

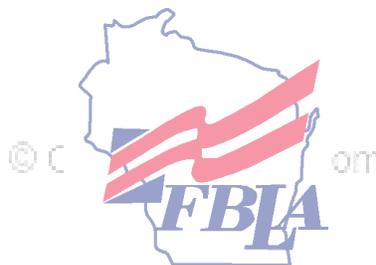
All event participants must reference the National Guidelines first for overview, eligibility, registration, guidelines, topics and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.



**Middle Level  
Wisconsin State Leadership Conference Competitive Event  
Guidelines & Adviser's Handbook**

**State Adviser**

**State Leadership Conference State Liaison  
Taylor Krull**



October 2021

Updates will be posted to <https://dpi.wi.gov/fbla/competition>

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# WISCONSIN FBLA EVENTS CALENDAR

Each year, information is compiled for the Wisconsin Business & Information Technology and FBLA events calendar. The identified high school and middle level activities detail useful information on conference dates, events, webinars, and submission deadlines. Visit <https://dpi.wi.gov/fbla/calendar> to view and download the calendar.

## INTRODUCTION TO FBLA

### *Welcome*

We are excited to have all-new national recognition programs and competitive events for FBLA-ML members and chapters this year. Note that all programs from last year have been retired, so members and chapters will need to review the new programs to earn national recognition. FBLA-ML members will be eligible for competition at the National Leadership Conference by qualifying through regional and state leadership conferences. Share your chapter's successes and highlights throughout the year by submitting chapter news and photos at [go.fbla.org/news](http://go.fbla.org/news).

Do you want to introduce your middle and junior high school students to the world of business? They can explore careers and delve into business principles with real-world activities, including:

- Job shadow projects
- Community service activities
- Leadership development programs

Your students will sharpen their communication, leadership, and teamwork skills, preparing them for high school and the workplace before many of their peers.

Your students can also attend online and in-person events and conferences to compete against other students or hone their leadership skills through interactive workshops and seminars.

### *About FBLA*

Visit <http://www.fbla-pbl.org/about/> to learn more about our mission, four divisions, national bylaws, academic competitions, publications, national conferences, structure, history, funding, goals, code of ethics, creed, and pledge.

### *Dress Code*

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate attire is required for all attendees—advisers, members, and guests—at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program.

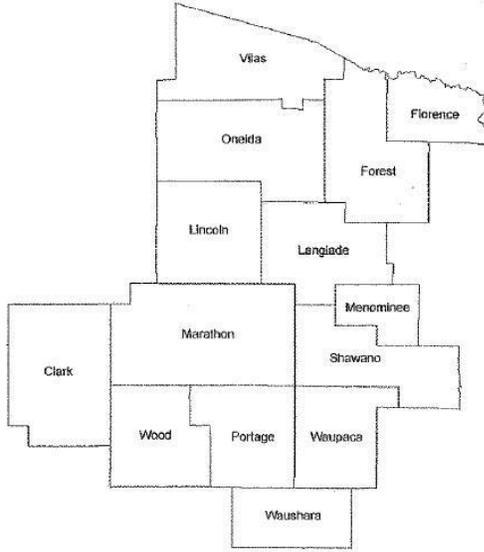
Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

If you have any questions about the [FBLA-PBL National Dress Code](#), please speak with your adviser.

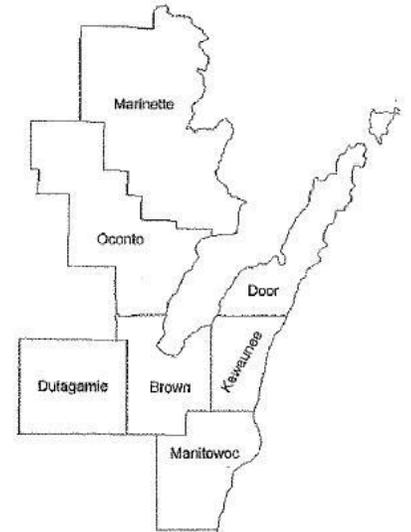
# Wisconsin FBLA Middle Level Regional Affiliation Map



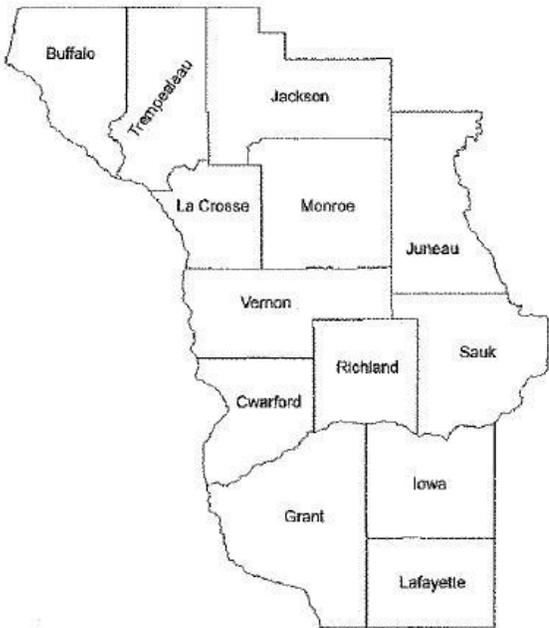
**Region 1**  
**ML Western**



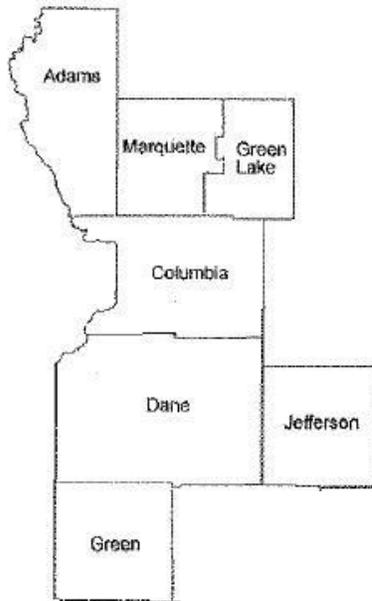
**Region 2**  
**ML Western**



**Region 3**  
**ML Eastern**



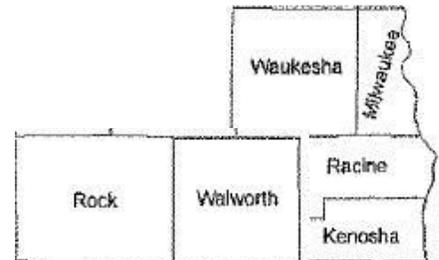
**Region 4**  
**ML Western**



**Region 5**  
**ML Eastern**



**Region 6**  
**ML Eastern**



**Region 7**  
**ML Eastern**

\*Rock & Walworth county high school chapters have moved to Region 7 in 2019-2020



## *Substitution Form/Cancellation Request Form RLC/SLC/NLC*

This form is available online directly at

<https://wisconsinfbla.wufoo.com/forms/wisconsin-fbla-event-competitor-change-request/> or by accessing the Wisconsin FBLA website <http://dpi.wi.gov/fbla/conferences/competition> or via the associated QR Code:



*No changes will be made to event rosters after registration closes on February 24, except cancellations may be reported by February 26 for a modification to your invoice. After February 26, no refunds will be granted.*

## ***SLC Local Adviser Procedures & Responsibilities Form***

It is required of each local adviser attending the SLC to read and sign a copy of this form. This form must be **submitted to the State Office by the first Wednesday in March** for all advisers in attendance.

1. ***Due to public health restrictions, the Wisconsin FBLA State Leadership Conference directors have modified the 2021 State Leadership Conference (SLC) experience. This decision was made to provide all student members with the opportunity to continue participation with this annual event. Additional details about this event may be referenced online at <https://dpi.wi.gov/fbla/conferences/slc>. Student member state opportunities available through Wisconsin FBLA do not require any in-person participation either individually or as part of a team event. Local school officials are responsible in collaboration with local advisers to monitor student performance to comply with all school policies and public health orders. Communication of these expectations should be messaged to student, parent/guardian and any other party who may have involvement in supporting competitive event or any other state activities being offered to local members. Local school officials always retain the authority regarding participation decisions about optional FBLA state and national activities.***
2. Local advisers and other chapter chaperones are expected to assist in the administration of the State Leadership Conference competitive events, workshops, at SLC. If a student member will be participating in competitive events from home due to local school restrictions, then the adviser will be the primary contact for Wisconsin FBLA and the local adviser may be expected to coordinate with a parent/guardian proctor.
3. Local advisers are responsible for distributing and reviewing competitive event guidelines and conference procedures to their student. Each local adviser should establish a local policy with students prior to the conference in order to meet this regulation.
4. The local adviser acknowledges that all student members are registered paid members through the FBLA-PBL, Inc. national office with active state and national membership affiliation. Additionally, the local adviser is responsible to verify the identity of any conference participants are accurately reflected in the conference registration submitted prior to participation.
5. Use of tobacco, consumption of alcohol, or illegal possession of controlled substances will not be allowed in association with direct or indirect participation with conference related activities. Any known violations must be addressed by the local school administration in accordance with local district policy and procedures.
6. The local adviser is responsible for supervision of their delegates' conduct and shall be available to their students at all times. As displayed below, the FBLA-PBL Code of Ethics guides both adviser and responsibility for the oversight of student member conduct for any areas not explicitly referenced.
  - be honest and sincere.
  - approach each task with confidence in my ability to perform my work at a high standard.
  - willingly accept responsibilities and duties.
  - seek to profit from my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.
  - abide by the rules and regulations of my school.
  - exercise initiative and responsibility and will cooperate with my employer and fellow workers.
  - dress and act in a manner that will bring respect to me and to my school.
  - seek to improve my community by contributing my efforts and my resources to worthwhile projects.
7. The local principal and/or designated administrator will be contacted in emergency situations if the local adviser cannot be located within a reasonable amount of time or is unable to give proper amount of supervision. Student emergencies include but are not limited to: accidents, possession of drugs or alcohol, breaking conference rules, student health, or family emergencies.

(continued on next page)

I have read and fully understand the FBLA State Leadership Conference LOCAL ADVISER PROCEDURES AND RESPONSIBILITIES and agree to comply with these guidelines.

Adviser's Signature	Principal's Signature
Adviser's Printed Name	Principal's Printed Name
Chapter Name	

In case of emergency, the following local administrators should be contacted:

1 <sup>st</sup> Contact	2 <sup>nd</sup> Contact
Name	Name
Title	Title
School Phone (Area/No.) (    )    -	School Phone (Area/No.) (    )    -
Home/Cell Phone (Area/No.) (    )    -	Home/Cell Phone (Area/No.) (    )    -

NOTE: A COPY OF THIS FORM MUST BE SUBMITTED FOR EACH ADVISER ATTENDING THE SLC. ORIGINAL FORMS MUST BE SUBMITTED TO THE STATE OFFICE BY THE **FIRST WEDNESDAY IN MARCH**.

**This signature page must be provided in a signed digital format to Wisconsin FBLA using this submission link:**

<https://wisconsinfbla.wufoo.com/forms/wisconsin-fbla-slc-adviser-form-submission-portal/>



## ***SLC 2022 Proctor Form***

The "SLC 2022 Proctor Form" must be submitted online for State Leadership Conference entries for online objective test and skill production test events. The form may be accessed online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at:

***LINK COMING SOON***



## ***Statement of Assurances Event Entry Form***

The "Statement of Assurances Event Entry Form" must be submitted online for all State Leadership Conference entries. A Statement of Assurance Event Entry Form must be submitted for each respective event. The form may be access online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at:

***LINK COMING SOON***

# ML STATE COMPETITIVE EVENT OVERVIEW

Each Wisconsin FBLA Middle Level member will be eligible to compete in a written test and presentation event at regional and state conferences; however, each competitor can only compete in one (1) event at the national level. Chapter Events ARE included in the presentation event limit for SLC. Chapter presentation teams can be with one (1) to three (3) members of the chapter.

Members may compete in up to two (2) events at the State Leadership Conference. Any participant who would qualify for national competition may only be entered in one (1) event.

## Written Tests

Criteria:

- 45 minute Objective Test
- Individual
- 10 Entries per Chapter
- Top 2 Advance from SLC to NLC
- Business Etiquette
- Career Exploration
- Digital Citizenship
- Exploring Computer Science
- Exploring Economics
- Exploring Technology
- FBLA Concepts
- Financial Literacy
- Interpersonal Communication
- Leadership
- Learning Strategies
- Running an Effective Meeting

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## Presentation/Project Submissions

Criteria:

- Performance with Judge Q&A
- 3 Entries per Chapter
- Top 2 Advance from SLC to NLC
- \*\*Business Ethics (SLC & NLC only)
- Career Research
- Critical Thinking
- Elevator Speech
- Exploring Business Issues
- FBLA Mission & Pledge
- Marketing Mix Challenge
- Multimedia & Website Development
- Video Game Challenge (SLC & NLC only)

*\*\* Business Ethics has both a presentation and a collaborative objective test*

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## Chapter

Criteria:

- 1 Entry per Chapter
- Top 2 Advance from SLC to NLC
- SLC & NLC only - no RLC counterpart
- Annual Chapter Activities Presentation
- Community Service Project

# WRITTEN TEST EVENTS

## Individual

**SLC/NLC OVERVIEW:** Refer to National Competitive Event Guidelines for overview, eligibility, registration and guidelines. SLC modifications are noted in this Wisconsin Competitive Event Guide.

**SLC/NLC QUALIFYING EVENTS:**

- Business Etiquette
- Career Exploration (online testing for RLC)
- Digital Citizenship
- Exploring Computer Science
- Exploring Economics
- Exploring Technology
- FBLA Concepts
- Financial Literacy
- Interpersonal Communication (online testing for RLC)
- Leadership (online testing for RLC)
- Learning Strategies
- Running an Effective Meeting

**SLC ELIGIBILITY**

- Each local chapter may enter up to ten (10) members in each event.
- Competitors must have paid FBLA state and national dues in the current school year.
- Individuals registered nationally as middle level members are only permitted to participate in the middle level competitive events.

**SLC REGISTRATION**

- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) written test, one (1) presentation event and one (1) chapter event at the SLC level. NLC guidelines limit competitors to compete in only one event.

**SLC OBJECTIVE TEST GUIDELINES**

- Each written test will consist of 50 questions taken during a 45-minute testing period at the SLC.
- SLC: No personal devices allowed (only allowed to use online calculator available in testing program).
- SLC: Ties are broken using national tie breaking procedures directly through the online testing system using national FBLA tie breaking procedures.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the state and national associations reserve the right to record or reuse any performances for use in study or training materials.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

**ADMINISTRATION OF EVENTS**

<b>SLC</b>
45-minute written test taken during SLC
Top two finishers advances to NLC competition.

## PRESENTATION EVENTS

**SLC/NLC OVERVIEW:** Refer to National Competitive Event Guidelines for overview, eligibility, registration and guidelines. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- SLC/NLC Qualifying Events:
  - Individual
    - Career Research
    - Elevator Speech
    - FBLA Mission & Pledge
  - Team (1-3 members)
    - Business Ethics
    - Critical Thinking
    - Exploring Business Issues
    - Marketing Mix Challenge
    - Multimedia & Website Development
    - Video Game Challenge

### SLC REGISTRATION & ELIGIBILITY

- Each local chapter may submit up to three (3) entries.
- Competitors must have paid FBLA state and national dues for the current school year.
- Between the SLC and the NLC in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification. Substitutions will not be accepted for individual events.
- Individuals registered nationally as middle level members are only permitted to participate in the middle level competitive events.
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

### SLC PRESENTATION GUIDELINES

- In the case of team events, all team competitors are expected to actively participate in the performance.
- All competitors must comply with the FBLA-PBL dress code.
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.
- All decisions of the judges are final.
- The SLC rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.
- No unauthorized audio or video recording devices will be allowed in any competitive event at a conference location. Participants in the performance events should be aware the state and national associations reserve the right to record any performance for use in study or training materials.

### ADMINISTRATION OF EVENTS

<b>SLC</b>
All teams perform at SLC
Top two finishers advance to NLC competition
Presentations may be revised for competition at the NLC level. Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events. Competitors are not permitted to compete in an event more than once at the NLC.

## SLC/NLC EVENT INFORMATION

- Business Ethics

Topic

- The topic/case study relates to the ethics of community guidelines on social media. [Click here to access the full case study.](#)

Event Specific Guidelines

- Teams will take a 30-minute collaborative objective test separate from the presentation
- Five minutes will be allowed for equipment setup, and five minutes will be allowed for the presentation. The timekeeper will provide a warning at 4 minutes and stop the presentation at 5 minutes.
- SLC 2022 Note Card Modification:
  - Each competitor must provide their own notecards.
  - Two (2) 4"x 6" note cards may be used by each competitor and may be used during the preparation and performance of the case.
  - Information may be written on both sides of the note cards.
- No additional reference materials will be allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Judges may ask up to three questions following the presentation. The timekeeper will limit the question and answer time to 3 minutes.

- Career Research

Topic:

- Individuals are to identify a career of interest and conduct research for the presentation. The presentation must include the following, but is not limited to:
  - General description of the career.
  - What type of education is needed to enter into this career?
  - Is this career in high demand?
  - What part of the country would have the most demand for career?
  - What is the average starting pay for this career?

Event Specific Guidelines

- Five minutes will be allowed for equipment setup, and five minutes will be allowed for the presentation. The timekeeper will provide a warning at 4 minutes and stop the presentation at 5 minutes.
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- SLC 2022 Note Card Modification:
  - Each competitor must provide their own notecards.
  - Two (2) 4"x 6" note cards may be used by each competitor and may be used during the preparation and performance of the case.
  - Information may be written on both sides of the note cards.
- No additional reference materials will be allowed.
- All questions raised in the case must be addressed during the presentation.
- Judges may ask up to three questions following the presentation. The timekeeper will limit the question and answer time to 3 minutes.

(Continued on Next Page – SLC NLC Event Information)

- **Critical Thinking Topic**
  - Students will receive a case study topic related to a challenge or opportunity within their chapter. The case study topic will be shared at the beginning of the students' prep time.

Event Specific Guidelines

  - Fifteen minutes will be allowed to prepare, and five minutes will be allowed for the presentation. No equipment setup time is provided prior to or during the presentation. The timekeeper will provide a warning at 4 minutes and stop the presentation at 5 minutes.
  - SLC 2022 Note Card Modification:
    - Each competitor must provide their own notecards.
    - Two (2) 4"x 6" note cards may be used by each competitor and may be used during the preparation and performance of the case.
    - Information may be written on both sides of the note cards.
  - No additional reference materials will be allowed.
  - Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
  - If participating as a team, all team members are expected to actively participate in the performance.
  - All questions raised in the case must be addressed during the presentation.
  - Judges may ask up to three questions following the presentation. The timekeeper will limit the question and answer time to 3 minutes.

[Rubric](#) referenced online at FBLA-PBL's national website
  
- **Elevator Speech**

2022 SLC/NLC Topic (originally published <https://www.fbla-pbl.org/ml-eventtopics/>)

  - You and other members of your FBLA-Middle Level chapter are participating in a community service project to pick up trash in your local park. A woman at the park notices the FBLA t-shirt you are wearing and asks what FBLA is. In a 30-second elevator speech, share with this woman FBLA's mission and how you have benefitted from membership in FBLA.

Event Specific Guidelines

  - Judges may ask up to three questions following the presentation. The timekeeper will limit the question and answer time to 3 minutes.
  - Students must have prepared at least three copies of one visual to display to the judges that they prepared (flyer, brochure, etc.) about FBLA-Middle Level, and a business card.

[Rubric](#) referenced online at FBLA-PBL's national website
  
- **Exploring Business Issues**

2022 SLC/NLC Topic (originally published <https://www.fbla-pbl.org/ml-eventtopics/>)

  - The pandemic opened a new era in vaccine development with new technologies. However, a large number of people have been hesitant to get the Covid-19 vaccine, claiming there was not enough research done. As we move to the new normal, many employers considered requiring their employees to get vaccinated before returning to work. Do you think an employer should mandate a Covid-19 vaccine? Tell us why or why not employers should require the vaccine. Share your reasoning.

Event Specific Guidelines

  - Five minutes will be allowed for the presentation. The timekeeper will provide a warning at 4 minutes and stop the presentation at 5 minutes.
  - Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
  - Competitors are permitted to bring prepared notes of any type for the presentation.
  - No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
  - Judges may ask up to three questions following the presentation. The timekeeper will limit the question and answer time to 3 minutes.

[Rubric](#) referenced online at FBLA-PBL's national website

**(Continued on Next Page – SLC NLC Event Information)**

- FBLA Mission & Pledge

Event Specific Guidelines

- A copy of the FBLA-PBL Creed is located online at <http://www.fbla-pbl.org/about/>.
- Individuals will recite the FBLA-PBL mission from memory and reflect on the meaning of the mission.
- Individuals will then recite the FBLA-PBL pledge from memory and reflect on the meaning of the pledge.
- Judges can ask up to two questions after each reflection is completed.
- Competitors are permitted to bring prepared notes of any type to be used during the reflection portion of the mission and pledge.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.

[Rubric](#) referenced online at FBLA-PBL's national website

- Marketing Mix Challenge

Create a new product or service that to your knowledge does not currently exist. The product must be realistic. Your challenge is to develop a marketing mix strategy for this product using the five Ps of Marketing. The presentation must include the following:

- Product: Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
- Price: How much will your product cost? Why are you pricing it the way you are?
- Place: Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it?
- Promotion: What advertising methods will you use to reach your target market? Where will you advertise? Will you offer any discounts, coupons, BOGOs etc.? What are they?
- People: Who is your target market? Include all components of demographics, psychographics, and geographics.

Event Specific Guidelines

- Five minutes will be allowed for equipment setup, and five minutes will be allowed for the presentation. The timekeeper will provide a warning at 4 minutes and stop the presentation at 5 minutes.
- If participating as a team, all team members are expected to actively participate in the performance.
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.

[Rubric](#) referenced online at FBLA-PBL's national website

**(Continued on Next Page – SLC NLC Event Information)**

- Multimedia & Website Development

2022 SLC/NLC Topic (originally published <https://www.fbla-pbl.org/ml-eventtopics/>)

- Design, build, and launch a website that introduces your new FBLA-Middle Level chapter to the other students in your school. The website must include, but is not limited to, the following:
  - An animated theme and logo that includes music
  - A form for potential members to complete in order to join your chapter
  - A video from your chapter president welcoming potential members to the website and inviting them to check out FBLA-Middle Level by attending one of your regularly scheduled meetings

Event Specific Guidelines

- Five minutes will be allowed for equipment setup, and seven minutes will be allowed for the presentation. The timekeeper will provide a warning at 6 minutes and stop the presentation at 7 minutes.
- If participating as a team, all team members are expected to actively participate in the performance.
- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought. If templates are used, they must be identified during the demonstration.
- The usability and functionality of the site must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

[Rubric](#) referenced online at FBLA-PBL's national website

- Video Game Challenge

2022 SLC/NLC Topic (originally published <https://www.fbla-pbl.org/ml-eventtopics/>)

- Create an animated game, in any language or game/animation engine, with keyboard and/or mouse input.

Event Specific Guidelines

- Five minutes will be allowed for equipment setup, and seven minutes will be allowed for the presentation. The timekeeper will provide a warning at 6 minutes and stop the presentation at 7 minutes.
- If participating as a team, all team members are expected to actively participate in the performance.
  - Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
- Use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought. If templates are used, they must be identified during the demonstration.
- Game must be free of viruses/malware.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of temp

[Rubric](#) referenced online at FBLA-PBL's national website

# CHAPTER EVENTS

**SL/NLC Overview:** Refer to National Competitive Event Guidelines for overview, eligibility, registration and guidelines. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- SLC/NLC Qualifying Events:
  - Annual Chapter Activities Presentation
  - Community Service Project

## SLC REGISTRATION & ELIGIBILITY

- Each local chapter may submit one (1) entry.
- Presentation team can be from one (1) to three (3) members of the chapter.
- Competitors must have paid FBLA state dues by November 15 of the current school year.
- Between the SLC and NLC in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification. Substitutions will not be accepted for individual events.
- Individuals registered nationally as middle level members are only permitted to participate in the middle level competitive events.
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.
- Each competitor at a conference MUST have an FBLA issued name badge in order to compete in their event or risk disqualification.

## SLC PRESENTATION GUIDELINES

- The individual or team members must perform all aspects of the presentation including setup. Other representatives may not assist.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Internet access will not be provided.
- Visual aids (electronic, printed, etc.) to the project may be used. However, no items may be left with the judges or audience.
- In the case of team events, all team competitors are expected to actively participate in the performance.
- All competitors must comply with the FBLA-PBL dress code.
  - Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.
- All decisions of the judges are final.
- Prejudged materials will not be returned.
- The SLC rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the state and national associations reserve the right to record any performance for use in study or training materials.

## ADMINISTRATION OF EVENTS

<b>SLC</b>
Top TWO finishers advance to NLC competition for event(s) designated as NLC Qualifying.
Presentations may be revised for competition at the NLC level. Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events. Competitors are not permitted to compete in an event more than once at the NLC.

## SLC/NLC EVENT INFORMATION

- Annual Chapter Activities Presentation

Event Specific Guidelines

- Presentation must describe the chapter's activities that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.
- Presentation team can be from one to three members of the chapter.
- Equipment setup time is 5 minutes.
  - Any setup time over 5 minutes will count against the presentation time.
- Presentation time is 5 minutes
  - The timekeeper will indicate a warning at 4 minutes
  - The timekeeper will stop the presentation at 5 minutes
  - Judges will have an additional opportunity for question and answer after the presentation
  - The timekeeper will limit the question and answer time to 3 minutes
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.

[Rubric](#) referenced online at FBLA-PBL's national website

- Community Service Project

Event Specific Guidelines

- Presentation must describe a chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation.
- Presentation team can be from one to three members of the chapter.
- Equipment setup time is 5 minutes.
  - Any setup time over 5 minutes will count against the presentation time.
- Presentation time is 5 minutes
  - The timekeeper will indicate a warning at 4 minutes
  - The timekeeper will stop the presentation at 5 minutes
  - Judges will have an additional opportunity for question and answer after the presentation
  - The timekeeper will limit the question and answer time to 3 minutes
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.

[Rubric](#) referenced online at FBLA-PBL's national website



## Annual Chapter Activities Presentation

### Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Summary of year's activities	0	1-5	6-10	11-15	
Describe activities to benefit chapters and its members: e.g., recruitment, leadership development, career exploration, chapter fundraising, chapter publicity	0	1-7	8-14	15-20	
Describe activities to benefit other individuals and organizations: e.g., state and national projects, community service projects	0	1-7	8-14	15-20	
Describe conferences attended and recognition received: e.g., participation in FBLA conferences, other chapter/individual recognition earned, competitive event winners and participation	0	1-7	8-14	15-20	
<b>Presentation</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



**Community Service Presentation**  
Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Clear project description	0	1-2	3-4	5	
Goals well defined	0	1-3	4-7	8-10	
Logical and systemic development of project	0	1-3	4-7	8-10	
Project effectively implemented	0	1-3	4-7	8-10	
<b>Presentation</b>					
Community impact	0	1-2	3-4	5	
Publicity received	0	1-2	3-4	5	
Problem-solving and decision-making skills recognized	0	1-2	3-4	5	
Engaging presentation	0	1-2	3-4	5	
Confidence and poise exhibited	0	1-2	3-4	5	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



**Business Ethics**  
Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Identifies and defines ethical issues presented in the case study	0	1-5	6-10	11-15	
Explains why the ethical issues happened	0	1-5	6-10	11-15	
Provides logical recommendation as to how the ethical issues should be resolved	0	1-7	8-14	15-20	
Recommends safeguards that should have been in place to prevent the ethical issues	0	1-7	8-14	15-20	
Substantiates and cites sources used while conducting research	0	1-2	3-4	5	
<b>Presentation</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-2	3-4	5	
Effectively answered questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



**Career Research**  
Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation clearly related to career	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-2	3-4	5	
Effectively uses a variety of formatting and visual effects in presentation	0	1-2	3-4	5	
Quality of design is professional; design elements are appropriate for presentation— e.g., color choice, font style, font size	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation is acceptable	0	1-3	4-7	8-10	
<b>Organization</b>					
Immediate introduction of topic	0	1-3	4-7	8-10	
Strong support for topic	0	1-3	4-7	8-10	
Effective and memorable conclusion	0	1-3	4-7	8-10	
<b>Delivery</b>					
Extemporaneous delivery—e.g., not merely read from notes	0	1-3	4-7	8-10	
Effective posture, body language, eye contact, and gestures	0	1-3	4-7	8-10	
Professional tone, appropriate language—e.g., inflection, pace, emphasis, enthusiasm	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



**Critical Thinking**  
Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well-defined	0	1-7	8-14	15-20	
Alternatives are recognized with pros and cons stated and evaluated	0	1-7	8-14	15-20	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-7	8-14	15-20	
Demonstrates knowledge and understanding of critical thinking concepts in relation to the topic	0	1-3	4-7	8-10	
<b>Presentation</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



***Elevator Speech***  
Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Related topic to audience	0	1-3	4-7	8-10	
Ideas presented logically and sequentially	0	1-5	6-10	11-15	
Speech is sincere and engaging	0	1-3	4-7	8-10	
One business card with additional visual (three copies)	0	1-5	6-10	11-15	
<b>Presentation</b>					
Smoothly-paced speech	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Confident, enthusiastic, professional	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 30 seconds					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



***Exploring Business Issues***  
 Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Demonstrates understanding of the topic	0	1-5	6-10	11-15	
Alternative solutions are recognized with pros and cons stated and evaluated	0	1-7	8-14	15-20	
Provides an effective recommendation(s)	0	1-7	8-14	15-20	
Provides logical reason for recommendation(s)	0	1-5	6-10	11-15	
<b>Presentation Skills</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



***FBLA Mission & Pledge***  
 Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Recites FBLA mission from memory	0	1-5	6-10	11-15	
Reflection of FBLA mission is relevant and appropriate	0	1-5	6-10	11-15	
Recites FBLA pledge from memory	0	1-5	6-10	11-15	
Reflection of FBLA pledge is relevant and appropriate	0	1-5	6-10	11-15	
<b>Presentation</b>					
Smoothly-paced speech	0	1-3	4-7	8-10	
Confident, enthusiastic, professional	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



**Marketing Mix Challenge**  
Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Product: description of original product	0	1-5	6-10	11-15	
Price: description of selling price and pricing strategy	0	1-5	6-10	11-15	
Place: description of where product will be sold	0	1-5	6-10	11-15	
Promotion: description of advertising methods	0	1-5	6-10	11-15	
People: description of target market	0	1-5	6-10	11-15	
Demonstrates knowledge and understanding of marketing concepts	0	1-3	4-7	8-10	
<b>Delivery</b>					
Statements are well-organized and clearly stated	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



## *Multimedia & Website Development*

### Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Topic is understood and well-defined	0	1-3	4-7	8-10	
Web pages appeal to audience	0	1-3	4-7	8-10	
Web page incorporates a theme and logo	0	1-3	4-7	8-10	
Includes one activity with user interaction (game, survey, form completion, etc.)	0	1-3	4-7	8-10	
<b>Technical Components</b>					
Web pages are viewable on standard browsers	0	1-2	3-4	5	
Logical and effective sequence of navigation	0	1-3	4-7	8-10	
All links are functional and allow viewer a path to home page	0	1-3	4-7	8-10	
Sites uses technology tools and enhancements effectively (i.e. video, sound, photo, image editing, graphics)	0	1-3	4-7	8-10	
Multimedia presentation includes sound, photos, image editing, graphics (1-3 minutes)	0	1-3	4-7	8-10	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1-2	3-4	5	
Self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_



## Video Game Challenge

### Wisconsin Performance Rating Sheet

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

EVALUATION ITEM	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Topic is understood and well-defined	0	1-3	4-7	8-10	
Demonstrates a high-quality game that runs smoothly	0	1-5	6-10	11-15	
Explains the programming language or game/animation engine used and the process undertaken in creating the game	0	1-5	6-10	11-15	
<b>Technical Components</b>					
Instructions are clear and executable	0	1-3	4-7	8-10	
Errors did not crash the game or prevent use	0	1-3	4-7	8-10	
Program documentation is readable, useful, and complete	0	1-3	4-7	8-10	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
Ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>				100/MAX	
Time Penalty – Deduct 5 points for presentation over 5:00 minutes					
Dress Code Penalty – Deduct 5 points when dress code is not followed					
Guidelines Penalty – Deduct up to 5 points when guidelines are not followed If applicable, brief description of guideline violation must be listed:					
<b>Final Score</b>				100/MAX	

Judge's Comments:

Judge's Signature \_\_\_\_\_ Date: \_\_\_\_\_

# THE FOLLOWING PAGES OF THIS DOCUMENT INCLUDES WISCONSIN FBLA RECOGNITION FORMS (CHAPTER & INDIVIDUAL) AND OTHER FORMS FOR YOUR CHAPTER'S REFERENCE.

DOWNLOAD ADDITIONAL NATIONAL RECOGNITION AWARD DETAILS ONLINE FROM  
[HTTPS://WWW.FBLA-PBL.ORG/MLAWARDS-RECOGNITION/](https://www.fbla-pbl.org/mlawards-recognition/)

It's easy to integrate FBLA-Middle Level into your junior high or middle school classroom. Use these co-curricular educational programs to complement your courses and introduce your students to the world of business. Enrich your course content with unique opportunities provided by [FBLA-Middle Level's education partners](#).

[Education and Co-curricular Programs](#)—[FBLA-Middle Level's education partners](#) have content that will enrich your classroom. The [LEAD](#) leadership development program helps your students build their business skills at an early age.

[Fundraising Partners](#)—Need to raise money for your FBLA-Middle Level chapter? Tap into the financial resources you need to travel, finance your chapter activities, and more.

[Membership Recognition & Awards](#)—Middle school students win awards and earn recognition at the local, state, and national levels. Individual members, FBLA-Middle Level chapters, and FBLA-Middle Level state chapters have numerous ways to promote their achievements.



## ***Outstanding Middle Level Local Adviser Award***

### ***Les and Rosemary Korbel Award***

*Refer to Event Notables in Appendices*

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

#### **Eligibility**

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

The individual selected as the winner represents Wisconsin for national recognition as Wisconsin's Outstanding Local Adviser.

#### **Regulations**

1. Any current or retired adviser, local administrator, chapter member, parent, or school colleague can nominate a current FBLA adviser for this award.
2. A nomination form is required.
2. Each nomination form must be accompanied by:
  - Letter of recommendation by either a local chapter member, FBLA adviser, parent, or other school colleague.
  - Letter of recommendation by professional supervisor or administrator.
3. The nomination form and letters of recommendation must be received at the FBLA State Office **on or before the third Friday in January**.
4. The state winner will be recognized with a plaque and certificate at the State Leadership Conference.
5. The state winner will be recognized with a certificate and gift at the National Leadership Conference.

#### **Procedures**

Letters of recommendation should address, to the extent possible, the following:

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

State judges will base their selection of Wisconsin's winner on the submitted information only.

#### **Judging**

Nomination forms and letters of recommendation will be reviewed by a committee consisting of the three members from the State Superintendent's Business & Information Technology Advisory Committee.

That panel of judges will rate nominees and select the winner. The winner will receive a plaque and certificate at the State Leadership Conference. At the National Leadership Conference, the winner will receive a gift, a certificate, and national recognition.



## Outstanding Local Adviser Award Nomination Form

Return all required materials by the third Friday in January through online submission at:  
**LINK COMING SOON**

### **Nominee Information:**

Name \_\_\_\_\_

School/Chapter \_\_\_\_\_

School Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Administrator Name \_\_\_\_\_

Local Newspaper \_\_\_\_\_

### **Nominator Information:**

Name \_\_\_\_\_

Relationship to  
nominee \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Each nomination form must be accompanied by (2) letters of recommendation:

- Letter of recommendation by either a local chapter member, FBLA adviser, parent, or other school colleague.
- Letter of recommendation by professional supervisor or administrator.

Letters of recommendation should address, to the extent possible, the following:

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

State judges will base their selection of Wisconsin's winner on the submitted information only.

## *Businessperson of the Year*

THERE IS NO RLC COUNTERPART FOR THIS EVENT.

**NOTE: IN ORDER TO BE CONSIDERED FOR RECOGNITION,  
THIS NOMINATION MUST BE SUBMITTED ONLINE AT:**

***LINK COMING SOON***

### **REGULATIONS**

- *Refer to National Competitive Event Guidelines for description and procedures.*

### **ELIGIBILITY**

- All active local chapters are eligible.
- Each local chapter may submit the name of its candidate for the Businessperson of the Year event.
- That individual will be recognized at SLC.

### **REGULATIONS**

- Nominees must not have been named to this event at a previous National Leadership Conference (NLC).
- It is not essential that a chapter's nominee be in attendance at the SLC. In addition, it is not essential that Wisconsin's Businessperson of the Year candidates for national recognition be in attendance for the national conference. Nominees will not receive financial assistance from the state treasury to attend the national conference.
- A panel of judges will review the biographical sketches and select winners according to the criteria stated in the National Guidelines.
- The panel will choose one businessperson to represent Wisconsin as the nominee for the national event. The local chapters whose businessperson is selected as the state winner will be notified in advance of the SLC. This businessperson will be invited to the conference to receive awards.
- Biographical sketches for all businesspersons are kept at the State Office until submitted to the National Office for recognition.

### **PRE-CONFERENCE REQUIREMENTS**

- The biographical sketch of the nominee must be **RECEIVED** at the State Office no later than **the first Wednesday in March**.
- The biographical sketch of the nominee must be prepared in a standard resume format following the National Guidelines procedure.
- The local adviser must submit a recommendation of the nominee supporting the candidate's nomination.
- If a chapter wishes to invite its Businessperson of the Year candidate to the SLC, the chapter adviser must make this known to the State Office before **the first Wednesday in March**. Special arrangements will be made for the presentation at the Opening Session of the State Leadership Conference.

### **JUDGING**

- The rating sheet the judges will use is found on the next page.



## Businessperson of the Year Rating Sheet

### YEARS OF PARTICIPATION IN FBLA ACTIVITIES

(Select only 1)

0 - 3 years	_____	5	
4 - 6 years	_____	10	
7 + years	_____	15	

\_\_\_\_\_ 30

### Promotion of FBLA

Presented speeches	_____	10	
Conducted seminars	_____	10	
Made non-monetary donations	_____	5	
Sponsored activities	_____	5	

\_\_\_\_\_ 30

### CONTRIBUTION TO CHAPTER PROJECTS/ACTIVITIES

Leadership/direction	_____	10	
Time	_____	10	
Resources	_____	5	
Facilities/equipment	_____	5	

\_\_\_\_\_ 30

### FINANCIAL ASSISTANCE

Local	_____	10	
State	_____	3	
National	_____	2	

\_\_\_\_\_ 15

### SUPPORTIVE RECOMMENDATIONS

(Select only 1)

0	_____	0	
1-2	_____	5	
3 or more	_____	10	

\_\_\_\_\_ 15

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**Score** \_\_\_\_\_ /120

Name: \_\_\_\_\_

School: \_\_\_\_\_

City: \_\_\_\_\_

Judge's Number: \_\_\_\_\_

Judge's Comments:

## ***Largest Local ML Chapter Membership***

THERE IS NO RLC COUNTERPART FOR THIS EVENT.

*Refer to the National Guidelines (Member Recognition Awards) for procedure.*

### **Regulations**

- All active local chapters are eligible for state and national competition in largest local chapter membership.
- The official figure used in considering chapters for these events is determined by the record of paid memberships audited at the National Office and verified at the State Office.
- The figure used in determining winners will be the number of paid members at the close of business **March 1**.
- The five chapters with the largest local chapter membership are declared winners in the respective event.



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## ***Largest Local Chapter Market Share***

Although large numbers of chapter members are good, it is more interesting to note the percentages of student populations are involved in FBLA on a local chapter level. The schools with the largest percentage of total membership will receive this award at the State Leadership Conference.

**NOTE: BEGINNING IN 2017-2018, THE MARKET SHARE AWARD WILL BE AUTOMATICALLY DETERMINED BY THE STATE OFFICE USING THE TOTAL NUMBER OF LOCAL MEMBERS REGISTERED IN THE NATIONAL MEMBERSHIP SYSTEM DIVIDED BY THE SCHOOL ENROLLMENT BASED UPON STATEWIDE DATA PUBLISHED BY THE WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION.**



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## State Community Service Award State Application

Must be received by  
1ST WEDNESDAY IN  
MARCH

Please complete the following sections as completely and honestly as possible. Only include activities from June 1 of the previous year until the time of application submission. Service is an essential part of the FBLA mission. Take this time to share the activities your chapter has participated in. Winning chapters will be based on total points received. Duplicated activities throughout the application will be eliminated during the time of scoring. This form may be accessed online at:

**LINK COMING SOON**

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

Adviser \_\_\_\_\_ President \_\_\_\_\_

### Food Drive

**Points**

1. Was a food drive hosted? (50 points) YES or NO \_\_\_\_\_

Please fill in the number of items collected (1 point each): \_\_\_\_\_

### Clothing Drive

**Points**

1. Was a clothing drive hosted? (50 points) YES or NO \_\_\_\_\_

Please fill in the number of items collected below (5 points each):

Boots: \_\_\_\_\_

Coats: \_\_\_\_\_

Please fill in the number of items collected below (1 point each):

Gloves: \_\_\_\_\_

Mittens: \_\_\_\_\_

Hats: \_\_\_\_\_

Other: \_\_\_\_\_

### Volunteering

**Points**

Fill-out this section only if your chapter volunteered at a soup kitchen, homeless shelter or a similar organization. (3 points per student per hour volunteered).

Describe the service completed: \_\_\_\_\_

Number of student volunteers: \_\_\_\_\_

Total hours worked by all volunteers: \_\_\_\_\_

Multiply number of volunteers by total hours worked: \_\_\_\_\_ (Multiply by 3) \_\_\_\_\_

## March of Dimes Projects

## Points

In the space below list and briefly describe any projects that your chapter participated in this year that promoted and/or benefited the March of Dimes. (50 points per project, limit five projects).

Project 1 Description: \_\_\_\_\_

Project 2 Description: \_\_\_\_\_

Project 3 Description: \_\_\_\_\_

Project 4 Description: \_\_\_\_\_

Project 5 Description: \_\_\_\_\_

## Additional Projects

## Points

In the space below list and briefly describe any additional projects that your chapter participated in this year. Remember, the activities should be designed to benefit the economically challenged. (50 points per project, limit five projects).

Project 1 Description: \_\_\_\_\_

Project 2 Description: \_\_\_\_\_

Project 3 Description: \_\_\_\_\_

Project 4 Description: \_\_\_\_\_

Project 5 Description: \_\_\_\_\_

**Total Points**      =====

Chapter President Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Adviser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Adviser Contact Information:

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

For State Office Use only:

***Young Leader Award***

The Young Leader Award recognizes members with extraordinary commitment to leadership and community service. Members must have achieved at least the LEAD Silver level to be eligible for this award. Each state may nominate one member as entry to represent them at the NLC for this award.



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**PROGRAM OF WORK & END-OF-THE-YEAR REPORTS**



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## NLC RECOGNITION

### *Merit Award Program*

The Merit Award is a membership engagement-focused challenge that chapters may complete for national recognition. By completing activities, chapters work toward filling out a “BINGO” card. In addition, Middle-Level chapter advisers may explore a monthly choice board (found in the Leadership Community) created to offer additional activities. Additional incentives such as ribbons at conferences, national recognition in publications, and plaques are available.

Merit Award is open to all active chapters. [Chapter advisers may access the activity list for each section within the Leadership Community.](#)

Submit a recap of your activities to the National Center office using [this online form](#).



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