AND PURPOSE

The Competitive Events Series exemplifies the range of activities and focus of FBLA-PBL, Inc. These events are based on projects developed from the goals of FBLA-PBL and the curricula of business programs. FBLA-PBL is committed to facilitating the transition of its members from their educational development into their career path.

The competitive events program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:
- demonstrate their career competencies, business knowledge, and job-related skills
- expand their leadership skills
- demonstrate their competitive spirit
- receive recognition for their achievements

GENERAL INFORMATION

MONETARY TRAVEL AWARDS

This year's competitive events are sponsored with monetary travel awards for the top 2 finishers in each event to be used for PBL's National Leadership Conference held in Atlanta, Georgia. Participants will only receive their travel award(s) if they register for the National Leadership Conference. If participant fails to register, the travel award will be forfeited and will be offered to the next qualifying participants in each competitive event.

ELIGIBILITY

Competitive events are provided as a membership benefit for Phi Beta Lambda. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues paid members by March 15, 2008 are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

Members who have competed in events at the national level are not eligible to compete the following year at SBLC in those respective events. EXCEPTION: Members of team presentation events are allowed to compete the following year in the same event if they are not on the same team.

Members are limited in the number of events in which they may compete. **Members are limited to competition in 4 knowledge events, 2 skill events, and 3 interview/presentation events.** A categorized description of each competitive event with its type is given below.

Also, chapters are limited in the delegates they may enter for each competitive event. **Each chapter may enter 6 delegates for each knowledge event, while chapters are limited to 3 delegates per skill and presentation events.**

OFFICIAL FBLA-PBL DRESS CODE

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. Professional attire is required for all attendees at all general sessions, competitive events, section meetings, workshops, and other activities unless stated otherwise in the conference program. Conference nametags are part of the dress code and must be worn at all times while participating in conference activities.

The purpose of the FBLA-PBL Dress Code Policy is to describe in detail and spirit the professional and polished look of members and advisers. While the policy may not cover every fashion trend and detail, FBLA-PBL reserves the right to determine dress code eventualities and interpretations.

PROFESSIONAL ATTIRE
Appropriate male attire.
- Business suit with collared dress shirt, and necktie; or a Sport coat, dress slacks, collared shirt, and necktie; or Dress slacks, collared shirt, and necktie.
- Banded collared shirt may be worn only if sport coat or business suit is worn.
- Dress shoes and socks are required.

Appropriate female attire.
- Business suit; or a Business pantsuit; or a Skirt or dress slacks with blouse or sweater; or a Business dress.
- Dress shoes and nylons are required.

INAPPROPRIATE ATTIRE
For both men and women:
- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric clothing of any kind, e.g. 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.
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee boots.
- Athletic wear, including sneakers.
- Hats or flannel fabric clothing.
- Bolo ties.
- Visible foundation garments.

CASUAL ATTIRE may be worn for specified conference events. Cut-off jeans, spandex or Lycra garments, midriff tops, and bathing suits are not appropriate casual attire. Shoes and shirts must be worn at all times.

For the **Awards Session**, it is appropriate to wear either the regular conference attire, or semi-formal or formal wear.

Fashion note: Many new fashions are not appropriate conference attire. Use common sense and be conservative rather than cutting-edge. If you have any doubt about the appropriateness of your attire, find something else to wear.

NAMETAG EVENT GUIDELINES

Submit two (2) copies of your chapter's nametag when you check-in at SBLC conference registration. Use your chapter adviser's information in the sample submitted for judging. Make sure that the nametag includes the name of your school, the title of the conference (California PBL State Business Leadership Conference), the date of the conference, and the conference theme (**"Raising the Bar"**).

A standard nametag is either 2" x 3.5" or 3" x 4". Use paper or cardstock on which the printing shows up well and which will lend itself to the type of coloring you choose.

NAMETAG RATING SHEET

Development of theme 40

Eye appeal 10

Art principles considered 10

Businesslike size and appearance 10

Appropriate use of fonts 10

Complete content..10

Grammar and spelling...10

Total Score **100**

LIST OF EVENTS (IN ALPHABETICAL ORDER)

The California Awards Program (CAP) is divided into sections: Knowledge, Skill, Project, and Performance events. Please see the first page in each section for special rules and guidelines unique to each competitive event section. The following is a listing of competitive events in alphabetical order:

KEY: (I) – individual, **(T) –** team, **(C) –** chapter

Accounting Analysis & Decision Making **(I)**
Accounting Principles **(I)**
Accounting for Professionals **(I)**
American Enterprise Project **(C)**
Business Communication **(I)**
Business Decision Making **(T)**
Business Ethics **(T)**
Business Law **(I)**
Client Service **(I)** *new*
Community Service Project **(C)**
Computer Applications **(I)**
Computer Concepts **(I)**
Contemporary Sports Issues **(I)** *new*
Cyber Security **(I)** *new*
Database Design & Applications **(I)**
Desktop Application Programming **(I)** *new*
Desktop Publishing **(T)**
Digital Video Production **(I) or (T)**
E-business **(I) or (T)**
Economic Analysis & Decision Making **(I)**
Emerging Business Issues **(T)**
Financial Analysis & Decision Making **(I)**
Financial Concepts **(I)**
Financial Services **(I) or (T)** *new*
Future Business Executive **(I)**
Help Desk **(I)** *new*
Hospitality Management **(I) or (T)**
Human Resource Management **(I) or (T)**

Impromptu Speaking **(I)**
Information Management **(I)**
International Business **(I)**
Internet Application Programming **(I)** *new*
Justice Administration **(I)** *new*
Job Interview **(I)**
Local Chapter Annual Business Report **(C)**
Macroeconomics **(I)** *new*
Management Analysis & Decision Making **(I)**
Management Concepts **(I) or (T)**
Marketing Analysis & Decision Making **(I)**
Marketing Concepts **(I) or (T)**
Microeconomics **(I)** *new*
Nametag Event **(C)**
Network Design **(T)**
Networking Concepts **(I)**
Parliamentary Procedure **(I)**
Partnership with Business Project **(C)**
Project Management **(I)** *new*
Public Speaking **(I)**
Sales Presentation **(I)**
Small Business Management Plan **(I) or (T)**
Sports Management and Marketing **(I)**
Statistical Analysis **(I)**
Telecommunications **(I)**
Web Site Development **(I) or (T)**
Word Processing **(I)**

Knowledge Events

GUIDELINES

- Each chapter may submit six (6) participants who are members from active local chapters, on record in the national center as having **paid dues by Saturday, March 15, 2008** of the current school year in each knowledge event. Each member can compete in up to four (4) knowledge events.
- Each test will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters.
- **Online testing window begins on Wednesday, March 19, 2008 and ends on Wednesday, March 26, 2008.**
- Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.**
- **Writing samples will be administered on-site during the writing sample session on Friday, March 28, 2008 at the State Business Leadership Conference.**
- Although proctors are not required for any online objective test portion of knowledge events, members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.

KNOWLEDGE EVENT COMPETENCIES AND GUIDELINES

ACCOUNTING PRINCIPLES

- ♦ Accounting sequence event – level one*
- ♦ Financial calculator allowed

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.

The objective test will include problems covering the basic principles of financial accounting. The questions may pertain to basic concepts; principles, and terminology; measurement, valuation, realization, and presentation of assets; financial statements; accounts payable and receivable; ownership structure; worksheet; and professional standards and ethics.

ACCOUNTING ANALYSIS AND DECISION MAKING

- ♦ Accounting sequence event – level two*
- ♦ Financial calculator allowed

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.

The objective test may include questions on Intermediate Accounting I & II, managerial accounting, cost accounting, advanced accounting, and auditing.

ACCOUNTING FOR PROFESSIONALS

- ♦ Accounting sequence event – level three*
- ♦ Financial calculator allowed

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.

The objective test may include questions on various areas of financial accounting and federal income tax, as well as basic auditing principles and concepts. The questions may pertain to 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; and ownership structure and valuation of equity accounts.

BUSINESS COMMUNICATION

- ♦ Non-graphing calculator allowed
- ♦ See below for writing sample rating sheet.

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.

This event consists of two (2) parts: **an objective test** and **a writing sample**. Participants are required to complete both parts. Both the objective test and writing sample will be worth 100 points.

The objective test may include questions on mechanics of appropriate business English, acceptable writing mechanics, format of business letters and report writing, and listening, oral, and nonverbal concepts. The objective test will be administered during the online testing session from March xx to March xx, 2008.

The writing sample will be administered during the writing sample session on Friday, March 28, 2008 at the State Business Leadership Conference.

BUSINESS COMMUNICATION
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Position is clearly stated and consistently maintained. Clear reference(s) to the issue(s) are stated.	0	1–7	8–14	15–20	
Information provided clearly supports the position; evidence is sufficient.	0	1–7	8–14	15–20	
Organization and structure of the exercise is clearly developed.	0	1–7	8–14	15–20	
Tone is consistent and enhances persuasiveness or is convincing.	0	1–7	8–14	15–20	
ORGANIZATION					
Sentence structure is correct.	0	1–3	4–7	8–10	
Punctuation, spelling, and capitalization are correct.	0	1–3	4–7	8–10	
Total Writing Sample					**/100 max.**
Total Objective Test Score					**/100 max.**
Final Score					**/200 max.**

BUSINESS LAW

- ♦ Non-graphing calculator allowed

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

The objective test may consist of both objective questions and case problems. Questions may address commonly recognized areas of business law including contracts, negotiable instruments, sales, business organization, agency, bailment, bankruptcy, consumer protection and product liability, insurance, trade regulations, torts, ethics and the law, and wills and decedents estates.

COMPUTER CONCEPTS

- ♦ Non-graphing calculator allowed

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.

The objective test may include questions on basic computer principle, terminology, computer equipment, computer application concepts, networking systems and procedures, and programming concepts.

NEW! CONTEMPORARY SPORTS ISSUES

- ♦ Non-graphing calculator allowed

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.

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.

The objective test may include questions on 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, and sociological aspects of sports.

NEW! CYBER SECURITY

- ♦ Non-graphing calculator allowed

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.

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.

The objective test may include questions on firewalls, intrusion detection, network and physical security, cryptography, public key, authentication, computer attacks (e.g., *virus, spam, spy ware, trojans, hijackers, worms*), e-mail security, disaster recovery, and forensics security.

NEW! MICROECONOMICS
- ♦ Economics sequence event – level one*
- ♦ Non-graphing calculator allowed

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

The objective test may include questions on production and trade, economic growth, opportunity cost, supply and demand, elasticity, labor markets and wages, perfect competition, monopolies, oligopolies and duopolies, production factors, capital and natural resource markets, distribution of income and wealth, market failure, and economic uncertainties.

NEW! MACROECONOMICS
- ♦ Economics sequence event – level one*
- ♦ Non-graphing calculator allowed

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

The objective test may include questions on money and interest rates, wages and unemployment, inflation and deflation, gross domestic product, aggregate demand and supply, consumption and saving, fiscal and monetary policies, recessions and depressions, stabilization, government deficit and debt, international trade, exchange rates, and economic development.

ECONOMIC ANALYSIS AND DECISION MAKING
- ♦ Economics sequence event – level two*
- ♦ Non-graphing calculator allowed

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

The objective test may include questions on money and banking, microeconomics, macroeconomics, comparative economic systems, history of economic thought, and international economics.

FINANCIAL CONCEPTS
- ♦ Finance sequence event – level one*
- ♦ Financial calculator allowed

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

The objective test may include questions on financial instruments and institutions available to managers and on understanding of financial policies. Topics covered may include financial instruments and institutions, time value of money, cost of capital and capital budgeting, valuation and rates of return, financial analysis, capital investment decisions, financial risks and returns, and international finance.

FINANCIAL ANALYSIS AND DECISION MAKING

- ♦ Finance sequence event – level two*
- ♦ Financial calculator allowed

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

The objective test may include questions on financial institutions and markets, investments, capital management, financial management/managerial finance, and business finance/corporate finance.

INFORMATION MANAGEMENT

- ♦ Non-graphing calculator allowed

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

The objective test may include questions on administrative management, information processing, business communications, business ethics, human relations, records management, telecommunications, business equipment, networking technology, and time management.

INTERNATIONAL BUSINESS

- ♦ Non-graphing calculator allowed

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

The objective test may include questions on ownership and management, legal issues, communication (*including culture and language*), global business environment, treaties and trade agreements, marketing, taxes and government regulations, finance, currency exchange, and human resource management.

NEW! JUSTICE ADMINISTRATION

- ♦ Non-graphing calculator allowed

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

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

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

MANAGEMENT ANALYSIS AND DECISION MAKING
- ♦ Non-graphing calculator allowed

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

The objective test may include questions on organizational behavior, organizational theory, management principles, management information systems, production/operations management, and business policies/strategic management.

MARKETING ANALYSIS AND DECISION MAKING
- ♦ Non-graphing calculator allowed

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

The objective test may include questions on consumer behavior, advertising and promotion/sales management, marketing research, marketing principles and concepts, marketing management, public relations, and electronic commerce.

NETWORKING CONCEPTS
- ♦ Non-graphing calculator allowed

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

The objective test will consist of questions on general network terminology, equipment for Internet access, specific network operating systems (NOS) terminology, OSI model and functionality, and network topologies and connectivity.

PARLIAMENTARY PROCEDURES
- ♦ Non-graphing calculator allowed

The majority of the objective test will consist of parliamentary procedure principles with additional questions on the PBL National Bylaws. Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section will be drawn from NAP's official test bank.

This test will be held as a qualifying test for NLC. **There is no presentation component to this event at SBLC.** The top 10 members scoring the highest on the objective section of the parliamentary procedure test (offered during online testing) will be chosen to represent California at the National Leadership Conference as the California PBL Parliamentary Procedure Team(s).

NEW! PROJECT MANAGEMENT

- ♦ Non- graphing calculators allowed

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

The objective test may include questions on project selection, defining the project, estimating project times and cost, developing a project plan, managing risk, scheduling resources, being an effective project manager, managing project teams, progress and performance measurement and evaluation, and project audit and closure.

SPORTS MANAGEMENT AND MARKETING

- ♦ Non-graphing calculators allowed

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

The objective test may include questions on the following topics: sport management history, human resource management in sports, law and sports application, facility management, strategic marketing, labor relations in professional sports, ethics, tort liability and risk management, group decision making and problem solving, sponsorships, sport licensing, economics of sports, accounting and budgeting, and financing sports.

STATISTICAL ANALYSIS

- ♦ Financial calculators are allowed

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

The objective test may include questions regarding the organizing and presenting of statistical data, descriptive statistical analyses, probability distributions, sampling techniques, estimates and inferences, and linear regressions.

TELECOMMUNICATIONS

- ♦ Non-graphing calculators are allowed

Telecommunications is a rapidly growing field in the business world. This event provides recognition for PBL members who demonstrate knowledge of the field of telecommunications as it affects personal and business relationships.

The objective test may include questions regarding data transmission including coding, digitizing and circuits, networks and network design, history of telecommunications, network security, network management, operating systems and communication methods, and current trends and developments such as e-commerce.

Skill Events

GUIDELINES

- Each chapter may submit three (3) participants who are members from active local chapters, on record in the national center as having **paid dues by Saturday, March 15, 2008** of the current school year in each knowledge event. Each member can participate in two (2) skill events.
- **Requests should be sent to skillevents@capbl.org by March 1, 2008.**
- 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, except for the FBLA-PBL Format Guide and any reference noted in event descriptions.
- Calculators are not allowed on the production portion of the test.
- **Completed documents may also be submitted via email to: completedskillevents@capbl.org Documents should be in .pdf format or in some type of Microsoft office file format. Participant should include name, chapter, email address, and phone number in email by Wednesday, March 26, 2008.**
- Although proctors are not required for any portion of skill events, members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.

SKILL EVENT COMPETENCIES AND GUIDELINES

COMPUTER APPLICATIONS

- ♦ competitors may use the FBLA-PBL Format Guide, word division manuals, dictionaries, and the Standards of Mailability for the production test.
- ♦ Nongraphing calculator allowed on objective test

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.

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

- ♦ A **one (1) hour objective test** will be administered during the online testing session from March 19 to March 26, 2008 based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. The objective test may include questions on basic computer terminology and concepts, document formatting rules and standards, related computer application knowledge, and grammar, punctuation, spelling, and proofreading.

- ♦ **The production portion of this event is administered prior to the SBLC. Chapters must request desired copies of production test to: skillevents@capbl.org.** 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. The production test may include:

Word Processing:	Letters, memorandums, tables, reports, or other type of word processing problems
Database:	Creating a database; applying various functions such as searching and querying.
Spreadsheets:	Applying functions such as move, combine, format, creating and applying formulas
Charts:	Bar, line, pie, exploded pie, stacked bar
Presentation:	Preparing text slides with graphics

- ♦ Completed documents may also be submitted via email to: completedskillevents@capbl.org . Documents should be in .pdf format or in some type of Microsoft office file format. Participant should include name, chapter, email address, and phone number in email by Wednesday, March 26, 2008.

DATABASE DESIGN AND APPLICATION

- ♦ Competitors may use the FBLA-PBL Format Guide, word division manuals, dictionaries, and the Standards of Mailability for the production test.
- ♦ Nongraphing calculator allowed on objective test

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

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

- ♦ A **one (1) hour objective test** will be administered during the online testing session from March 19 to March 26, 2008 based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score.
  - ○ The objective tests may include questions on *data definitions, query development, table relationships/referential integrity, form development, and report generation*

- ♦ **The production portion of this event is administered prior to the SBLC. Chapters must request desired copies of production test to: skillevents@capbl.org.**   One (1) hour will be given for the production test. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 85 percent of the final event score.
  - ○ The production test may include: *data entry techniques, basic organizational structure of a database, develop multiple queries, set up relational databases, edit relationships, develop reports including: sorting and grouping, inserting graphics, creating headers and footers, and calculating data.*
- ♦ Completed documents may also be submitted via email to: completedskillevents@capbl.org . Documents should be in .pdf format or in some type of Microsoft office file format. Participant should include name, chapter, email address, and phone number in email by Wednesday, March 26, 2008.

DESKTOP PUBLISHING

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

Teams may only consist of 1-2 participants.

This event consists of **two (2) parts**: *an objective test* and *a production test*. Participants are required to complete both parts. If any portion of the test is not taken, participant will be disqualified.

- A **one (1) hour objective test** will be administered based on competencies such as creating, designing, and producing useable copy, understanding and mastery of basic desktop terminology and concepts, related desktop application knowledge, desktop layout rules and standards, message presentation, accuracy, and proofreading.
- The score received on this portion of the event will constitute 15 percent of the final event score. **This collaborative test will be administered during the online testing session from March 19 – March 26, 2008.** Nongraphing calculators are allowed.
- **Two (2) hours will be given for the production test** to be administered at the local chapter level. The score received on this portion of the event will constitute 85 percent of the final event score.

GUIDELINES

- The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and the Internet to download freeware pictures. No other equipment may be used.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Documents may also be submitted via email to: completedskillevents@capbl.org . Documents should be in .pdf format, or in some type of Microsoft file by Wednesday, March 26, 2008

WORD PROCESSING

- ♦ Competitors may use the FBLA-PBL Format Guide, word division manuals, dictionaries, and the Standards of Mailability for the production test.
- ♦ Non-graphing calculator allowed on objective test only.

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

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

- ♦ A **one (1) hour objective test** will be administered during the online testing session from March 19 to March 26, 2008 based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score.
    - ○ The objective tests may include questions on *document formatting rules and standards, grammar, punctuation, spelling, and proofreading, basic keyboarding terminology and concepts, and related application knowledge*

- ♦ **The production portion of this event is administered prior to the SBLC. Chapters must request desired copies of production test to: skillevents@capbl.org and return all materials and completed tests to the State Office by March xx.**   One (1) hour will be given for the production test. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 85 percent of the final event score.
    - ○ The production test may include: *production of all types of business forms, letters, memorandums, tables, reports, statistical reports, and materials from rough draft and unarranged copy*
- ♦ Completed documents may also be submitted via email to: completedskillevents@capbl.org . Documents should be in .pdf format or in some type of Microsoft office file format. Participant should include name, chapter, email address, and phone number in email by Wednesday, March 26, 2008.

Performance Events

GUIDELINES

- Each chapter may submit three (3) participants who are members from active local chapters, on record in the national center as having **paid dues by Saturday, March 15, 2008** of the current school year in each performance event. Members may compete in up to three (3) performance events.
- Performances and/or interviews will be randomly scheduled based on advance registration; schedules will be posted during conference registration on Friday, March 28, 2008 and Saturday, March 29, 2008.
- We will work to accommodate participation in multiple presentation and team events, but cannot guarantee that we will be able to resolve all conflicts. Presentations (not interviews) are open to conference attendees, except performing participants of this event.
- **Online testing window begins on Wednesday, March 19, 2008 and ends on Wednesday, March 26, 2008.**
- Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.**
- Objective tests will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters.
- **Writing samples will be administered on-site during the writing sample session on Friday, March 28, 2008 at the State Business Leadership Conference.**
- Although proctors are not required for any online objective test portion of performance events, members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.
- All participants who are in violation of the FBLA-PBL Dress Code will be disqualified. If a member is out of dress code upon arrival, members will still be allowed to participate, but will not be eligible for an award.
- Panels of 2 – 3 judges will be populated by California PBL state partners, conference sponsors, and various business professionals.

PERFORMANCE EVENT COMPETENCIES AND GUIDELINES

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.

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

- Team members will take **one (1) hour objective test** collaboratively during the online testing session from **March 19 to March 26, 2008**. Nongraphing calculators are allowed. The objective test will include questions on principles of business ownership and management, business plans, ethics and social responsibilities, financial management, government regulations, human resource management, legal issues, marketing management, and taxation.
- The **case study** will be administered on and 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 **Saturday, March 29, 2008**. All the questions raised in the case must be addressed during the oral presentation.

PRESENTATION GUIDELINES

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank. **All participants will be notified of their standing via email on Thursday, March 27, 2008.**
- All teams will be sequestered forty (40) minutes before the first performance to receive instructions and time assignments.
- Twenty-five (25) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at nine (9) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

BUSINESS DECISION MAKING
Performance Rating Sheet

Evaluation Item	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	
Anticipated results are based on correct reasoning	0	1–5	6–10	11–15	
EXPLANATION					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1–5	6–10	11–15	
Team members demonstrated self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members actively participated during the presentation	0	1–2	3–4	5	
Demonstrated ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**

Time Penalty Deduct five (5) points for presentation over ten (10) minutes. Time:

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

Final Score	**/100 max.**

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

BUSINESS ETHICS

Ethical decision-making is 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 though the careful analysis of the various ethical dimensions that are present in their case study. The case studies are based on real-life situations.

Participants are expected to research the case prior to the conference and be prepared to present their findings and solutions on **Saturday, March 29th, 2008** at the SBLC. The content of the presentation must include good oral communication skills, group collaboration, and critical thinking and analysis. In addition, students should thoroughly research and present their findings. Participants will be expected to answer judges' questions on their presentations.

2008 CASE STUDY

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

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

GUIDELINES

- Teams can consist of 2-3 members; individuals may also compete.
- Participants are expected to research the case prior to the conference and be prepared to present their findings and solutions.
- 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 **three (3) copies of a written synopsis** on the case selected, not longer than 500 words. All copies must be submitted in three (3) standard file folders and the folder tab labeled with the participant's name, state, school, and event title. This information should be presented upon registration on **Friday, March 28th, 2008** at the SBLC.
- Teams will be permitted to bring prepared notes on note cards or paper to the presentation area.
- Books, other bound materials, and props are not allowed. Equipment may not be used.

PERFORMANCE GUIDELINES

- The team has ten (10) minutes to present.
- A timekeeper will stand when nine (9) minutes are remaining. 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.

BUSINESS ETHICS
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT AND RECOMMENDATION					
Situation is understood and effectively defined	0	1–5	6–10	11–15	
Ethical dimensions of the problem are clearly defined	0	1–3	4–7	8–10	
Team's position is clearly stated	0	1–3	4–7	8–10	
Effective ethical solution is offered	0	1–5	6–10	11–15	
Questions answered completely and effectively	0	1–3	4–7	8–10	
Written case synopsis	0	1–5	6–10	11–15	
DELIVERY					
Thoughts and statements are well organized and clearly stated, appropriate business language used	0	1–3	4–7	8–10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members actively participated in the presentation	0	1–2	3–4	5	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over ten (10) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Final Score					**/100 max.**

NEW! 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.

This event consists of an individual interactive simulation related to client service. The performance addresses competencies such as the ability to multitask, communication skills, outstanding verbal and written communication skills, translate case into effective, efficient and spontaneous action, work cooperatively with others, possess good decision-making and problem-solving skills, have a positive and outgoing personality, and be responsible, reliable, and trustworthy.

PERFORMANCE GUIDELINES
- Individuals will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.
- A timekeeper will stand at four (4) minutes remaining.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

CLIENT SERVICE
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Simulation is understood and well-defined	0	1–5	6–10	11–15	
Participant's position is clearly stated	0	1–5	6–10	11–15	
Effective solution is offered	0	1–5	6–10	11–15	
Demonstrates ability to effectively answer questions	0	1–5	6–10	11–15	
DELIVERY					
Thoughts and statements are well organized and clearly stated	0	1–5	6–10	11–15	
Participant demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Participant actively interacts with judges	0	1–5	6–10	11–15	
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

E-BUSINESS

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

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

2008 CASE STUDY

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-business sites. The topic is:

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

Copyright and Fair Use Information*

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

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

PROJECT GUIDELINES

- Event open to teams of 2-3 members or individual participants.
- **Website link must be submitted to: ebusiness@capbl.org by Wednesday, March 26, 2008.**
- The website must be available for viewing on the internet at the time of judging on Saturday, March 29th, 2008.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- The use of templates must be identified at the bottom of the home page.
- E-business sites should be designed to allow for viewing by as many different platforms as possible.

NOTE: Event requires a performance portion at the NLC.

E-BUSINESS
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PAGE LAYOUT AND DESIGN					
Fonts, colors, and graphics enhance aesthetic appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Graphic design shows creativity, originality, and supports topic	0	1–5	6–10	11–15	
Site uses innovative technology tools and enhancements effectively	0	1–3	4–7	8–10	
SITE NAVIGATION					
All links are functional	0	1–7	8–14	15–20	
Links show consistent format	0	1–3	4–7	8–10	
Navigational path allows customers to make purchasing decisions easily	0	1–7	8–14	15–20	
Navigational scheme logical and effective	0	1–3	4–7	8–10	
CONTENT					
Effectiveness of site	0	1–8	9–18	19–25	
Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
APPLICATION DESIGN					
Form fields are validated	0	1–5	6–10	11–15	
Transaction data is appropriately prepared for payment gateway on secured site	0	1–3	4–7	8–10	
TECHNICAL					
Proper use of grammar, spelling, etc.	0	1–3	4–7	8–10	
Site is compatible with multiple browsers	0	1–3	4–7	8–10	
Copyright laws have been followed: permissions are cited on the Web site; and the use of templates identified at the bottom of the home page	0	1–3	4–7	8–10	
Total Points					**/200 max.**

EMERGING BUSINESS ISSUES

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

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

2008 TOPIC
The cost of health care hurts big businesses, small businesses, health care providers, government, communities, and individuals. As a result, whether it is quality, access, or cost, everyone has an interest in seeking solutions to the areas of concern in health care. Argue for or against government regulation of our health care system.

Participants will be expected to research the topic prior to the conference and be prepared to present both an **affirmative** and **negative** argument. Either of which will be randomly chosen for each team on Saturday, March 29, 2008 at the conference.

PERFORMANCE GUIDELINES
- Teams may consist of 2-3 participants.
- Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
- Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.
- Teams will be permitted to bring prepared notes written/printed on note cards to the preparation and presentation areas. In addition, two (2) 4" x 6" blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams will have five (5) minutes to present the case. All team members are expected to actively participate in the performance.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.

EMERGING BUSINESS ISSUES
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
KNOWLEDGE OF TOPIC					
Understanding of issue/topic	0	1–3	4–7	8–10	
Flow and logic of content	0	1–7	8–14	15–20	
Quality of evidence	0	1–7	8–14	15–20	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
ABILITY TO TAKE A POSITION					
Persuasiveness	0	1–7	8–14	15–20	
Relevance of arguments	0	1–3	4–7	8–10	
PRESENTATION SKILLS					
Voice, grammar, and articulation	0	1–2	3–4	5	
All team members actively participated in the presentation	0	1–2	3–4	5	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over five (5) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

NEW! FINANCIAL SERVICES

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

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 competencies such as concepts and practices, government regulations, basic terminology, impact of technology on services, types and differences between the various types of institutions, ethics, taxation, and careers in financial services. Individuals or team members will take one (1) objective test collaboratively. Nongraphing calculators are allowed.
- ♦ Test will be administered during the online testing session from March 19 to March 26, 2008.

PERFORMANCE GUIDELINES

- ♦ Teams may consist of 2 to 3 members; individuals may participate.
- ♦ The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank. **Participants will be notified on Thursday, March 27, 2008 via email.**
- ♦ All teams will be sequestered thirty (30) minutes before the final performance to receive instructions and time assignments.
- ♦ Twenty (20) minutes before the performance, each team will receive the case study.
- ♦ Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- ♦ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- ♦ Teams have seven (7) minutes to present the case. The judges will interact with the members during the presentation.
- ♦ Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- ♦ A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- ♦ Following each presentation, judges will conduct a three (3) minute question-answer period.

FINANCIAL SERVICES
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
EXPLANATION					
Problem is understood and well-defined	0	1–7	8–14	15–20	
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	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1–7	8–14	15–20	
DELIVERY					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

FUTURE BUSINESS EXECUTIVE

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

This event consists of **three (3) parts**:
1. Submission of a letter of application/cover letter with a resume
2. An application form
3. An interview

GUIDELINES
I.   LETTER AND RESUME
♦ **Three (3) copies** of a letter of application/cover letter and resume must be submitted in **three (3) separate folders** upon registration at the SBLC on Friday, March 28th, 2008. The tab of the folders must be labeled with the event title, state, participant's name, and school. Include participant's name on all pages submitted.
♦ A one-page letter of application/cover letter (original or copy) addressed to a specific person and company, for a position for which the applicant is currently qualified.
♦ A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed
♦ A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.

II.   APPLICATION
♦ Sixty (60) minutes will be given for participants to complete a job application with questions on **Friday, March 28th, 2008 during the writing sample session.**
♦ The participant may bring an additional copy of his or her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.

III.   INTERVIEW
♦ Participants will be scheduled for a fifteen (15) minute interview.
♦ Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

FUTURE BUSINESS EXECUTIVE
Interview Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
INTERVIEW					
Poise, maturity, and attitude	0	1–2	3–4	5	
Self-confidence, initiative, and assertiveness	0	1–2	3–4	5	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
Professional appearance (meets dress code requirements)	0	1–3	4–7	8–10	
LEADERSHIP ABILITY					
Participation and leadership in FBLA-PBL	0	1–5	6–10	11–15	
Participation in other school and/or community organizations	0	1–3	4–7	8–10	
Demonstration of outstanding achievement	0	1–3	4–7	8–10	
Career knowledge and career plans	0	1–5	6–10	11–15	
APPLICATION MATERIALS					
Effectiveness of application materials (resume and letter of application)	0	1–3	4–7	8–10	
Effectiveness of job application	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points for failure to fully follow the guidelines.					
Final Score					**/100 max.**

NEW! HELP DESK

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

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

- The **objective test** covers competencies such as operating systems hardware and set-up and operation, software applications, e-mail, internet access, printing, networking and network connection issues, hardware protection including spam, virus protection, and critical updates, and communications skills. **The objective test will be administered during the online testing session from March 17 to 26, 2008.**
- The **performance component** covers competencies such as identify computer or networking problems, communication skills, translate case into effective, efficient, and spontaneous action, work cooperatively with others, possess good decision-making and problem-solving skills, troubleshoot problems, have a positive and outgoing personality, and be responsible, reliable, and trustworthy.

PERFORMANCE GUIDELINES

- The top ten (10) individuals with the highest score on the objective test will advance to the performance round. **Participants will be notified of their ranking on Thursday, March 28, 2008 via email.**
- All participants will be sequestered twenty (20) minutes before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation; refer to the case for specifics.
- A timekeeper will stand at four (4) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

HELP DESK
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PROBLEM IDENTIFICATION					
Described the situation(s)	0	1–3	4–7	8–10	
Problem/incident properly documented	0	1–3	4–7	8–10	
Issued a solution or recommendation(s), resolved problem	0	1–5	6–10	11–15	
COMMUNICATION SKILLS					
Greeting and introduction	0	1–2	3–4	5	
Voice quality and diction	0	1–2	3–4	5	
Poise and professional appearance	0	1–2	3–4	5	
Self-confidence and assertiveness	0	1–2	3–4	5	
Politeness and professionalism in answering questions	0	1–2	3–4	5	
Demonstrated conflict resolution skills	0	1–2	3–4	5	
Closure	0	1–2	3–4	5	
TECHNOLOGY					
Basic hardware/software knowledge, used correct terminology	0	1–2	3–4	5	
Demonstrated ability to effectively answer client's technical questions	0	1–3	4–7	8–10	
Demonstrated troubleshooting skills and effective investigative methods	0	1–3	4–7	8–10	
Meets the needs of the client/customer	0	1–2	3–4	5	
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**

HOSPITALITY MANAGEMENT *modified*

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

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

- ♦ A **one (1) hour objective test** will be administered based competencies such as marketing concepts, operations and management functions, human resources, customer and expectations, legal issues, financial management and budgeting, current industry trends, and environmental and global issues.
- ♦ Individuals or team members will take one (1) objective test collaboratively during the online testing session from **March 19 to 26, 2008.** Nongraphing calculators are allowed.

PERFORMANCE GUIDELINES

- ♦ Teams may consist of 2 – 3 members; individuals may also compete.
- ♦ The top ten (10) individuals or teams with the highest score on the objective test will advance to the performance round. In the case of a tie, the objective test score will be added to determine final rank. Teams will be notified if they qualify for the performance round on Thursday, March 28, 2008 via email.
- ♦ All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- ♦ Twenty (20) minutes before the performance, each team will receive the case study.
- ♦ Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- ♦ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- ♦ Teams have seven (7) minutes to present the case. The judges may interact with the members during the presentation.
- ♦ Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- ♦ A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A Five (5) point deduction will be made for presentations over seven (7) minutes.
- ♦ Following each presentation, judges will conduct a three (3) minute question-answer period.

HOSPITALITY MANAGEMENT
Performance Rating Sheet

Evaluation Item	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	
Management's decision is clear	0	1–5	6–10	11–15	
EXPLANATION					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

HUMAN RESOURCE MANAGEMENT *modified*

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

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

- ♦ A **one (1) hour objective test** will be administered based on competencies such as recruiting and selection, employee compensation and benefits, governmental regulations and issues, training and development, human resource planning, labor relations and collective bargaining, and effective personnel management.
- ♦ Individuals or team members will take one (1) objective test collaboratively during the online testing session from **March 19 to 26, 2008**. Nongraphing calculators are allowed.

PERFORMANCE GUIDELINES

- ♦ Teams may consist of 2-3 members; individuals may compete.
- ♦ The top ten (10) individuals or teams with the highest score on the objective test will advance to the performance round. In the case of a tie, the objective test score will be added to determine final rank. Teams will be notified if they qualify for the performance round on Thursday, March 28, 2008 via email.
- ♦ All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- ♦ Twenty (20) minutes before the performance, each team will receive the case study.
- ♦ Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- ♦ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- ♦ Teams have seven (7) minutes to present the case. The judges may interact with the members during the presentation.
- ♦ Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- ♦ A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- ♦ Following each presentation, judges will conduct a three (3) minute question-answer period.

HUMAN RESOURCE MANAGEMENT
Performance Rating Sheet

Evaluation Item	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	
Management's decision is clear	0	1–5	6–10	11–15	
EXPLANATION					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

IMPROMPTU SPEAKING

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

Participants will be given a topic related to one or more of the following: FBLA-PBL Goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics. This performance event covers competencies such as extemporaneously speak on a subject, clarity of voice, critical thinking and problem solving, poised manner, and professional appearance.

PERFORMANCE GUIDELINES

- Participants must report for instructions twenty (20) minutes prior to scheduled time.
- All participants will be sequestered until their preparation times.
- Participants will be given ten (10) minutes to prepare their speeches prior to appearing before the judges. All participants will address the same topic in their speeches.
- Two (2) 4" x 6" note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- Each speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.

IMPROMPTU SPEAKING
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to the topic	0	1–5	6–10	11–15	
Purpose clearly stated	0	1–3	4–7	8–10	
Suitability and accuracy of statements	0	1–2	3–4	5	
ORGANIZATION					
Topic adequately developed	0	1–5	6–10	11–15	
Logical sequence of ideas	0	1–3	4–7	8–10	
Accomplishment of purpose	0	1–3	4–7	8–10	
DELIVERY					
Voice quality and diction	0	1–3	4–7	8–10	
Appropriate gestures and eye contact	0	1–3	4–7	8–10	
Self confidence, initiative, and assertiveness	0	1–2	3–4	5	
Extent to which speech was sincere, interesting, clear, creative, and convincing	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

JOB INTERVIEW

This event recognizes PBL members who demonstrate proficiency in applying for employment in business. The three parts of this event address competencies such as creating a letter of application and resume in proper business style, articulating the members' strengths throughout documents and interviews, thinking critically, using verbal communication to respond to interview questions, and exhibiting a professional and poised appearance.

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

- **Participants must complete all three parts. Any parts missed will result in disqualification.**
- A letter of application and resume must be submitted in three (3) folders during conference registration on Friday, March 28, 2008.
- Each participant must apply for a business or business-related job at a company of their choice. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.
- Sixty (60) minutes will be given for participants to complete a job application with a writing prompt at the SBLC. All participants will be scheduled for a fifteen (15) minute interview.

GUIDELINES
I.   LETTER AND RESUME
- Participants will apply for a position at a company of their choice.
- Each participant must submit three (3) copies of the each into conference registration on Friday, March 28, 2008.
- One-page cover letter from the participant.
- A brief resume not to exceed two (2) pages. Photographs are not allowed.
- All copies of the above materials must be submitted in three (3) standard file folders. The tab of the folders must be labeled with the event title, state, participant's name and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials but do not adhere to the event guidelines for the submission of proper materials.

II.   APPLICATION
- Each participant must complete a job application form during the writing sample session on Friday, March 28, 2008
- Sixty (60) minutes will be given for participants to complete a job application with questions. The participant may bring an additional copy of his/her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.

III. INTERVIEW
- Participants will be scheduled for a fifteen (15) minute preliminary interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

JOB INTERVIEW
Interview Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PROFESSIONAL PRESENTATION					
Professional appearance (meets dress code requirements)	0	1–2	3–4	5	
Proper greeting, introduction, and closing	0	1–2	3–4	5	
Poise, maturity, and attitude	0	1–3	4–7	8–10	
Self-confidence, initiative, and assertiveness	0	1–3	4–7	8–10	
INTERVIEW					
Demonstrates the ability to understand and respond to interview questions	0	1–3	4–7	8–10	
Illustrates adequate qualifications for the position	0	1–7	8–14	15–20	
Possesses career knowledge about the position	0	1–3	4–7	8–10	
Justifies career plans	0	1–3	4–7	8–10	
APPLICATION MATERIALS					
Effectiveness of application materials (resume and letter of application)	0	1–3	4–7	8–10	
Effectiveness of job application	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points for failure to fully follow the guidelines.					
Final Score					**/100 max.**

MANAGEMENT CONCEPTS

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

This event consists of **two (2) parts**: *an objective test* and *a performance component*. **Participants must complete both parts. Any parts missed will result in disqualification.**

- ♦ A **one (1) hour objective test** will be administered based on the competencies. Team members will take one (1) objective test collaboratively during the online testing period from March xx to March xx, 2008. The ten (10) teams with the highest scores will be scheduled for the performance portion of the event. Nongraphing calculators are allowed.
- ♦ Objective test will address competencies such as controlling, decision making, directing, employee motivation theories, planning, organizing, business environment, communication techniques, group dynamics, leadership, organizational structure, policies and strategies, staffing, and basic statistics

PERFORMANCE GUIDELINES

- ♦ Teams may consist of 2 – 3 members; individuals may compete.
- ♦ Members of the team will assume the role(s) of management and present a solution to the case problem.
- ♦ The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank. All participants will be notified of their standing on Thursday, March 27, 2008 via email.
- ♦ All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- ♦ Twenty (20) minutes before the performance, each team will receive the case study.
- ♦ Two (2) 4" x 6" note cards will be provided for each individual or team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards.
- ♦ No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- ♦ Teams have seven (7) minutes to role-play the problem with the judges. The judges will interact with the members during the presentation.
- ♦ The teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- ♦ A timekeeper will stand at six (6) minutes.
- ♦ Following each presentation, judges will conduct a three (3) minute question-answer period.

MANAGEMENT CONCEPTS
Performance Rating Sheet

Evaluation Item	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	
Management's decision is clear	0	1–5	6–10	11–15	
EXPLANATION					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**

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

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

Final Score	**/100 max.**

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

MARKETING CONCEPTS *modified*

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

This event consists of **two (2) parts**: an *objective test* and a *performance component*. Participants are required to complete both parts. Individuals or team members will take one (1) objective test collaboratively. Nongraphing calculators are allowed.

- A **one (1) hour objective test** will be administered based on the competencies such as basic marketing including price, product, place, and promotion, marketing concepts and strategies, international marketing, legal and social aspects, and marketing research.
- Objective test will be administered during the online testing session from **March 19 to March 26, 2008.**

PERFORMANCE GUIDELINES
- Teams may consist of 2 – 3 members; individuals may compete.
- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank. All participants will be notified by Thursday, March 27, 2008 via email.
- All teams will be sequestered thirty (30) minutes before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

MARKETING CONCEPTS
Performance Rating Sheet

Evaluation Item	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	
Management's decision is clear	0	1–5	6–10	11–15	
EXPLANATION					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstration of ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**

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

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

Final Score	**/100 max.**

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

PUBLIC SPEAKING

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

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

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

PERFORMANCE GUIDELINES
- Facts and working data may be secured from any source.
- The participant may use notes or note cards prepared before the event. No visual aids may be used.
- Each speech should be five (5) minutes in length.
- A timekeeper will stand at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29 minutes.
- A podium will be available. No microphone will be used.

PUBLIC SPEAKING
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals	0	1–5	6–10	11–15	
Purpose clearly stated	0	1–3	4–7	8–10	
Suitability and accuracy of statements	0	1–2	3–4	5	
ORGANIZATION					
Topic adequately developed	0	1–5	6–10	11–15	
Logical sequence of ideas	0	1–3	4–7	8–10	
Accomplishment of purpose	0	1–3	4–7	8–10	
DELIVERY					
Voice quality and diction	0	1–3	4–7	8–10	
Appropriate gestures and eye contact		1–3	4–7	8–10	
Self confidence, initiative, and assertiveness	0	1–2	3–4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

SALES PRESENTATION

This event is designed to recognize outstanding students in the field of salesmanship. The purpose of this event is to enable students to use their knowledge of good selling techniques and to create an awareness of the importance of good salesmanship. Participation in this event will allow the individuals to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer.

PRESENTATION GUIDELINES
- The individual shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each participant's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- Visual aids and samples specially related to the presentation may be used in the preparation; however, no items may be left with the judges.
- When delivering the demonstration, the participant may use notes, note cards, and props. No materials may be left behind.

PERFORMANCE GUIDELINES
- The individual must provide all equipment for the presentation.
- Five (5) minutes will be allowed to setup equipment or presentation items.
- The individual has ten (10) minutes to demonstrate the product.
- A timekeeper will stand at nine (9) minutes and ten (10) minutes.
- The judges will interact with the participant during the presentation and have a three (3) minute question-answer period.

SALES PRESENTATION
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
APPROACH					
Suitable opening, statement, or remark	0	1–2	3–4	5	
Direct customer's attention to merchandise	0	1–2	3–4	5	
PRODUCT PRESENTATION					
Questions involved customer	0	1–3	4–7	8–10	
Analyze and determine customer needs	0	1–3	4–7	8–10	
Interest in customer as an individual	0	1–3	4–7	8–10	
Adequate knowledge of product features	0	1–3	4–7	8–10	
Create interest and desire for product	0	1–3	4–7	8–10	
Benefits matched to customer needs	0	1–3	4–7	8–10	
SUGGESTION SELLING					
Suggestion selling effectively used	0	1–3	4–7	8–10	
HANDLING OBJECTIONS					
Welcome and listen to all objectives	0	1–2	3–4	5	
CLOSING					
Take advantage of customer reactions	0	1–2	3–4	5	
Handle and overcome objections with respect	0	1–2	3–4	5	
Sale effectively closed	0	1–2	3–4	5	
Total Points					**/100 max.**

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

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

Final Score					**/100 max.**

Project Events

GUIDELINES

- ◆ Each chapter may submit three (3) participants who are members from active local chapters, on record in the national center as having **paid dues by Saturday, March 15, 2008** of the current school year in each performance event. Members may compete in up to two (2) project events. There is no limit for chapter project events.
- ◆ Performances and/or interviews will be randomly scheduled based on advance registration; schedules will be posted during conference registration on Friday, March 28, 2008 and Saturday, March 29, 2008.
- ◆ We will work to accommodate participation in multiple presentation and team events, but cannot guarantee that we will be able to resolve all conflicts. Presentations (not interviews) are open to conference attendees, except performing participants of this event.
- ◆ **Online testing window begins on Wednesday, March 19, 2008 and ends on Wednesday, March 26, 2008.**
- ◆ Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.**
- ◆ Objective tests will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters.
- ◆ Although proctors are not required for any online objective test portion of project events, members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.
- ◆ All participants who are in violation of the FBLA-PBL Dress Code will be disqualified. If a member is out of dress code upon arrival, members will still be allowed to participate, but will not be eligible for an award.
- ◆ Panels of 2 – 3 judges will be populated by California PBL state partners, conference sponsors, and various business professionals for any performance portion.

PROJECT EVENT COMPETENCIES AND GUIDELINES

AMERICAN ENTERPRISE PROJECT
EDWARD D. MILLER AWARD

The Edward D. Miller Award recognizes PBL chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program.

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

NOTE: Event requires a performance portion at the NLC.

GUIDELINES
I.   REPORT
- **Report should be converted into a .pdf file and put on a CD or DVD to be turned in to conference registration upon arrival on Friday, March 28th, 2008.**
- Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and start of the current State Business Leadership Conference.
- Penalty points will be given if the project does not adhere to the report contents guidelines.

REPORT COVER
- Report covers are not counted against the page limit and may contain other information.
- Front cover contains the following information: name of the school, state, name of the event, and year

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 should be numbered.
- Reports must not exceed 30 pages (a title page, divider pages, and appendices are optional and must be included in the page count).

AMERICAN ENTERPRISE PROJECT
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Purpose of Project • Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1–5	6–10	11–15	
Research into school and/or community needs	0	1–2	3–4	5	
Planning and development of project	0	1–7	8–14	15–20	
Implementation of project	0	1–5	6–10	11–15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1–7	8–14	15–20	
FORMAT					
Clear and concise presentation with logical arrangement of information following the content rating sheet categories	0	1–3	4–7	8–10	
Creativity of the written report and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Subtotal					**/100 m**
Penalty Points: Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages, pasted items ❑ no page numbers in report ❑ 2 copies of report not received ❑ report format follows rating sheet___					
Total Points					**/100 m**

COMMUNITY SERVICE PROJECT

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

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.

NOTE: Event requires a performance portion at the NLC.

REPORT GUIDELINES
- ♦ Report should be converted into a .pdf file and put on a CD or DVD to be turned in to conference registration upon arrival on Friday, March 28th, 2008.
- ♦ Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and start of the current State Business Leadership Conference.
- ♦ Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.

REPORT
- ♦ Report covers are not counted against the page limit and may contain other information.
- ♦ Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x)
- ♦ 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 should be numbered.
- ♦ Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)

COMMUNITY SERVICE PROJECT
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Purpose of Project • Statement of project goals • Service to the community and its citizens	0	1–5	6–10	11–15	
Planning and development of project	0	1–5	6–10	11–15	
Implementation of project	0	1–5	6–10	11–15	
Impact and benefits to the community	0	1–8	9–18	19–25	
Evidence of publicity	0	1–2	3–4	5	
FORMAT					
Clear and concise presentation with logical arrangement of information	0	1–3	4–7	8–10	
Creativity of the written presentation and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Subtotal					**/100 m**
Penalty Points: Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages, pasted items ❑ no page numbers in report ❑ 2 copies of report not received ❑ report format follows rating sheet___					
Total Points					**/100 m**

NEW! DESKTOP APPLICATION PROGRAMMING

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

NOTE: Event requires a performance portion at the NLC.

2008 TOPIC

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

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

The program needs to have a user interface that will offer menu choices to:
- Change the default hours worked (40 hours) for the pay period.
- Process the payroll for every nonterminated employee in the file.
- End program.

The program will read an employee pay file containing term code, employee ID, pay rate, hours worked, dependents, and insurance amount among other fields. The gross pay is calculated based on hours worked, times pay rate, with overtime calculated at time and one half for any hours worked over 40. From this gross amount, subtract:
- Federal Insurance Contributions Act (FICA) at 7.65 percent.
- Federal Income Tax at $65.38 times number of dependents resulting balance times 15 percent (e.g., gross–$65.38 times dependents times 15 percent).
- Insurance payment amount.
- Calculate net pay to write the check.
- Update the year-to-date (YTD) totals in the employee pay file.

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

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

The terms used in the program assignment must be researched and correct data types must be chosen. The file data as presented is the data at the beginning of the payroll process. All codes and amounts should be treated as such. (continued next page)

The file should be a fixed length file named PAYFIL.DAT and must contain the fields:

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

SAMPLE DATA
Payroll Journal

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

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

PROGRAM GUIDELINES
PREJUDGED PROGRAM
- ♦ **Two (2) CD/DVDs containing the executable object, source file(s) saved as .txt file(s), sample data file student used, and a readme file should be turned in during conference registration on Friday, March 28, 2008.**
- ♦ Entries will be judged according to the rating sheet.
- ♦ The solution must run stand-alone with no programming errors. The judge will copy the contents of the CD/DVD to C:\NLCDesktop\. The program must be designed so that the program will run when copied to a hard drive with this path. The judge will use a file with the same name and layout as given in the problem but with different data.
- ♦ Points will be deducted for any logical errors and entries will be judged according to the rating sheet.
- ♦ Programs must be accompanied by a readme file noting software used; name(s) of participants, school, and state; source of information; and instructions on running the program.
- ♦ Program should run on Windows 2000 or higher computer including Vista.
- ♦ CD/DVDs should be free of viruses/malware.
- ♦ The program will constitute 70 percent of the final score.

DESKTOP APPLICATION PROGRAMMING
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PROGRAM READABILITY AND STYLE					
Appropriate names of variables used	0	1–2	3–4	5	
Commentary provided line-by-line and/or section is readable, useful, and complete	0	1–5	6–10	11–15	
General program documentation readable, useful, and complete	0	1–7	8–14	15–20	
Input/output and program parameters properly documented	0	1–2	3–4	5	
Readme file contains name, state, school, instructions, and algorithm	0	1–2	3–4	5	
PROGRAM STRUCTURE AND CONTENT					
Program is concise, does not contain unnecessary complexity	0	1–2	3–4	5	
Appropriate data types used	0	1–2	3–4	5	
Algorithms reliable and straightforward Unusual approaches should be well documented	0	1–5	6–10	11–15	
Algorithms did not impose any special limitations not described in the program instructions	0	1–3	4–7	8–10	
RESULTS					
Program was error free	0	1–3	4–7	8–10	
The program handled user and/or data input errors well	0	1–5	6–10	11–15	
Program functioned as required and meets requirements	0	1–7	8–14	15–20	
Resulting outputs, screens, and messages were useful	0	1–7	8–14	15–20	
Subtotal					**/150 max.**

Penalty Points Deduct five (5) points for not adhering to Guidelines.
❏ 2 copies of media not received ❏ Statement of Assurance not received ❏ media labeled incorrectly   _____

| **Total Points** | | | | | **/150 max.** |

DIGITAL VIDEO PRODUCTION

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

2008 TOPIC

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

The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

NOTE: Event requires a performance portion at the NLC.

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: **www.mediafestival.org/copyrightchart.html**
- U.S. Copyright Office: **www.copyright.gov/** or **www.copyright.gov/title17/circ92.pdf**

PROJECT GUIDELINES

- Presentations must address the given topic.
- Presentations should be at least two (2) and no more than four (4) minutes in length.
- Entries may be created in any video editing program, but must play on a standard CD or DVD player. The program must include a player or viewer to run the production.
- The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
- It is recommended royalty free music be used, but it still must be documented the music is royalty free.
- Entries must be accompanied by a readme file (300 words or less) noting software used, clearances obtained, sources of information, references, and instructions of running the presentation.
- **Submit two (2) CDs or DVDs into conference registration on Friday, March 28, 2008 for judging.** Submissions will not be accepted after Friday. CDs or DVDs must be clearly labeled with the name of the event, chapter, and participant's name.

DIGITAL VIDEO PRODUCTION
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Theme properly developed	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 laws have been followed and permissions are cited in readme file	0	1–3	4–7	8–10	
Presentation is clear and concise	0	1–7	8–14	15–20	
Effective use of innovative technology	0	1–7	8–14	15–20	
Proper use of grammar, spelling, punctuation, etc.	0	1–2	3-4	5	
Readme file	0	1-2	3-4	5	
PRESENTATION					
Presentation 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	1–5	6–10	11–15	
Audio Editing • Good quality • Appropriate volume	0	1–5	6–10	11–15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1–5	6–10	11–15	
Titles and graphics enhance overall quality or presentation	0	1–5	6–10	11–15	
Presentation effective at motivating audience to action	0	1–5	6–10	11–15	
Subtotal					**/200 max.**

Time Penalty Deduct five (5) points for presentations over four (4) minutes. Time: _____

Penalty Points Deduct five (5) points for not adhering to Guidelines.
❑ 2 copies of media not received ❑ Statement of Assurance not received ❑ media labeled incorrectly   _____

Final Score   **/200 max.**

NEW! INTERNET APPLICATION PROGRAMMING

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

NOTE: Event requires a performance portion at the NLC.

2008 TOPIC
- Create an interactive Web page that will calculate GPA. At least two (2) files/tables will be located on the server, one to hold student information (student ID, first name, last name, middle initial, address, city, state, zip code, adviser, and curriculum) and one to hold student class grades (student ID, class ID, grade, credit hours, semester code). Final file/table layouts must be included on the CD/DVD.
- The starting point will be a Web page asking for student ID. If the student record is found, return with student data and read the grade file/table, list courses, grade, credit hours attempted, quality points by semester and cumulative, calculated GPA for each semester, and calculated overall GPA.
- If the student record is not found, return to an informational page stating the student has no records. Ask user if they would like to add the student. If no, go back to initial Web page. If yes, display a form that asks for the student master file/table fields and do validation of those fields according to the specifications below. State should be a drop-down list box with your state as the default option. Zip code could be separate fields for ZIP and ZIP+4. Validation for adviser ID and curriculum ID will depend on the options you choose. If using separate files/tables for either or both of these fields, use drop-down list boxes. Ask user how many grades are to be entered and then generate form accordingly. More validation will be needed for this form. When all classes and grades have been entered, display the information as if the user had just entered the student ID and the record was found.
- GPA is calculated by using the sum of the quality points [numeric grade value (A=4, B=3, C=2, D=1, and F=0) multiplied by the credit hours of class], divided by the sum of the credit hours attempted. For example, A in a three credit hour class equals 12 quality points, B in a three credit hour class equals nine quality points, C in a two credit hour class equals four quality points. The sum is 25 quality points. The sum of credit hours attempted is eight credits. The final GPA is calculated 25 divided by 8 equals 3.125.

PROGRAM GUIDELINES
- **Two (2) CD/DVDs containing the items listed in the next bullet should be turned in during conference registration on Friday, March 28, 2008.**
- The CD/DVD should include the URL of the start page for the application, a listing of the source code in a text file, file/table layouts in a text file, and a listing of the data files/tables in a text file. On any fields that do not have a specified length (student ID), list the field length. On fields that allow you to create your own field convention (Adviser ID, Curriculum ID, Class ID, and Semester code), list the field length along with the reasoning behind the field convention being used, include examples and data validation that should be done. To ensure accurate comparisons, the data files/tables should be backed up/copied prior to creating the CD/DVD. Once the project has been judged at the state level, the data files/tables should be recovered/copied back for judging at the national level. This will guarantee that the data files/tables are the same for national judging.
- **The URL must be available for viewing on the Internet on Friday, March 28, 2008.**
- The solution must run with no programming errors and entries will be judged according to the rating sheet.
- Points will be deducted for any logical errors.
- Programs must be accompanied by a readme file noting software used; name(s) of participant(s), school, and state; source of information; and instructions on running the program.
- Mozilla Firefox will be used for grading.

INTERNET APPLICATION PROGRAMMING
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PAGE LAYOUT DESIGN					
Fonts, colors, and graphics enhance aesthetic appeal	0	1–3	4–7	8–10	
Site uses innovative technology tools and enhancements effectively	0	1–5	6–10	11–15	
CONTENT					
Effectiveness of site	0	1–3	4–7	8–10	
Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
APPLICATION DESIGN					
Form fields are validated	0	1–5	6–10	11–15	
Application optimized for speed	0	1–3	4–7	8–10	
Transaction data is appropriately prepared for assigned topic	0	1–3	4–7	8–10	
RESULTS					
Program was error free	0	1–3	4–7	8–10	
The program handled user and/or data input errors well	0	1–5	6–10	11–15	
Program functioned as required and meets requirements	0	1–7	8–14	15–20	
Resulting outputs, screens, and messages were useful and correct	0	1–7	8–14	15–20	
Subtotal					**/150 max.**

Penalty Points Deduct five (5) points for not adhering to Guidelines.
❑ 2 copies of media not received ❑ Statement of Assurance not received ❑ media labeled incorrectly   _____

Total Points   **/150 max.**

LOCAL CHAPTER ANNUAL BUSINESS REPORT

Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. The Hamden L. Forkner Award recognizes PBL chapters that effectively summarize their year's activities. The event provides participants with valuable experience in preparing annual business reports. The report should include the chapter's annual business; follow the rating sheet sequence in writing the report. Projects used for other PBL reports may be included.

NOTE: Event requires a performance portion at the NLC.

GUIDELINES

- **Report should be converted into a .pdf file and put on a CD or DVD to be turned in to conference registration on Friday, March 28th, 2008.**
- Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and start of the current State Business Leadership Conference.
- Penalty points will be given if the written report doesn't adhere tot he report cover and report content guidelines.
- Report covers are not counted against the page limit and may contain other information.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x).
- 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 should be numbered.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)

LOCAL CHAPTER ANNUAL BUSINESS REPORT
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CHAPTER PROFILE					
Letter to chapter membership (stockholders)	0	1-2	3-4	5	
Chapter Information Included • Number of members • Size of school and community • When and where the chapter was organized	0	1-2	3-4	5	
PRODUCTIVITY					
Recruitment of members and chapters	0	1–2	3–4	5	
Leadership development for officers and members	0	1–3	4–7	8–10	
Preparation of students for business careers	0	1–2	3–4	5	
Service to the school and community	0	1–3	4–7	8–10	
Cooperation with business, professional, and service groups	0	1–2	3–4	5	
Participation in public relations and activities	0	1–2	3–4	5	
Support of FBLA-PBL national and state projects	0	1–2	3–4	5	
Attendance and participation at state and nationally sponsored conferences	0	1–2	3–4	5	
RECOGNITION					
For PBL competitive events and activities	0	1–2	3–4	5	
For school, community, business, and industry activities	0	1–2	3–4	5	
BUSINESSLIKE PROCEDURES					
Chapter management and organization	0	1–2	3–4	5	
Financial development, including fund-raising and financial statement	0	1–2	3–4	5	
FORMAT OF REPORT					
Clear and concise presentation with logical arrangement of information	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–2	3–4	5	
Design and graphics	0	1–2	3–4	5	
Subtotal					**/100 max.**
Penalty Points: Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages, pasted items ❑ no page numbers in report ❑ 2 copies of report not received ❑ report format follows rating sheet _____					
Total Points					**/100 max.**

NETWORK DESIGN

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

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 competencies such as network installation—planning, configuration, and topology, problem solving and troubleshooting, network administrator functions, configuring network resources and services, configuration of Internet resources, security, and backup and disaster recovery. . Team members will take one (1) objective test collaboratively. The ten (10) teams with the highest score will be scheduled for a performance. **Teams will be notified via email of their qualification on Thursday, March 27, 2008.**
- A **case study** will be given outlining a small business and its computing environment and needs. Participants will then be required to analyze the situation and recommend a network solution to address the issues raised in the case study.

GUIDELINES

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to determine final rank.
- All teams will be sequestered forty (40) minutes before the first performance to receive instructions and time assignments.
- Twenty-five (25) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- All team members are expected to actively participate in the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have ten (10) minutes to present the case.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at nine (9) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over ten (10) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

NETWORK DESIGN
Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT AND RECOMMENDATION					
Described the situation	0	1–3	4–7	8–10	
Resolved problem	0	1–5	6–10	11–15	
Used correct terminology	0	1–5	6–10	11–15	
Presented an effective strategy	0	1–10	1–20	21–30	
TECHNOLOGY					
System appropriate for size of business	0	1–5	6–10	11–15	
Inclusion of various technologies	0	1–3	4–7	8–10	
Future needs are considered	0	1–3	4–7	8–10	
Meets the needs of the company	0	1–5	6–10	11–15	
DELIVERY					
Voice quality and diction	0	1–3	4–7	8–10	
Professional and poised	0	1–2	3–4	5	
Self-confident and assertive	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/150 max.**

Time Penalty Deduct five (5) points for presentations over ten (10) minutes. Time:

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

Final Score /150 max.

Objective Test Score (To be used only in the event of a tie.)

PARTNERSHIP WITH BUSINESS PROJECT

This event recognizes PBL chapters that develop and implement the most innovative, creative, and effective partnership plan for increasing sustained communication and interaction with the business community.

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

NOTE: Event requires a performance portion at the NLC.

REPORT GUIDELINES

- ♦ **Report should be converted into a .pdf file and put on a CD or DVD to be turned in to conference registration upon arrival on Friday, March 28th, 2008.**
- ♦ 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.
- ♦ Penalty points will be given if the written project does not adhere to the report cover and report.
- ♦ Report covers are not counted against the page limit and may contain other information.
- ♦ Front cover contains the following information: name of the school, state, name of the event, and year (200x–0x).
- ♦ 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.
- ♦ Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)

PARTNERSHIP WITH BUSINESS PROJECT
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
REPORT CONTENT					
Development Description of the partnership goals	0	1–2	3–4	5	
Description of the planning activities used to build a partnership	0	1–3	4–7	8–10	
Roles of business leaders and chapter members in developing the partnership	0	1–2	3–4	5	
Implementation Description of the activities implemented to learn concepts of business operations	0	1–5	6–10	11–15	
Level of involvement from business leaders	0	1–2	3–4	5	
Roles of business leaders and chapter members in implementing the project	0	1–2	3–4	5	
Results, concepts learned, and impact of the project provided	0	1–5	6–10	11–15	
Degree of Involvement—Hours spent, personal contact, and executives and department heads contacted	0	1–3	4–7	8–10	
Examples of publicity and recognition received as a result of the partnership	0	1–2	3–4	5	
FORMAT					
Clear and concise presentation with logical arrangements of information	0	1–3	4–7	8–10	
Creativity of written report and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Penalty Points: Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages, pasted items ❑ no page numbers in report ❑ 2 copies of report not received ❑ report format follows rating sheet _____					
Total Points					**/100 max.**

SMALL BUSINESS MANAGEMENT PLAN *formerly Business Plan*

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes PBL members who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

NOTE: Event requires a performance portion at the NLC.

REPORT CONTENTS

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

- ♦ *Executive Summary.* Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- ♦ *Company Description.* Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- ♦ *Industry Analysis.* Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.
- ♦ *Target Market.* Provides a brief overview of the nature and accessibility of the target market.
- ♦ *Competitive Analysis.* Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- ♦ *Marketing Plan and Sales Strategy.* Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- ♦ *Operations.* Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- ♦ *Management and Organization.* Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- ♦ *Long-Term Development.* Gives a clear vision for where the business will be in three (3), five (5), or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.
- ♦ *Financials.* Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.

In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, and the like.

REPORT GUIDELINES

- **Report should be converted into a .pdf file and put on a CD or DVD to be turned in to conference registration upon arrival on Friday, March 28th, 2008.**
- Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and start of the current State Business Leadership Conference.
- Penalty points will be given if the written project does not adhere to the report cover and report contents guidelines.
- Report covers are not counted against the page limit and may contain other information.
- Front cover contains the following information: name of student, name of the school, state, name of the event, and year (200x–0x).
- 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.
- Reports must not exceed thirty (30) pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)

SMALL BUSINESS MANAGEMENT PLAN
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Executive Summary • Convinces reader business concept is sound and has a reasonable chance of success • Is concise and effectively written	0	1–7	8–14	15–20	
Company Description • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company's financial status	0	1–5	6–10	11–15	
Industry Analysis • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market • Target market defined (size, growth potential, needs) • Effective analysis of market's potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition • Key competitors identified • Effective analysis of competitors' strengths and weaknesses • Potential future competitors • Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy • Key message to be communicated identified • Options for message delivery identified and analyzed • Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of technology	0	1–5	6–10	11–15	
Management and Organization • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan	0	1–5	6–10	11–15	

(continued on next page)

Long-term Development • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15
Financials • Type of accounting system to be used is identified • Financial projections, including monthly cash flow projections, are identified and reasonable • Financial assumptions clearly identified	0	1–7	8–14	15– 20
Supporting Documents • May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15

FORMAT

Clear and concise presentation with logical arrangements of information	0	1–3	4–7	8–10
Creativity of written presentation, design, and graphics	0	1–2	3–4	5
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10

Subtotal	**/200 max.**

Penalty Points: Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):
❑ cover incorrect ❑ missing table of contents & page numbers ❑ binding incorrect ❑ over thirty (30) pages, pasted items
❑ no page numbers in report ❑ 2 copies of report not received ❑ report format follows rating sheet _____

Total Points	**/200 max.**

WEBSITE DEVELOPMENT

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

NOTE: Event requires a performance portion at the NLC.

2008 TOPIC

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

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

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: **www.mediafestival.org/copyrightchart.html**
♦ U.S. Copyright Office: **www.copyright.gov/** or **www.copyright.gov/title17/circ92.pdf**

PROJECT GUIDELINES

♦ Projects must address the given topic (information may be real or fictitious). Student members, not advisers, must prepare projects.
♦ **The website must be available for viewing on the Internet by Saturday, March 29, 2008.**
♦ **URLs should be submitted to websitedevelopment@capbl.org by Wednesday, March 26, 2008.**
♦ Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
♦ The use of templates must be identified at the bottom of the home page.
♦ Websites should be designed to allow for viewing by as many different platforms as possible.

WEB SITE DEVELOPMENT
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PAGE LAYOUT AND DESIGN					
Fonts, colors, and graphics enhance aesthetic appeal	0	1–7	8–14	15–20	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Graphic design shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio, flash, animation, etc.)	0	1–3	4–7	8–10	
SITE NAVIGATION					
All links are functional and consistent	0	1–3	4–7	8–10	
Links are consistent and support theme	0	1–3	4–7	8–10	
Navigation is logical and effective	0	1–3	4–7	8–10	
CONTENT					
Effectiveness of site	0	1–10	11–20	21–30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–10	11–20	21–30	
TECHNICAL					
Proper use of grammar, spelling, punctuation, etc.	0	1–7	8–14	15–20	
Site is compatible with multiple browsers	0	1–3	4–7	8–10	
Accessibility					
Copyright laws have been followed; permissions are cited on the Web site; and the use of templates identified at the bottom of the home page	0	1–7	8–14	15–20	
Total Points					**/200 max.**