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The objective test will be machine graded. The top five (5) teams with the highest score will advance to the presentation portion of the event. A panel of judges will evaluate the performances of these finalists and determine the winners. Team places one to five are determined by weighting 20% team test score and 80% team performance score. The objective test score will be used to determine final rank in case of a tie.

The objective test score will determine places for teams not advancing to the performance portion of the event. Ties on the objective test will be broken based on selected questions and then on time. All judges' decisions are final.

## **Team Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place teams will represent Nebraska in the Entrepreneurship event at the National Leadership Conference. No more one (1) team member may have competed in this event at a previous National Leadership Conference or have competed more than two (2) years at the national level in this event.

## **NBEA Standards Reinforced by Event**

Accounting: the accounting process, special applications

Communication: foundations, organizational

Entrepreneurship: marketing, economics, finance, accounting, global market, legal, business plans

Management: management functions, human resource management

Marketing: foundations of marketing, the marketing mix, the marketing plan

**Career Clusters:** Business Management and Administration, Marketing

# ENTREPRENEURSHIP

## Performance Rating Sheet

Names \_\_\_\_\_

Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
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	
<b>EXPLANATION</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1-5	6-10	11-15	
Team members demonstrate 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	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	

**TIME** \_\_\_\_\_ **TOTAL POINTS** \_\_\_\_\_ /100 max

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed. \_\_\_\_\_

**FINAL PERFORMANCE SCORE** \_\_\_\_\_

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ x 80% = \_\_\_\_\_

**WRITTEN TEST SCORE** \_\_\_\_\_ x 20% = \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# **FBLA PRINCIPLES AND PROCEDURES**

## **Purpose**

Members in FBLA should be knowledgeable about the association and the information found in the official publications. This event provides recognition for FBLA members who are interested in learning about the background and current information of FBLA.

## **Eligibility**

All FBLA members in Grades 9 and 10 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given an objective test, which may include questions about the FBLA organization, bylaws, and handbook; FBLA national competitive events guidelines; FBLA national publications; and FBLA creed and national goals.

Participants must furnish their own No. 2 pencils and erasers.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the FBLA Principles and Procedures event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

# FUTURE BUSINESS LEADER

## Purpose

This event honors outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business.

## Eligibility

Seniors entered in the Job Interview event are eligible to enter this event.

## Procedure

This event consists of three (3) parts:

- Objective test
- Letter of application and resumé completed for the Job Interview event
- Interviews

### Objective Test

- The objective test may include questions about business concepts to include accounting, banking, business procedures, communications, economics, ethics, global business, law, management, marketing, math, and technology; FBLA-PBL history, programs, and bylaws; and parliamentary procedure.
- Fifty (50) minutes will be allowed for the objective test.
- Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.
- The objective test is 50 percent of the score for the preliminary round of the event.

### Letter of Application and Resumé

- The letter of application and resumé submitted for the Job Interview event will be used for the Future Business Leader event.

### Preliminary Interview

- The Job Interview preliminary interview score will be used as the preliminary Future Business Leader interview score.
- The interview score is 50 percent of the score for the preliminary round of the event.

### Final Interview

- The top eight (8) finalists will be scheduled for a final seven- (7) minute interview.
- The Future Business Leader Final Interview Rating Sheet will be used for the interview.
- A panel of judges will conduct the interviews. The Job Interview resumé will be used during this interview to help judges learn more about each student.

## Performance Competencies

- Answer questions effectively
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas

## Judging

The final interview for Future Business Leader will determine the winner.

## Awards

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place winners of this event will represent Nebraska in the Future Business Leader event at the National Leadership Conference. Future Business Leader Scholarships will be presented to the national competitors in the Future Business Leader event.

## **NBEA Standards Reinforced by Event**

Accounting: the accounting cycle, the accounting process

Business Law: basics of the law

Career Development: workplace expectations

Communication: foundations, social, employment, organizational

Computation: mathematical, problem-solving applications

Entrepreneurship: entrepreneurs and entrepreneurial opportunities

International Business: foundations of international business

Management: management functions

Marketing: foundations of marketing

**Career Clusters:** Business Management and Administration, Information Technology, Marketing

# FUTURE BUSINESS LEADER

## Final Interview Rating Sheet

Name \_\_\_\_\_ Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>INTERVIEW</b>					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-5	6-10	11-15	
Professional appearance	0	1-3	4-7	8-10	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
<b>LEADERSHIP ABILITY</b>					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explains participation in other school and/or community organizations	0	1-5	6-10	11-15	
Explains and shows areas of outstanding achievement	0	1-5	6-10	11-15	
Indicates understanding of career knowledge and career plans	0	1-5	6-10	11-15	

**TOTAL SCORE** \_\_\_\_\_ /100 max

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# GLOBAL BUSINESS

## Purpose

The global economy is a complex, continually flowing and constantly changing network of information, goods, services, and cultures. Most nations rely on other nations for natural resources to supply their needs and wants. Global business also provides new markets and investment opportunities as well as promotion of better relationships.

## Eligibility

Each local chapter may enter two (2) teams of two (2) to three (3) members from Grades 9 through 12.

## Procedure

This event is composed of two (2) parts: an objective test and a performance component with a panel of judges.

### Objective Test

- Sixty (60) minutes will be allowed for the objective test that may include questions on basic international concepts, ownership and management, marketing, finance, communication (including culture and language), treaties and trade agreements, legal issues, human resource management, ethics, taxes and government regulations, currency exchange, international travel, and career development.
- Team members will take the online objective test collaboratively at the local school at the designated time prior to the State Leadership Conference. Participants may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed. The five (5) teams with the highest test scores will be scheduled for the performance portion of the event. The order of the performance will be drawn at random by an impartial person at the State Office and announced prior to the conference.

## Performance

The interactive case study will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the performance.

- Members of the five (5) finalist teams will meet for instructions 30 minutes before each team's scheduled performance. Team members will not be sequestered. Twenty (20) minutes before their performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and presentation. 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 team has seven (7) minutes to interact with a panel of judges and present their solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Team members should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- Performances are open to conference attendees, except performing participants in this event. No audio or video recording will be allowed.

## Performance Competencies

- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate ability to work as a team
- Demonstrate an understanding of the case and explain recommendations
- Demonstrate good decision-making and problem-solving skills
- Demonstrate good verbal communication skills

## **Judging**

The objective test will be machine graded. The top five (5) teams with the highest score will advance to the performance. A panel of judges will evaluate the performances of these finalists and determine the winners. Team places one to five are determined by weighting 20% team test score and 80% team performance score. In case of a tie, the objective test score will be used to break the tie.

The objective test score will determine places for teams not advancing to the performance. Ties on the objective test will be broken based on selected questions and then on time. All judges' decisions are final.

## **Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place teams in this event will represent Nebraska in the Global Business event at the National Leadership Conference. Only one (1) team member may have competed in this event at a previous National Leadership Conference or have competed more than two (2) years at the national level.

## **NBEA Standards Reinforced by Event**

Accounting: the accounting cycle

Economics and Personal Finance: economic systems, international economic concepts

Entrepreneurship: global markets

International Business: foundations of international business, organization structures for international business activities, international trade relations, international management, international marketing, international finance

Management: global perspective

Marketing: foundations of marketing, the marketing mix

**Career Clusters:** Business Management and Administration, Finance, Government and Public Administration, Marketing

# GLOBAL BUSINESS

## Performance Rating Sheet

Names \_\_\_\_\_

Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
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	
<b>DELIVERY</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language is used	0	1-5	6-10	11-15	
Team members 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	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	

**TOTAL POINTS** \_\_\_\_\_ /100 max

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed. \_\_\_\_\_

**PERFORMANCE SCORE** \_\_\_\_\_ x 80% = \_\_\_\_\_

**WRITTEN TEST SCORE** \_\_\_\_\_ x 20% = \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# HEALTH CARE ADMINISTRATION

## **Purpose**

Health care administrators manage the business side of health services, ensuring the effective use of resources to ensure the best medical care to the community. These skills include managing office activities, enhancing communication skills, identifying legal and ethical issues in health care practices, managing financial functions, and enhancing employability skills. This event recognizes FBLA members who have the ability to help people in the health care field.

## **Eligibility**

All FBLA members in Grades 9 through 12 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test that may include managing office activities, enhancing communication skills, identifying legal and ethical issues in health care practices, managing financial functions, and enhancing employability skills.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1st Place – Plaque
- 2nd Place – Plaque
- 3rd Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Health Care Administration event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Communication: workplace and technological communication  
Management: ethics and social responsibility, personal management skills

**Career Clusters:** Business Management and Administration; Health Science

# HELP DESK

## Purpose

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 FBLA members who demonstrate an understanding of and ability to provide technical assistance to end users.

## Eligibility

All FBLA members in Grades 9 through 12 are eligible to compete. Eight (8) finalists will be selected to interact with a panel of judges using a role-play situation based on customer service in the technical field.

## Procedure

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

### Objective Test

- Fifty minutes will be allowed for the objective test, which will include questions on:
  - Introduction to help desk concepts
  - Help desk operations
  - People component: help desk roles and responsibilities (customer service, difficult customers, stress, listening and communication skills)
  - Process component: help desk process and procedures—(training, user needs, analysis and assessment)
  - Information component: help desk performance measures (troubleshooting, solving and preventing problems, types of software—call management, resolution, reporting tools, common problems)
  - Help desk setting
  - Customer support as a profession

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## Performance

- The top eight (8) individuals with the highest score on the objective test will advance to the presentation round.
- Participants will meet for instructions 15 minutes prior to their competition times. Ten (10) minutes before the scheduled performance time, 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. This is a role play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.
- This event is not open to conference attendees.

## Performance Competencies

- Demonstrate ability to make a businesslike presentation
- Demonstrate good verbal communication skills
- Provide ways for client to solve their problem
- Translate case into effective, efficient, and spontaneous action
- Resolve conflict resolution

## **Judging**

The objective test will be machine graded. The top eight (8) participants with the highest score will advance to the performance portion of the event. A panel of judges will evaluate the performances of these finalists and determine the winners. Places are determined by weighting 20% test score and 80% performance score. The objective test score will be used to determine final rank in case of a tie. All judges' decisions are final.

The objective test score will determine honorable mention winners for participants not advancing to the performance portion of the event. Ties on the objective test will be broken based on time.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place winners will represent Nebraska in the Help Desk event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Communication: foundations, employment

Information Technology: information retrieval, privacy and ethics, application software

**Career Clusters:** Business Management and Administration, Information Technology

# HELP DESK

## Performance Rating Sheet

Names \_\_\_\_\_

Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>PROBLEM IDENTIFICATION</b>					
Describes the situation(s)	0	1-3	4-7	8-10	
Problem/incident properly documented	0	1-3	4-7	8-10	
Issues a solution or recommendation(s); resolves problem	0	1-5	6-10	11-15	
<b>TECHNOLOGY</b>					
Basic hardware/software knowledge, uses correct terminology	0	1-2	3-4	5	
Demonstrates the ability to effectively answer client's technical questions	0	1-3	4-7	8-10	
Meets the needs of the client/customer	0	1-3	4-7	8-10	
Demonstrates troubleshooting skills and effective investigative methods	0	1-3	4-7	8-10	
<b>DELIVERY</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language is used	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Demonstrates conflict resolution skills	0	1-2	3-4	5	
Brings to closure	0	1-2	3-4	5	

**TOTAL POINTS** \_\_\_\_\_ /100 max

**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) \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

# HOSPITALITY MANAGEMENT

## **Purpose**

Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business travel and events.

## **Eligibility**

All FBLA members in Grades 9 through 12 are eligible to compete.

## **Procedure**

Fifty minutes will be given for this event. Participants will be given a written objective test that may include questions on hospitality operation and management functions; hotel sales process; hospitality marketing concepts; human resource management in the hospitality industry; environmental, ethical, and global issues; customer service in the hospitality industry; legal issues, financial management, and budgeting; current hospitality industry trends; and types of hospitality markets and customers.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

1st Place – Plaque  
2nd Place – Plaque  
3rd Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Hospitality Management event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Accounting: financial analysis  
Business Law: environmental law & energy regulation  
Communication: workplace communication  
Information Technology: database management systems  
Management: ethics & social responsibility, human resource management, industry analysis  
Marketing: the marketing plan

**Career Clusters:** Hospitality & Tourism, Business Management & Administration

# IMPROMPTU SPEAKING

## Purpose

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 FBLA members who develop qualities of business leadership by combining quick and clear thinking with conversational speaking.

## Eligibility

Each chapter may enter one FBLA member from Grades 9 through 12. A contestant entered in the Impromptu Speaking event is not eligible to enter Public Speaking I or II.

## Procedure

### Preliminary Round

- Participants will be assigned groups and the order of speaking for the preliminary round based on random selection prior to the State Leadership Conference. The contestant will be notified of his/her preliminary round group prior to the conference.
- This is a sequestered event; therefore, all participants must report to the holding room at the time designated in the conference program. Participants will remain in the holding room until their preparation times. If there is a time conflict with another event, the participant must choose between events.
- Each participant will be given the same topic related to the FBLA goals, activities, current programs, current events, and/or relevant business topics. The participant will have ten (10) minutes to prepare his/her speech prior to appearing before the judges.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- Two (2) 4" by 6" note cards will be provided for each contestant and may be used during the preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- Each speech should be four (4) minutes in length.
- At the time of the performance, the event administrator will introduce each participant by name only. A timekeeper will stand at three (3) minutes and again at four (4) minutes. When the speaker is finished, the time used by each participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29 minutes.
- The top two (2) speakers in each group will proceed to a final round. Finalists will be posted as they are determined by the judge in each group.
- All performances are open to conference attendees, except performing participants of this event.

### Final Round

- Finalists will be sequestered and must report to the holding room at the time designated in the conference program. All other procedures as outlined in the preliminary round will be followed for the final round.

### FBLA Goals

The goals include:

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

## **Performance Competencies**

- Demonstrate ability to make a businesslike presentation
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

## **Judging**

There will be one judge for each preliminary presentation. In the finals, there will be more than one judge. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place winners will represent Nebraska in the Impromptu Speaking event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Communication: foundations, social

**Career Clusters:** Business Management and Administration, Marketing

# IMPROMPTU SPEAKING

## Performance Rating Sheet

Preliminary Round

Final Round

Name \_\_\_\_\_ Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
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	1-3	4-7	8-10	
<b>ORGANIZATION</b>					
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	
<b>DELIVERY</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Participant demonstrates self-confidence, poise, and attitude	0	1-2	3-4	5	
Uses appropriate gestures and has good eye contact	0	1-2	3-4	5	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-3	4-7	8-10	

**TIME** \_\_\_\_\_ **TOTAL POINTS** \_\_\_\_\_ /100 max

**TIME PENALTY.** Deduct five (5) points for presentations under 3:31 or over 4:29 minutes. \_\_\_\_\_

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed. \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_ /100 max

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

# INTRODUCTION TO BUSINESS

## **Purpose**

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

## **Eligibility**

All FBLA members in Grades 9 and 10 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given an objective written test that may include questions on money management, banking, and investments; consumerism; characteristics and organization of business; economic systems; rights and responsibilities of employees, managers, owners, and government; career awareness; global (international) business; ethics; and insurance.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Introduction to Business event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Career Development: career research, workplace expectations

Computation: mathematical foundations

Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit

Entrepreneurship: entrepreneurs and entrepreneurial opportunities

Management: business organization

Marketing: foundations of marketing

**Career Clusters:** Business Management and Administration, Finance, Marketing

# INTRODUCTION TO BUSINESS COMMUNICATION

## **Purpose**

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all business people. This event provides recognition for FBLA members who demonstrate an understanding of basic communication skills and concepts.

## **Eligibility**

All FBLA members in Grades 9 and 10 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test that may include grammar, punctuation and capitalization, oral communication concepts, reading comprehension, word definition and usage, proofreading and editing, and spelling.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Introduction to Business Communication event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Communication: foundations, employment, organizations

**Career Clusters:** Business Management and Administration, Marketing

# INTRODUCTION TO PARLIAMENTARY PROCEDURE

## **Purpose**

This event recognizes FBLA members who demonstrate knowledge of basic principles of parliamentary procedure along with an understanding of FBLA's organization and procedures.

## **Eligibility**

All FBLA members in Grades 9 and 10 are eligible to compete except they may not compete in both Introduction to Parliamentary Procedure and the Parliamentary Procedure Team event. The only exception will be a candidate for the office of State Parliamentarian who is not a member of a team.

In the event a State Parliamentarian candidate qualifies for the National Parliamentary Procedure team, he/she will be ineligible to receive recognition in the Introduction to Parliamentary Procedure event.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given an objective test on the principles of parliamentary procedure and the FBLA National Bylaws. Questions for the parliamentary procedure principles portion of the exam will be drawn from the National Association of Parliamentarians' official test bank.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Introduction to Parliamentary Procedure event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

**Career Clusters:** Business Management and Administration

# INTRODUCTION TO TECHNOLOGY CONCEPTS

## **Purpose**

The processing of data is important to the successful operation of business. This event provides recognition for FBLA members who understand the basic principles involved in computer technology.

## **Eligibility**

All FBLA members in Grades 9 and 10 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be given for this event. Participants will be given a written objective test that may include questions on computer application concepts, basic computer principles terminology, programming basic concepts (structure, logic), computer equipment, and safety and security.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Event**

The first-, second-, and third-place winners of this event will represent Nebraska in the Introduction to Technology Concepts event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Information Technology: operating systems, environments and utilities, application software, input technologies

**Career Cluster:** Information Technology

# JOB INTERVIEW

## Purpose

This event recognizes FBLA members who demonstrate proficiency in applying for employment in business.

## Eligibility

FBLA members in Grade 12 are eligible to compete. Chapters may enter 90% of their seniors registered for the state conference in this event (e.g., 10 seniors registered for the conference, 9 seniors can enter the Job Interview event).

## Procedure

The participant must apply for a full- or part-time job classified as a business or business-related job with Merit Corporation. 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.

This event consists of three parts:

- Pre-interview preparation: Bring an application letter and resume to the State Leadership Conference.
- Interview time session: Submit the application letter and resume at the designated time in the conference program. Arrange for a job interview time.
- Interview: Complete an interview(s) with business professionals.

## Regulations

1. Pre-interview Preparation (prior to SLC)
  - a. Participant, not adviser, must prepare a letter of application and resume for a business position for which the applicant is most qualified. Examples might include but are not limited to the following:

Accounting Clerk	Network Administrator Assistant
Administrative Assistant	Receptionist
Desktop Publishing Assistant	Web Page Design Intern
Management Intern	Word Processing Specialist
Marketing Assistant	
  - b. Address one-page letter of application to:

Dr. Terry E. Johnson  
Director of Human Resources  
Merit Corporation  
1640 Franklin Place  
Omaha, NE 68102
  - c. Resume must not exceed one page and no photographs are allowed.
  - d. Merit Corporation is a large fictional corporation located in Omaha, Nebraska, that is currently interviewing for both full- and part-time positions. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
2. Schedule Job Interview Time (during SLC; see SLC program for event time slot)
  - a. Appropriate business attire is to be worn when scheduling the job interview time.
  - b. Bring the original one-page letter of application and résumé. (Participants reporting without a letter of application and résumé may be disqualified.)
  - c. Submit completed job interview information to the event administrator(s) and receive interview time.
3. Interview Procedures (during SLC)
  - a. No other job interview materials may be submitted to the judges.
  - b. Participants will not know their interviewer's name prior to the scheduled interview. Interviewers will introduce themselves at the time of the interview.
  - c. Report for interview at least ten (10) minutes prior to the scheduled interview time. If the student is late for the scheduled interview time, he/she will be disqualified.

- d. Interviews are scheduled at 10-minute intervals.
- e. Check posting of job interview callbacks (see SLC program).
- f. If applicable, report for job interview semi-finals at time scheduled.
- g. Check posting (see SLC program) for final interview callbacks.
- h. If applicable, report for job interview finals at time scheduled.

### **Performance Competencies**

- Answer questions effectively
- Demonstrate good communication skills
- Exhibit a professional and poised appearance
- Communicate career knowledge and plans

### **Judging**

The score from the preliminary interview will be used as the preliminary interview score in the Future Business Leader event.

#### **Preliminary Interview**

The interview will be conducted and the participant evaluated on the Preliminary Job Interview Event rating sheet. The top student from each judge's group will be selected for semifinal interviews.

#### **Semifinal Interview**

The contestants selected to be interviewed a second time will be posted on the conference bulletin board at the designated time in the program. The purpose of the semi-final interview is to determine finalists for the Job Interview Event. Judges will use the Semifinal/Final Job Interview Event rating sheet. The top two students from each judge's semifinal group (ten finalists) will be selected for final interviews.

#### **Final Interviews**

The contestants selected to be interviewed a third time will be posted on the conference bulletin board at the designated time in the program. The final (third) interview will be used to determine the final placings in the Job Interview Event. The ten finalists will be interviewed by the same two judges. Judges will use the Semifinal/Final Job Interview Event rating sheet.

### **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be given to the top students as determined by the event chairperson and judges. All judges' decisions are final.

### **National Entry**

The first- and second-place winners of this event will represent Nebraska in the Job Interview event at the National Leadership Conference.

### **NBEA Standards Reinforced by Event**

Career Development: self-awareness, career research, workplace expectations, career strategies  
Communications: employment

**Career Clusters:** Business Management and Administration, Finance, Marketing

# PRELIMINARY JOB INTERVIEW

## Rating Sheet

Name \_\_\_\_\_ Chapter \_\_\_\_\_

	Outstanding (✓)	Above Average (✓)	Average (✓)	Needs Improvement (✓)
<b>LETTER OF APPLICATION, RESUME, AND JOB APPLICATION FORM (20 PERCENT)</b>				
Clear and concise presentation of facts with logical arrangement				
Correct grammar, punctuation, spelling, and acceptable business style				
Educational/work preparation				
<b>INTERVIEW (80 PERCENT)</b>				
Professional appearance (grooming and appropriate attire)				
Demonstrates proper greeting, introduction and closing				
Demonstrates poise, maturity, and good attitude				
Demonstrates self-confidence, initiative, and assertiveness				
Demonstrates the ability to understand and respond to interview questions				
Illustrates adequate qualifications for the position				
Possesses career knowledge about the position				
Justifies career plans				
Asks appropriate questions				

(Check One)	OVERALL EVALUATION	RANGE	SCORE
	Outstanding	100-96	
	Above Average	95-91	
	Average	90-86	
	Needs Improvement	85-81	

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed \_\_\_\_\_

This student advances to the Semifinal Interview.  
(Only one student in each group will advance.)

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# KEYBOARDING KNOWLEDGE

## **Purpose**

A basic knowledge of keyboarding and its capability is important to any employee. This event provides recognition for FBLA members who possess knowledge of information that an employee should have about keyboarding.

## **Eligibility**

All FBLA members in Grades 7 through 10 who have not had more instruction than that covered in one school year of keyboarding are eligible for this event. Participants must not be taking or have taken any course that involves word processing or keyboarding instruction beyond the basic one-year course.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test that may cover the following: basic computer knowledge; letter, symbol and figure keys; basic keyboarding applications; ten-key pad; formatting; word division; number rules; and basic computer terminology.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

There is **no** national event for Keyboarding Knowledge. The winner of this event, therefore, will not be eligible to participate in the National Leadership Conference as a competitor in Keyboarding Knowledge.

# MANAGEMENT DECISION MAKING

## Purpose

Making critical decisions that provide the right direction and a winning position in today's business world is essential to good management. Business executives must make high-quality, nearly instantaneous decisions all the time. The ability to make the right decisions concerning vision, growth, resources, strengths, and weaknesses leads to a successful business. It is management's responsibility to manage for today and tomorrow, to manage for optimum efficiency, and to manage to compete in the marketplace.

## Eligibility

Each local chapter may enter two (2) teams of two (2) to three (3) members from Grades 9 through 12.

## Procedure

This event is composed of two (2) parts: an objective test and a performance component with a panel of judges. This is a role-play event.

### Objective Test

- Sixty (60) minutes will be allowed for the objective test that may include questions on information and communication systems, human resource management, financial management, business operations, management functions and the environment, business ownership and law, strategic management, ethics and social responsibility, marketing, economic concepts, and careers.
- Team members will take the online objective test collaboratively at the local school at the designated time prior to the State Leadership Conference.
- Participants may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.
- The five (5) teams with the highest scores will be scheduled for the performance portion of the event. The order of performance will be drawn at random by an impartial person at the State Office and announced prior to the conference.

### Performance

- An interactive case will include a problem encountered by managers in one of the following areas: human resource management, financial management, marketing management, or information systems management. Members of the team will assume the role(s) of management and present a solution to the case problem.
- Members of the five (5) finalist teams will meet for instructions 30 minutes before each team's scheduled performance. Team members will not be sequestered. Twenty (20) minutes before their performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and presentation. Information may be written on both sides of the note cards. Note cards will be collected following the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- All team members must participate in the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- Performances are open to conference attendees, except performing participants in this event. No audio or video recording will be allowed.

## **Performance Competencies**

- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate ability to work as a team
- Demonstrate an understanding of the case and explain recommendations
- Demonstrate good decision-making and problem-solving skills
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

## **Judging**

The objective test will be machine graded. The top five (5) teams with the highest score will advance to the presentation portion of the event. A panel of judges will evaluate the performances of these finalists and determine the winners. Team places one to five are determined by weighting 20% team test score and 80% team performance score. The objective test score will be used to determine final rank in case of a tie.

The objective test score will determine places for teams not advancing to the performance portion of the event. Ties on the objective test will be broken based on selected questions and then on time. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place teams in this event will represent Nebraska in the Management Decision Making event at the National Leadership Conference. Only one (1) team member may have competed in this event at a previous National Leadership Conference or have competed more than two (2) years at the national level in this event.

## **NBEA Standards Reinforced by Event**

Accounting: financial statements, special applications

Business Law: business organizations

Communications: foundations, organizational

Economics and Personal Finance: economic systems, markets and prices

Entrepreneurship: entrepreneurs and entrepreneurial opportunities

Information Technology: impact on society

Management: management functions, business organization, ethics and social responsibility, management theories, financial decision making

**Career Clusters:** Business Management and Administration, Marketing

# MANAGEMENT DECISION MAKING

## Performance Rating Sheet

Names \_\_\_\_\_

Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
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	
<b>DELIVERY</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members 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	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	

**TOTAL POINTS** \_\_\_\_\_ /100 max

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed \_\_\_\_\_

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ /100 max

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ x 80% = \_\_\_\_\_

**WRITTEN TEST SCORE** \_\_\_\_\_ x 20% = \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# MANAGEMENT INFORMATION SYSTEMS

## Purpose

The ability to design and implement an information system solution to effectively manage vast amounts of information is a valuable skill that leads to the success of many business entities today. The use of technology to develop these information systems plays a crucial role in a business' ability to compete in today's business environment. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.

## Eligibility

Each local chapter may enter two (2) teams of two (2) to three (3) members from Grades 9 through 12.

## Procedure

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

### Objective Test

- Sixty (60) minutes will be allowed for the objective test on systems analysis and design, database management and modeling concepts, object-oriented analysis and design, user interfaces, systems control, and defining systems and business requirements.
- Team members will take the online objective test collaboratively at the local school at the designated time prior to the State Leadership Conference. Team members may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

### Performance

An interactive case study will be given concerning a decision-making problem outlining a small business and its informational environment and needs. Teams will then analyze the situation and recommend an information system solution to address the issues raised.

The top five (5) teams with the highest score on the objective test will advance to the performance portion of the event. The order of performance will be randomly drawn by an impartial person at the State Office and announced prior to the conference.

- Members of the five (5) finalist teams will meet for instructions thirty (30) minutes before each team's scheduled performance. Team members will not be sequestered.
- Twenty (20) minutes before each performance, team members 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. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- A flip chart and markers will be provided.
- 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 interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. All team members must participate. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The performance is open to conference attendees, except to other performing participants of this event. No audio or video recording will be allowed.

## **Performance Competencies**

- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate ability to work as a team
- Demonstrate understanding of the case and explain recommendations
- Demonstrate good decision-making and problem-solving skills
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

## **Judging**

The objective test will be machine graded. The top five (5) teams with the highest score will advance to the performance portion of the event. A panel of judges will evaluate the performances of these finalists and determine the winners. Team places one to five are determined by weighting 20% team test score and 80% team performance score. The objective test score will be used to determine final rank in case of a tie.

The objective test score will determine places for teams not advancing to the performance portion of the event. Ties on the objective test will be broken based on selected questions and then on time. All judges' decisions are final.

## **Team Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place teams will represent Nebraska in the Management Information Systems event at the National Leadership Conference. No more one (1) team member may have competed in this event at a previous National Leadership Conference or have competed more than two (2) years at the national level in this event.

## **NBEA Standards Reinforced by Event**

Communication: technological, organizational

Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications

Management: technology and information management

**Career Clusters:** Business Management and Administration, Information Technology

# MANAGEMENT INFORMATION SYSTEMS

## Performance Rating Sheet

Names \_\_\_\_\_

Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
Describes the situation	0	1-3	4-7	8-10	
Issues a solution or recommendation	0	1-3	4-7	8-10	
Uses correct terminology	0	1-3	4-7	8-10	
Presents effective strategy	0	1-7	8-14	15-20	
<b>EXPLANATION</b>					
System appropriate for size of business	0	1-3	4-7	8-10	
System solution is feasible and realistic given specified time frame	0	1-3	4-7	8-10	
Technology is currently available	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Information security issues are addressed	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-3	4-7	8-10	
<b>DELIVERY</b>					
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-3	4-7	8-10	

**TOTAL POINTS** \_\_\_\_\_ /150 max

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed \_\_\_\_\_

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ /150 max

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ x 80% = \_\_\_\_\_

**WRITTEN TEST SCORE** \_\_\_\_\_ x 20% = \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# MARKETING

## Purpose

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

## Eligibility

Each local chapter may enter two (2) teams of two (2) to three (3) members from Grades 9 through 12.

## Procedure

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

### Objective Test

- Sixty (60) minutes will be allowed for the objective test that may include questions on the basic marketing fundamentals (price, product, place, and promotion); economics; selling and merchandising; channels of distribution; marketing, information research, and planning; promotion; advertising media; legal, ethical, and social aspects of marketing; and e-commerce.
- Team members may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.
- Team members will take the online objective test collaboratively at the local school at the designated time prior to the State Leadership Conference.
- The five (5) teams with the highest test scores will be scheduled for the performance portion of the event. The order of performance will be drawn at random by an impartial person at the State Office and announced prior to the conference.

### Performance

An interactive case study will be given concerning a marketing problem with the teams presenting a solution to the problem. All questions raised in the case must be addressed during the performance.

- Individuals will meet for instructions 30 minutes before each participant's scheduled performance. Individuals will not be sequestered. Twenty (20) minutes before the performance, the team will receive the case study.
- Two (2) 4" x 6" note cards will be provided 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.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- Performances are open to conference attendees, except performing participants in this event. No audio or video recording will be allowed.

## Performance Competencies

- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate ability to work as a team
- Demonstrate an understanding of the case and explain recommendations
- Demonstrate good decision-making and problem-solving skills
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

## Judging

The test will be machine graded. Ties will be broken based on the order in which the tests were returned. All judges' decisions are final.

## **Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place winners of this event will represent Nebraska in the Marketing event at the National Leadership Conference, provided they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Entrepreneurship: marketing, legal

Marketing: foundations of marketing, consumers and their behavior, external factors, the marketing mix, marketing research, the marketing plan

**Career Clusters:** Business Management and Administration, Marketing



# NETWORK DESIGN

## Purpose

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 FBLA members who demonstrate an understanding of and ability to apply these skills.

## Eligibility

Each local chapter may enter two (2) teams composed of two (2) to three (3) members from Grades 9 through 12.

## Procedure

This event is composed of two parts: an objective test and a performance component with a panel of judges.

### Objective Test

- Sixty (60) minutes will be allowed for the objective test that may include questions on network installation – planning, configuration and topology; problem solving and troubleshooting; network administrator functions; configuration of Internet resources; backup and disaster recovery; configuring network resources and services; and security.
- Team members will take the online objective test collaboratively at the local school at the designated time prior to the State Leadership Conference. Participants may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.
- The five (5) teams with the highest score will be scheduled for the performance portion of the event. The order of performance will be drawn at random by an impartial person at the State Office and announced prior to the conference.

### Performance

- The interactive case study will outline a small organization along with its computing environment and needs. Participants will be required to analyze the situation and recommend a network solution to address the issues raised in the case study.
- Members of the five (5) finalist teams will meet for instructions 30 minutes before each team's scheduled performance. Team members will not be sequestered.
- Twenty (20) minutes before their performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and presentation. Information may be written on both sides of the note cards. Note cards will be collected following the performance.
- Teams will be provided with flip chart paper and markers on which to present their proposed solution. No reference materials, visual aids, or electronic devices, other than those created during the preparation time, can be used during the preparation or presentation portions of this event.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members must participate in the presentation. Team members will be allowed to use their note cards and flip chart sheets in explaining their recommendations and rationale to the judges.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- Performances are open to conference attendees, except performing participants in this event. No audio or video recording will be allowed.

## Performance Competencies

- Analyze the computing environment and needs
- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate ability to work as a team
- Demonstrate an understanding of the case and explain recommendations
- Demonstrate good decision-making and problem-solving skills
- Demonstrate good verbal communications skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

## **Judging**

The objective test will be machine graded. The top five (5) teams with the highest score will advance to the presentation portion of the event. A panel of judges will evaluate the performances of these finalists and select the winners. The objective test score will be used to determine final rank in case of a tie. The objective test score will determine places for teams not advancing to the presentation portion of the event. Ties on the objective test will be broken based on selected questions and then on time. All judges' decisions are final.

## **Team Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place teams in this event will represent Nebraska in the Network Design event at the National Leadership Conference. No more than one (1) team member may have competed in this event at a prior National Leadership Conference or have competed more than two (2) years at the national level in this event.

## **NBEA Standards Reinforced by Event**

Communication: technological, organizational

Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications

Management: technology and information management

**Career Cluster:** Information Technology

# NETWORK DESIGN

## Performance Rating Sheet

Chapter \_\_\_\_\_

Names \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
Describes the situation	0	1-3	4-7	8-10	
Resolves problem	0	1-5	6-10	11-15	
Uses correct terminology	0	1-5	6-10	11-15	
Presents an effective strategy	0	1-10	11-20	21-30	
<b>TECHNOLOGY</b>					
System appropriate for size of business	0	1-5	6-10	11-15	
Technology is currently available or being developed	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	
<b>DELIVERY</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Team members demonstrate self-confidence, poise, good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-3	4-7	8-10	
Team members demonstrate the ability to effectively answer questions	0	1-3	4-7	8-10	

**TIME** \_\_\_\_\_ **TOTAL POINTS** \_\_\_\_\_ /150 max

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed. \_\_\_\_\_

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ /150 max

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ x 80% = \_\_\_\_\_

**WRITTEN TEST SCORE** \_\_\_\_\_ x 20% = \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# NETWORKING CONCEPTS

## **Purpose**

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

## **Eligibility**

All FBLA members in Grades 9 through 12 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test that will consist of questions on general network terminology and concepts, network operating system concepts, equipment for network access (firewall, DSU/CSU, T1, WiFi, etc.), OSI model and functionality, network topologies and connectivity, and network security.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Networking Concepts event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Information Technology: computer architecture, operating systems, environments, and utilities, system analysis and design, communications and networking infrastructures, network applications  
Management: technology and information management

**Career Cluster:** Information Technology

# PARLIAMENTARY PROCEDURE TEAM

## Purpose

This event recognizes FBLA members who demonstrate knowledge of the principles of parliamentary procedure. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.

## Eligibility

Each local chapter may enter a team of FBLA members in Grades 9 through 12 composed of four persons – president, vice president, secretary, and treasurer. Candidates for the office of State Parliamentarian may or may not be a team member but are required to take the written test. A student entered in the Introduction to Parliamentary Procedure Event may not compete in the Parliamentary Procedure Team event with the exception of a State Parliamentarian candidate who is not a member of a team.

## Procedure

### Objective Test

- Fifty (50) minutes will be allowed for an objective test on the principles of parliamentary procedure and the FBLA-PBL National Bylaws. Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles section will be drawn from the National Association of Parliamentarians' official test bank. The team score is determined by averaging the score of its four members. The four teams with the highest scores are then scheduled for a performance before a panel of judges.
- The examination and performance criteria for this event will be based on Robert's Rules of Order, Newly Revised (Copyright 2000).
- Contestants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators.

### Performance

The case problem will be given to simulate a regular chapter meeting.

- All members of the four participating teams will meet for instructions thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times.
- Twenty (20) minutes before each performance, each team's president will receive four copies of the case study to be distributed to each team member. The participants are not to write on a copy of the case study. The team may use the preparation time to consider procedure.
- Parliamentary procedure reference materials may be used during this preparation period but not during the performance. No other reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance the secretary will take notes, but the notes will not be transcribed into minutes.
- The following items may be taken into the preparation room and may be used in the performance: one copy of the problem for each member of the team, one copy of the agenda for each team member, the treasurer's report, a copy of the minutes from a preceding meeting, and paper for recording the minutes of this meeting. No scripts may be used during the preparation or performance. Participants may also refer to appropriate parliamentary procedure reference materials (e.g., Robert's Rules of Order) during the preparation time.
- The problem may or may not include each class of motions, but all five classes of motions – main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly – must be demonstrated during the performance.
- Performance time may be from 9 to 11 minutes. A timekeeper will stand at 8 minutes. When each team is finished, the time will be recorded, noting a deduction of 1 point for each full half minute (30 seconds) under 9 minutes or each full half minute (30 seconds) over 11 minutes.
- This performance is open to conference attendees, except performing participants of this event. No audio or video recording will be allowed.

## Performance Competencies

- Demonstrate critical thinking and problem solving
- Exhibit good communication skills
- Effectively present the case
- All team members contribute to presentation

## Judging

The objective test will be machine graded. Ties will be broken based on the time the last team member's test was submitted. The performance portion of the event will be evaluated by a panel of judges. An official timekeeper will be appointed. Judges' decisions will be based on Robert's Rules of Order, Newly Revised, Copyright 2000. All decisions of the judges are final.

Final rank is determined by a weighting of 20 percent team average test score and 80 percent team performance score.

## Individual Awards

(National Team Members)	1 <sup>st</sup> Place – Gavel
	2 <sup>nd</sup> Place – Gavel
	3 <sup>rd</sup> Place – Gavel
	4 <sup>th</sup> Place – Gavel

## Team Awards

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque
- 4<sup>th</sup> Place – Plaque

## National Participation

The state participants scoring the top four (4) scores on the written Parliamentary Procedure Test will represent Nebraska in the Parliamentary Procedure event at the National Leadership Conference. The top four (4) scores may include a candidate for State Parliamentarian who is not a member of a team.

No more than two (2) team members may have entered this event at a previous National Leadership Conference or have competed more than two (2) years at the national level in this event.

The national team will be announced at the Awards Assembly on the last day of the State Leadership Conference.

In order to facilitate the effective teamwork needed to produce a quality national parliamentary procedure team for Nebraska FBLA, all team members will need to attend the practices (approximately six) before the National Leadership Conference, which will be set to coincide with as many schedules as possible.

**Career Cluster:** Business Management and Administration

# PARLIAMENTARY PROCEDURE TEAM

## Performance Rating Sheet

**Instructions for Scoring Motions:** Full value should be given for correctly handling the following actions on motions. For example, if a motion does not require a second and the team handles this correctly, full credit should be given. Deduct one (1) point for each mistake in classification.

Chapter \_\_\_\_\_

Names \_\_\_\_\_

		Value	Score
<b>CLASSIFICATION</b>	<b>COMMENTS</b>		
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
<b>MOTIONS PERFORMANCE SUBTOTAL</b>		<b>30</b>	

<b>BUSINESS OF THE MEETING</b>		
Problem quality (concise, complete, clear, germane)	15	
Directions followed	5	
Other business quality	10	
<b>BUSINESS OF THE MEETING PERFORMANCE SUBTOTAL</b>		<b>30</b>

<b>GENERAL PARLIAMENTARY PROCEDURE</b>		
Proper order of business	10	
Proper use of parliamentary terms	10	
Clarity of expression and voice projection	5	
Impartiality of presiding official	5	
Initiative of members	5	
Poise, dignity, and appearance	5	
<b>GENERAL PARLIAMENTARY PROCEDURE PERFORMANCE SUBTOTAL</b>		<b>40</b>

TIME \_\_\_\_\_

**TOTAL POINTS** \_\_\_\_\_ /100 max

**TIME PENALTY.** Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. No deduction for performances between 8:31 and 11:29. \_\_\_\_\_

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed. \_\_\_\_\_

**FINAL PERFORMANCE SCORE** \_\_\_\_\_ x 80% = \_\_\_\_\_

**WRITTEN TEST SCORE** \_\_\_\_\_ x 20% = \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

# PERSONAL FINANCE

## **Purpose**

Financial literacy is essential in meeting the financial challenges of the 21st century. This event recognizes students who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations.

## **Eligibility**

All FBLA members in Grades 11 through 12 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test that may include questions on credit and debt, earning a living (income, taxes), managing budgets and finance, saving and investing, banking and insurance, financial principles related to personal decision making, and buying goods and services.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Personal Finance event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Economics and Personal Finance: markets and prices, allocation of resources, banking, buying goods and services

**Career Clusters:** Business Management and Administration, Finance

# PROOFREADING

## **Purpose**

Proofreading skill is essential in written communication. Proofreading errors can be costly to individuals and businesses. This event provides recognition for FBLA members who have the ability to find errors in printed copy.

## **Eligibility**

All FBLA members in Grades 7 through 10 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given an objective test, which will include locating errors of grammar, punctuation, spacing, figures, and meaning.

Participants must furnish their own No. 2 pencils and erasers.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

There is no national event for Proofreading. The winner of this event, therefore, will not be eligible to participate in the National Leadership Conference as a competitor in Proofreading.

# PUBLIC SPEAKING I

## Purpose

This event recognizes FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills.

## Eligibility

Each chapter may enter one FBLA member from Grades 9 through 10. A participant entered in the Public Speaking I event is not eligible to enter the Impromptu Speaking event. Each participant will be required to submit a computer-generated hard copy of the written speech and an audio recording of the speech submitted on a CD by the SLC registration deadline. The top 20 speeches will be selected to be presented at state competition. Time slots for the presentations will be randomly selected by the State Office staff. The top 20 participants will be notified of their eligibility and time slots prior to the conference.

## Procedure

### Preliminary Round

- Participants will be assigned groups and times for the preliminary round based on random selection prior to the State Leadership Conference.
- At the time of performance, the event administrator will introduce each participant by name and announce the title of his/her speech.
- Each speech must be 4 minutes in length. A timekeeper will stand at 3 minutes. When the speaker is finished, the time used by the participant will be recorded noting a deduction of 5 points for any time under 3:31 or over 4:29.
- All performances are open to conference attendees, except performing participants of this event. Performances may not be audio or video taped.
- The top five (5) participants from each group will be selected for the final round.

### Final Round

- The chairperson will randomly draw for performance times, which will be posted on the conference bulletin board. All other procedures as outlined for the preliminary round will be followed for the final round.

## Regulations

1. Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.
2. The content of the four-minute (4) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.
  - Develop competent, aggressive business leadership.
  - Strengthen the confidence of students in themselves and their work.
  - Create more interest in and understanding of American business enterprise.
  - Encourage members in the development of individual projects that contribute to the improvement of home, business and community.
  - Develop character, prepare for useful citizenship, and foster patriotism.
  - Encourage and practice efficient money management.
  - Encourage scholarship and promote school loyalty.
  - Assist students in the establishment of occupational goals.
  - Facilitate the transition from school to work.
3. A computer-generated hard copy of the written speech and an audio recording of the speech submitted on a CD must be mailed to the State Office by the registration deadline. Place student's name, chapter, event name, and title of speech directly on the CD and hard copy.
4. Participants will be notified of their eligibility prior to the conference.

5. Participants will compete in the preliminary round, and judges will determine the competitors who compete in the final round.
6. No visual or speaking aids may be used.
7. When speaking, participants may use 4” by 6” note cards; however, judges prefer that the speeches are memorized.
8. Any competitor receiving coaching from the adviser or members of the audience may be disqualified.
9. No microphone will be allowed.

### **Performance Competencies**

- Demonstrate ability to make a businesslike presentation
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

### **Judging**

Each participant will be judged by one or more judges. All judges’ decisions are final.

### **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention may be awarded to other top participants as determined by the judges.

### **National Entry**

The first- and second-place winners of this event will represent Nebraska in the Public Speaking I event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

### **NBEA Standards Reinforced by Event**

Communication: foundations, social

**Career Clusters:** Business Management and Administration, Marketing

# PUBLIC SPEAKING I

## Performance Rating Sheet

- Preliminary Round  
 Final Round

Name \_\_\_\_\_ Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
<b>ORGANIZATION</b>					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
<b>DELIVERY</b>					
Demonstrates self-confidence, poise and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact	0	1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-2	3-4	5	

**TIME** \_\_\_\_\_

**TOTAL POINTS** \_\_\_\_\_ /100 max

**TIME PENALTY.** Deduct five (5) points for presentations under 3:31 or over 4:29 minutes \_\_\_\_\_

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_ /100 max

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# PUBLIC SPEAKING II

## Purpose

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

## Eligibility

Each chapter may enter one FBLA member from Grades 11 through 12. A participant entered in the Public Speaking II event is not eligible to enter the Impromptu Speaking event. Each participant will be required to submit a computer-generated hard copy of the written speech and an audio recording of the speech submitted on a CD by the SLC registration deadline. The top 20 speeches will be selected to be presented at state competition. Time slots for the presentations will be randomly selected by the State Office staff. The top 20 participants will be notified of their eligibility and time slots prior to the conference.

## Procedure

### Preliminary Round

- Participants will be assigned groups and times for the preliminary round based on random selection prior to the State Leadership Conference.
- At the time of performance, the event administrator will introduce each participant by name and announce the title of his/her speech.
- Each speech must be 5 minutes in length. A timekeeper will stand at 4 minutes. When the speaker is finished, the time used by the participant will be recorded noting a deduction of 5 points for any time under 4:31 or over 5:29.
- All performances are open to conference attendees, except performing participants of this event. Performances may not be audio or video taped.
- The top five (5) participants from each group will be selected for the final round.

### Final Round

- The chairperson will randomly draw for performance times, which will be posted on the conference bulletin board. All other procedures as outlined for the preliminary round will be followed for the final round.

## Regulations

1. Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.
2. The content of the five-minute (5) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.
  - Develop competent, aggressive business leadership.
  - Strengthen the confidence of students in themselves and their work.
  - Create more interest in and understanding of American business enterprise.
  - Encourage members in the development of individual projects that contribute to the improvement of home, business and community.
  - Develop character, prepare for useful citizenship, and foster patriotism.
  - Encourage and practice efficient money management.
  - Encourage scholarship and promote school loyalty.
  - Assist students in the establishment of occupational goals.
  - Facilitate the transition from school to work.
3. A computer-generated hard copy of the written speech and an audio recording of the speech submitted on a CD must be mailed to the State Office by the registration deadline. Place student's name, chapter, event name, and title of speech directly on the CD and hard copy.
4. Participants will be notified of their eligibility prior to the conference

5. Participants will compete in the preliminary round, and judges will determine the competitors who compete in the final round.
6. No visual or speaking aids may be used.
7. When speaking, participants may use 4"x6" note cards; however, judges prefer that the speeches are memorized.
8. Any competitor receiving coaching from the adviser or members of the audience may be disqualified.
9. No microphone will be allowed.

### **Performance Competencies**

- Demonstrate ability to make a businesslike presentation
- Demonstrate good verbal communication skills
- Display self-confidence through knowledge of content and articulation of ideas
- Explanation is logical and systematic

### **Judging**

Each participant will be judged by one or more judges. All judges' decisions are final.

### **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention may be awarded to other top participants as determined by the judges.

### **National Entry**

The first- and second-place winners of this event will represent Nebraska in the Public Speaking II event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

### **NBEA Standards Reinforced by Event**

Communication: foundations, social

**Career Clusters:** Business Management and Administration, Marketing

# PUBLIC SPEAKING II

## Performance Rating Sheet

- Preliminary Round  
 Final Round

Name \_\_\_\_\_ Chapter \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>CONTENT</b>					
Relation to FBLA-PBL goals	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
<b>ORGANIZATION</b>					
Topic adequately developed	0	1-5	6-10	11-15	
Logical sequence of ideas	0	1-5	6-10	11-15	
Accomplishment of purpose	0	1-5	6-10	11-15	
<b>DELIVERY</b>					
Demonstrates self-confidence, poise and good voice projection	0	1-3	4-7	8-10	
Uses appropriate gestures and good eye contact	0	1-2	3-4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1-2	3-4	5	

**TIME** \_\_\_\_\_

**TOTAL POINTS** \_\_\_\_\_ /100 max

**TIME PENALTY.** Deduct five (5) points for presentations under 4:31 or over 5:29 minutes \_\_\_\_\_

**DRESS CODE PENALTY.** Deduct five (5) points when dress code is not followed \_\_\_\_\_

**FINAL SCORE** \_\_\_\_\_ /100 max

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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# BOARD OF DIRECTORS' ALL-STATE QUALITY MEMBER AWARD

## Purpose

The All-State Quality Member Award is designed to recognize outstanding FBLA members who have served FBLA through extensive participation in all levels of FBLA's program of work.

## Eligibility

All FBLA members except candidates for Who's Who may apply for the All-State Quality Member Award.

## Procedure

Each square in the first two vertical columns, Q and U, of the entry form should be checked or dated if the student has met the criteria in that square. In vertical columns A through Y (3-7), the participant will describe the activities in which he/she participated indicating the date of the activity. Some activities would qualify under several column headings. It is up to the applicant's discretion to select an appropriate square and the activity should be listed only one time. Additional squares cannot be added to the form. The form should be completed on the computer and printed or neatly handwritten using an ink pen.

## Regulations

1. Participants may or may not have served as a local officer; however, they may not have served as a state and/or national officer.
2. The entry form must be received in the State Office by the registration deadline.
3. A participant in this event cannot be in the Who's Who event.
4. **Only FBLA activities may be used.**
5. Each FBLA activity may be used **only once**. To avoid confusion, use committee names when possible to describe the activities. Example: conducting Adopt-A-Highway clean up on two different dates counts as one activity, attending a Chamber of Commerce meeting on two different dates counts as one activity, attending a chapter meeting and listening to a businessperson at the meeting counts as one activity.
6. The entry form should be completed on the computer or neatly handwritten using an ink pen.
7. Dates or time periods **must** be indicated in each applicable square. Please list the month, day and year. Example: 9/14/11.
8. Eligible participation in activities should be conducted between the dates noted on the form.
9. Only one chapter fundraising activity can be used and it must be listed in the fundraising square under Chapter Contributions.
10. The following information is not meant to be limiting. The descriptions and examples are designed to clarify questions.
  - Meetings and Conferences Attended: Each square represents attendance at local, state, and national conferences. **Attendance at specific conference workshops may not be used in other squares.**
  - **Chapter Contributions:** Chairmanship or membership in additional committees may be utilized in other squares. Each committee must be identified. A maximum of four (4) members can be considered as instrumental in the preparation of an SLC report, which includes the American Enterprise Project, the Community Service Project, the Local Chapter Annual Business Report, and the Partnership with Business Project. The Business Plan and the Business Financial Plan (with a maximum of three members) can also be counted as an SLC report. A maximum of three (3) members can be considered as instrumental in the preparation of a chapter's website.
  - **Community Service:** Activities designed for the sole purpose of chapter fundraising do not qualify as a community service. Fundraising activities for the chapter can only be listed in the Chapter Contributions fundraising square. Raising funds for the Nebraska FBLA Foundation or the March of Dimes counts as community service.
  - **School Service:** FBLA activities designed to provide service to the local school should be used. Activities designed as service to the local chapter should not be used. Examples of school service: Serving at an open house, purchasing a drinking fountain, picking up trash after a football game, assisting with end-of-year cleaning and inventory, conducting new student orientation, purchasing trees for the school, organizing a recycling project.

- **Public Relations:** One or more articles published at the local level qualify for **only one square**. Each article published at the state or national level will qualify for a separate square. Possible activities may include letters to alumni for FBLA Foundation donations, presentations, media coverage, FBLA Week promotion, open houses, recognition of community leaders, and FBLA chapter website development. Letter(s) to state and federal government officials supporting Career Education and/or FBLA will qualify. Writing letters to multiple government officials counts as one activity.
- **Leadership Development:** Holding a local office qualifies for a square in this column. Officer position must be identified. Performing officer duties should not be listed in an additional square. Being a candidate or campaign manager for a State Office qualifies for a square in this column. Recruiting a minimum of three members qualifies for a square in this column. Participating in one collaborative activity with another Career Student Organization or business qualifies for a square in this column. Attaining one of the National Business Achievement Award levels qualifies for this column.
- **Professional Activities:** Possible activities may include attendance at Advisory Council or Chamber of Commerce meetings, field trips, job shadowing, business competition day, special speakers/programs (other than FBLA conferences, seminars) and other FBLA activities that promote professionalism and career awareness.

### **Judging**

The Board of Directors will review and screen the entry forms. Evaluated applicants' forms totaling 100 points or more will be recognized at the State Leadership Conference. Applicants are encouraged to submit forms totaling more than 100 points.

### **Awards**

Any student earning 100 points or more on the All-State Quality Member evaluation form will receive recognition at the SLC. The entry form for the All-State Quality Member Award is located on the Nebraska FBLA website under State Leadership Conference Registration Information.

### **National Entry**

There is **no** national event for the All-State Quality Member Award.

# **SPELLING**

## **Purpose**

This event is designed to recognize FBLA members who possess a superior level of spelling proficiency.

## **Eligibility**

All FBLA members in Grades 7 through 10 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test.

Participants must furnish their own No. 2 pencils and erasers.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

1<sup>st</sup> Place – Plaque

2<sup>nd</sup> Place – Plaque

3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

There is no national event for Spelling. The winner of this event, therefore, will not be eligible for participation in the National Leadership Conference as a competitor in Spelling.

# SPORTS MANAGEMENT

## **Purpose**

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, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.

## **Eligibility**

All FBLA members in Grades 9 through 12 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given an objective test that will focus on sports marketing/strategic marketing, facility and event management, human resource management (labor relations), financing and economic input, management and leadership in sport, sports law, overview of sports industry, communications in sports, ethics, licensing, management information technology, sport governance, and careers.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second, and third-place winners of this event will represent Nebraska in the Sports Management event at the National Leadership Conference, provided they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Management: business organization, ethics, human resource management, financial decision making, marketing

**Career Cluster:** Business Management and Administration, Marketing

# TECHNOLOGY CONCEPTS

## **Purpose**

Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business success.

## **Eligibility**

All FBLA members in Grades 9 through 12 are eligible to compete.

## **Procedure**

Fifty (50) minutes will be allowed for this event. Participants will be given a written objective test that may include questions on telecommunications, networking concepts, operating systems and browsers, computer applications and integration, basic technology concepts, Internet safety, and computer equipment.

Participants must furnish their own No. 2 pencils and erasers and may use their own cordless calculators; however, no graphing or financial calculators, PDAs, phones, or other memory storage devices are allowed.

## **Judging**

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first-, second-, and third-place winners of this event will represent Nebraska in the Technology Concepts event at the National Leadership Conference, providing they have not entered this event at a previous National Leadership Conference.

## **NBEA Standards Reinforced by Event**

Information Technology: operating systems, environment and utilities, input technology, application software

**Career Cluster:** Information Technology

# VIRTUAL BUSINESS CHALLENGE

## Purpose

The FBLA Virtual Business Challenge (VBC) management encourages FBLA members to test their skills at managing a distribution center individually or as a team. The VBC has two (2) challenges during the year (fall and spring), and each challenge focuses on different business concepts.

## Eligibility

During the school year, schools may participate in both the fall or spring VBC Management. Entries may be created by an individual member or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous NLC. A team member cannot be on more than one (1) team at a time. No additional team members may be added once a team has registered. Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC.

## Procedure

There is no separate state competition for this event. All competition is handled at the national level through the VBC website.

Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to:

- Register an individual or team up to three (3) individuals
- Download the software
- Run the simulation
- Upload files
- Compete and be ranked against other participating FBLA teams

## Guidelines

- The top eight (8) nationally ranked teams from each VBC—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at the NLC. These sixteen (16) teams are determined by the standings in the fall and spring VBCs administered via the Internet during the school year.
- At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) fifteen (15) to twenty (20) minute sessions. Teams will be using a multiplayer component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.
- For the final round, four (4) teams will compete in a fifteen (15) to twenty (20) minute session using multiplayer. The national winner will be determined based on the highest cumulative profit.
- Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters.
- Participants use highly visual simulation software (like simCity) to manage a distribution business. The FBLA VBC software is a free limited function version of the leading business simulation for education, Virtual Business—Management 2.0, which is a software program that was created by Knowledge Matters, Inc.

## Judging

All judging occurs through VBC and winners are notified individually.

## Awards

This is only a national event and no state awards are given.

## **NBEA Standards Reinforced by Event**

Accounting: accounting process, special applications

Business Law: basics of the law

Career Development: workplace expectations

Communication: foundations, organizational

Computation: problem-solving applications

Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit

Entrepreneurship: entrepreneurs and entrepreneurial opportunities, management

Information Technology: application software, input technologies, information retrieval, privacy and ethics

Management: management functions

Marketing: the marketing plan

**Career Clusters:** Business Management and Administration, Information Technology, Marketing

## **2011-12 Challenge Dates**

Challenge 1: October 24 - November 18, 2011

Challenge 2: February 6 – March 2, 2012

# WEB SITE DESIGN

## Purpose

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 FBLA members who have developed proficiency in the creation and design of websites.

## Eligibility

Each chapter may submit one (1) entry. Entries must be created by an individual or a team of two (2) or three (3) members in Grades 9 through 12. All team members must be registered for the State Leadership Conference to participate in the event.

## Procedure

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating websites. Members will work individually or as a team in creating a website that addresses the topic listed below.

- Complete the Statement of Assurance entry form found on the Nebraska FBLA website and mail the form to the State Office postmarked no later than the conference registration postmark deadline.
- No changes can be made to the website after the conference registration deadline.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website.
- The use of templates must be identified at the bottom of page. See national Format Guide.
- Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- Websites should be designed to allow for viewing by as many different platforms as possible.

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

## Topic

The topic to be addressed is:

*Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Web site that provides information about local student organizations such as FBLA-PBL and other service related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Web site will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more accessible to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.*

## Regulations

- The Statement of Assurance entry form must be mailed to the State Office postmarked no later than the registration postmark deadline.
- No changes can be made to the website after the registration postmark deadline.
- Student members, not advisers, must prepare the website. Advisers should serve as consultants to ensure that the sites are well organized, contain substantiated statements, and are presented in a professional manner.
- The website should be available for viewing on the Internet at the time of judging.
- Websites not adhering to these regulations will be disqualified

## **Project Competencies**

- Site addresses topic and is appropriate for the audience
- Show creativity and cohesiveness of design with graphics, text treatment, and special effects
- Creative and appealing overall layout and design
- Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- Required information is effectively communicated
- Website functions without error
- Copyright laws followed

## **Judging**

Using the rating sheet, a panel of judges will select the winners. All decisions of the judges are final.

## **Awards**

- 1<sup>st</sup> Place – Plaque
- 2<sup>nd</sup> Place – Plaque
- 3<sup>rd</sup> Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

## **National Entry**

The first- and second-place winners of this event will represent Nebraska in the Web Site Design event at the National Leadership Conference. If a team is entered, no more than one (1) member may have competed in this event at a previous National Leadership Conference or have competed more than two (2) years at the national level in this event.

## **NBEA Standards Reinforced by Event**

Communication: foundations, technological  
Information Technology: network applications, privacy and ethics  
Marketing: foundations of marketing, the marketing plan

**Career Clusters:** Information Technology, Marketing

# WEB SITE DESIGN

## Rating Sheet

Chapter \_\_\_\_\_

Names \_\_\_\_\_

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>PAGE LAYOUT AND DESIGN</b>					
Overall design is aesthetically appealing	0	1-7	8-14	15-20	
Design is consistent across all pages	0	1-3	4-7	8-10	
Design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Design maintains a high level of usability	0	1-3	4-7	8-10	
<b>CONTENT</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the website and the use of templates is identified at the bottom of the page	0	1-5	6-10	11-15	
Product/service message is clear	0	1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1-10	11-20	21-30	
<b>TECHNICAL</b>					
Validation [(X)HTML and CSS code validates]	0	1-3	4-7	8-10	
Overall code – readability, white space, semantic, efficient, separation of structure	0	1-5	6-10	11-15	
Site interactivity functions and is error-free	0	1-3	4-7	8-10	
Additional technologies; e.g., Flash, JavaScript, etc. are used appropriately	0	1-3	4-7	8-10	
Site is compatible with multiple user agents and browser variants	0	1-3	4-7	8-10	

**TOTAL SCORE** \_\_\_\_\_ /200 max

**PERFORMANCE PENALTY.** Deduct five (5) points each for failure to follow guidelines.

**FINAL SCORE** \_\_\_\_\_ /200 max

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# WHO'S WHO IN NEBRASKA FBLA

## Purpose

This award honors FBLA members who have made outstanding contributions to the association at the local, state, and national levels.

## Eligibility

Each active local chapter may enter one participant. State and national officers are automatically eligible for this recognition. Having a national or state officer does not prohibit a chapter from selecting an additional member for this honor.

## Procedure

Criteria for selection of the nominees for this event should include:

- Years of participation in FBLA activities.
- Extent of participation in FBLA conferences sponsored by the state chapter and national association.
- Offices held on the local, state, and national levels as well as goals accomplished as a state and/or national officer.
- Chairmanships and committee participation.
- Contributions to local, state, and national projects.
- FBLA honors and awards—local, state, and/or national.

## Regulations

1. Up to one (1) percent of Nebraska's FBLA membership may receive this honor.
2. An applicant for this event can also apply for the All-State Quality Member Award.
3. Each local chapter shall determine its own method for selecting its nominee for the State Who's Who Event.
4. To be considered for national recognition, the nominee must have completed the Future level of the Business Achievement Awards.
5. The appropriate entry form found on the Nebraska FBLA website must be submitted for each local nominee and state officer nominee.
6. For this event, a resume (not to exceed 1 page in length in 10-point font or larger) should include evidence of the nominee's participation and contributions to FBLA.
7. A cover or title page should not be included.

## Judging

A judging team will select up to the top one (1) percent of the Nebraska FBLA membership to receive recognition.

## National Entry

Nebraska's candidate for Who's Who at the National Leadership Conference will be the highest point recipient as determined by the judging team. The nominee must have completed the Future level of the Business Achievement Awards to be eligible for national competition. National officers are automatically recognized at the National Leadership Conference providing they have completed the Future level of the Business Achievement Awards.

# WHO'S WHO IN NEBRASKA FBLA

## Rating Sheet

Name \_\_\_\_\_ Chapter \_\_\_\_\_

Check if nominee completed the Future level of the Business Achievement Awards.

*Submit a one-page resume in 10-point font or larger using the following categories.*

### FBLA Involvement

Years of participation in FBLA activities (1 point per year)	_____	8
Attendance at FBLA state conferences (1 point per conference)	_____	8
Participation in FBLA state conferences (Ex.: 2 points per workshop given, 2 points for running for state office, 1 point for serving as a voting delegate, 1 point for competing in a performance event, etc.)	_____	6
Attendance at FBLA national conferences (2 points per conference)	_____	8
Participation in FBLA national conferences (Ex.: 2 points per workshop given, 1 point for competing in an event, etc.)	_____	6
FBLA offices – local (2 points per office)	_____	8
FBLA offices – state and/or national (5 points per office)	_____	10
Goals accomplished as state and/or national officer (1 point per office)	_____	5
FBLA chairmanships and committee participation (2 points per chair, 1 point per committee)	_____	10
Contribution to local, state, and/or national projects (1 point for local project, 2 points for state or national projects)	_____	15
FBLA honors and awards – local, state and/or national (1 point for local, 2 points for state, 3 points for national)	_____	10
	_____	94

### Resume

Organization, neatness, completeness, and logical arrangement	_____	3
Correct grammar, punctuation, spelling	_____	3
	_____	6
<b>TOTAL</b>	_____	<b>100</b>

Judge's Signature \_\_\_\_\_

Judge's Comments \_\_\_\_\_