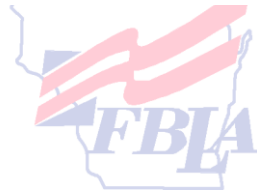


2020-2021 Wisconsin State Leadership Conference Competitive Event Guidelines



State Awards Program

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State Adviser

Special Edition - January 2021
Future updates will be posted to
<http://dpi.wi.gov/fbla/competition>

Table of Contents

| | |
|---|-----------|
| INTRODUCTION TO COMPETITIVE EVENTS..... | 1 |
| SLC PROCTOR FORM | 2 |
| SLC VIDEO SUBMISSION ENTRY FORM..... | 2 |
| SLC VIDEO SUBMISSION – COLLABORATIVE TEAM TOP 8 FINALISTS ONLY ENTRY FORM | 2 |
| STATEMENT OF ASSURANCES EVENT ENTRY FORM | 3 |
| SLC PDF SUBMISSION ENTRY FORM..... | 3 |
| SUBSTITUTION FORM/CANCELLATION REQUEST FORM SLC/NLC..... | 4 |
| SLC LOCAL ADVISER PROCEDURES & RESPONSIBILITIES FORM | 5 |
| 2021 SLC COMPETITIVE EVENT BREAKDOWN | 8 |
| WHO’S WHO IN FBLA..... | 12 |
| <i>Rating Sheet</i> | <i>14</i> |
| OBJECTIVE TESTS | 15 |
| PRODUCTION AND OBJECTIVE TEST EVENTS..... | 17 |
| COLLABORATIVE OBJECTIVE TEST & TEAM PERFORMANCE (ROLE PLAY) EVENTS | 19 |
| INDIVIDUAL OBJECTIVE TEST & PERFORMANCE (ROLE PLAY) EVENTS | 21 |
| PREJUDGED REPORTS AND PRESENTATION EVENTS..... | 22 |
| PREJUDGED PROJECTS WITH PRESENTATION | 24 |
| INDIVIDUAL OR TEAM OF 2 OR 3 MEMBERS..... | 24 |
| INTERVIEWS WITH PREJUDGED COMPONENTS..... | 26 |
| SPEAKING EVENTS..... | 28 |
| PRESENTATION & DEMONSTRATION EVENTS WITH EQUIPMENT | 30 |
| INDIVIDUAL OR TEAM OF 2 OR 3 MEMBERS..... | 30 |
| NATIONAL FBLA EVENTS | 35 |
| WISCONSIN AND NATIONAL AWARDS & RECOGNITION | 36 |
| EVENT NOTABLES | 37 |
| STATE LEADERSHIP CONFERENCE OUTSTANDING CHAPTER | 38 |

INTRODUCTION TO COMPETITIVE EVENTS

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

Please note the following list of competitive events as annual changes at the National level impact guideline requirements and the dates of submissions. Any event materials not submitted by the deadline will result in the cancellation of conference registration and member(s) will not be permitted to attend the SLC.

Updated Procedures & Events

- Advisers (school site) and adviser in collaboration with parent proctor (home site) will be permitted to administer state exams using procedures required for online objective test events and prejudged skill event tests.
- The national website <https://www.fbla-pbl.org/fbla/competitive-events/> details the following
 - Event Changes
 - Event Scoring Rubrics
 - Event Topics

SLC Online Objective Tests

- All objective tests will be completed online during the designated online testing window from March 1 to March 10.

SLC Prejudged Skill Events Taken During Test Window- March 1 to March 10

- Computer Applications (2 Hours)
- Database Design & Applications (1 Hour)
- Spreadsheet Applications (1 Hour)
- Word Processing (1 Hour)

SLC Pre-Judged Events - Due to be submitted online by 4 PM on March 3

- Visit <https://dpi.wi.gov/fbla/conferences/slc/deadlines> for a complete list of events and required items.

SLC Pre-Judged Team Events: Top 8 Finalists Only - Due to be submitted online by 4 PM on March 24

- Banking & Financial Systems
- Entrepreneurship
- Hospitality & Event Management
- International Business
- Introduction to Event Planning
- Management Decision Making
- Management Information Systems
- Marketing
- Network Design
- Parliamentary Procedure
- Sports & Entertainment Management

SLC Online Live Presentation to Judges – April 12

- Client Service
- Future Business Leader
- Impromptu Speaking
- Help Desk (Top 8 Finalists Only)
- Job Interview



SLC PROCTOR FORM

The "SLC 2021 Proctor Form" must be submitted online for State Leadership Conference entries for online objective test and skill production test events. The form may be access online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at <https://wisconsinfbla.wufoo.com/build/wisconsin-fbla-2021-slc-proctor-certification/>, or use the mobile device QR Code.



SLC VIDEO SUBMISSION ENTRY FORM

The "SLC 2021 Video Submission Entry Form" must be submitted online for State Leadership Conference entries for presentation, speaking, and demonstration events. The form may be access online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at <https://wisconsinfbla.wufoo.com/forms/slc-2021-video-submission-entry/>, or use the mobile device QR Code.



SLC VIDEO SUBMISSION – COLLABORATIVE TEAM TOP 8 FINALISTS ONLY ENTRY FORM

The "SLC 2021 Video Submission Entry Form" must be submitted online for State Leadership Conference entries for presentation, speaking, and demonstration events. The form may be access online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at <https://wisconsinfbla.wufoo.com/forms/slc-2021-video-submissions-top-8-team-finalists/>, or use the mobile device QR Code.





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 <https://wisconsinfbla.wufoo.com/forms/wi-fbla-statement-of-assurances-event-entry-form/>, or use the mobile device QR Code.



SLC PDF Submission Entry Form

The "SLC 2021 PDF Submission Entry Form" must be submitted online for State Leadership Conference events. The form may be access online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at <https://wisconsinfbla.wufoo.com/forms/wisconsin-fbla-2021-slc-pdf-submission/> or use the mobile device QR Code.





Substitution Form/Cancellation Request Form SLC/NLC

Deadline February 12, 2021 Notes:

- All substitutions must be reported using this form by this date to support event system requirements for our online testing system and online judge scoring system.
- Cancellation notices received by this date will result in notification of the next event qualifier (place 4 or place 5).
- After this date, cancellations will be processed directly by faculty advisers by removing participants in the registration system by February 24.

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:



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.***
- Local advisers 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.
- 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.
- 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.
- 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.
- 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.
- 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 st Contact | 2 nd 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/>

2021 Virtual SLC - Competitive Events at a Glance

Objective Tests - Online March 1-10

| | | |
|--------------------------|--|---|
| Accounting I | Economics | Introduction to Parliamentary Procedure |
| Accounting II | Health Care Administration | Journalism |
| Advertising | Insurance & Risk Management | Networking Infrastructures |
| Agribusiness | Introduction to Business | Organizational Leadership |
| Business Calculations | Introduction to Business Communication | Personal Finance |
| Business Communications | Introduction to Business Procedures | Political Science |
| Business Law | Introduction to FBLA | Securities & Investments |
| Computer Problem Solving | Introduction to Financial Math | Supply Chain Management |
| Cyber Security | Introduction to Information Technology | |

| Online Objective Test March 1-10— <i>Individual Scores Averaged for Team Score. Top 8 Teams submit Video Performance (Distribution of Case March 12; Due March 24)</i> | Production Test in advance and Online Objective Test in advance - Testing Window March 1-10; Due by 3/10 @ 4:00 p.m. | Report PDF Submission and Video Presentation Submission--Due March 3; Top 8 Video Taped Presentations Judged - No Q&A | Performance Video Submission--Due March 3; No Q&A | Demonstration Video Submission -- Due March 3; No Q&A |
|---|--|---|---|---|
| Banking & Financial Systems | Computer Applications | American Enterprise Project | Broadcast Journalism | Coding & Programming |
| Entrepreneurship | Database Design & Applications | Business Financial Plan | Business Ethics | Computer Game & Sim. Programming |
| Help Desk (I) * | Spreadsheet Applications | Business Plan | Electronic Career Portfolio | E-Business |
| Hospitality & Event Mgmt. | Word Processing | Community Service Project | Graphic Design | Mobile Application Development |
| International Business | | Local Chapter Annual Report | Intro to Business Presentation | Web Site Design |
| Introduction to Event Planning | | Partnership with Business | Introduction to Public Speaking | |
| Management Decision Making | | | Intro to Social Media Strategy | |
| Management Info. Systems | | | Public Service Announcement | |
| Marketing | | | Public Speaking | |
| Network Design | | | Publication Design | |
| Parliamentary Procedure | | | Sales Presentation | |
| Sports & Entertainment Mgmt. | | | Social Media Strategies | |

*Case study distributed on Wednesday, April 7. A student will sign up for a time slot with judges.

| Virtual Performance without Equipment A live conference call, audio only (NO video) | Prejudged Materials; Due March 3 | Prejudged Materials & Virtual Performance A live conference call, audio only (NO video); Due March 3 | Project URL on Statement of Assurance & Video Taped Performance Submitted (both Judged) - No Q&A; Due March 3 |
|---|-------------------------------------|--|---|
| Client Service - distribute on Wednesday, April 7. A student will sign up for a time slot with judges. | WI Future Business Educator | Future Business Leader | 3D Animation |
| Help Desk - distribute on Wednesday, April 7. A student will sign up for a time slot with judges. | Who's Who in FBLA | Job Interview | Digital Video Production |
| Impromptu Speaking - distribute at the point of call-in with judges; students will sign up for a time slot with judges. | | | |

2021 SLC Competitive Event Breakdown

Note: Performance events that have less than 10 submissions may be modified at SLC with results based only upon prejudged materials.

Events that are titled "Introduction to-" are for 9th and 10th students only.

Key: R/S = Regional & State Level Event S = State Level Event Only N = National Level Event Only

* Required Pre-Conference = Prejudged Submission (See <https://dpi.wi.gov/fbla/conferences/slc/deadlines>)

** Required Pre-Conference = Objective Test Window (See <https://dpi.wi.gov/fbla/conferences/slc/deadlines>)

*** Required Pre-Conference = Skill Production Testing Window (See <https://dpi.wi.gov/fbla/conferences/slc/deadlines>)

| Event | Participant (s) | R/S/N | SLC Event Type |
|---|------------------------------|-------|--|
| 3-D Animation | Individual or Team of 2 or 3 | S | Project URL on Statement of Assurance & Video Taped Performance Submitted* (both judged) - No Q&A |
| Accounting I | Individual | R/S | Objective Test—Online** |
| Accounting II | Individual | R/S | Objective Test—Online** |
| Advertising | Individual | R/S | Objective Test—Online** |
| Agribusiness | Individual | R/S | Objective Test—Online** |
| American Enterprise Project | Chapter | S | Report PDF & Video Presentation Submission* All Reports Judged; Top 8 Reports will have Video Presentations Judged - No Q&A |
| Banking & Financial Systems | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Broadcast Journalism | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Business Calculations | Individual | R/S | Objective Test—Online** |
| Business Communications | Individual | R/S | Objective Test—Online** |
| Business Ethics | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Business Financial Plan | Individual or Team of 2 or 3 | R/S | Report PDF & Video Presentation Submission* All Reports Judged; Top 8 Reports will have Video Presentations Judged - No Q&A |
| Business Law | Individual | R/S | Objective Test—Online** |
| Business Plan | Individual or Team of 2 or 3 | R/S | Report PDF & Video Presentation Submission* All Reports Judged; Top 8 Reports will have Video Presentations Judged - No Q&A |
| Client Service | Individual | R/S | <i>Interactive Role Play Conference Call (audio only)</i> |
| Coding & Programming - | Individual | S | Demonstration Video Submission - No Q&A |
| Community Service Project | Chapter | S | Report PDF & Video Presentation Submission* All Reports Judged; Top 8 Reports will have Video Presentations Judged - No Q&A |
| Computer Applications | Individual | R/S | Skill Event Test*** and Online Objective Test** |
| Computer Game & Simulation Programming | Individual or Team of 2 or 3 | S | Demonstration Video Submission - No Q&A |
| Computer Problem Solving | Individual | R/S | Objective Test—Online** |
| Cyber Security | Individual | R/S | Objective Test—Online** |
| Database Design & Applications | Individual | R/S | Skill Event Test*** and Online Objective Test** |

| Event | Participant (s) | R/S/N | SLC Event Type |
|--|------------------------------|-------|--|
| Digital Video Production | Individual or Team of 2 or 3 | R/S | Project URL on Statement of Assurance & Video Taped Performance Submitted* (both judged) - No Q&A |
| E-Business | Individual or Team of 2 or 3 | R/S | Demonstration Video Submission - No Q&A |
| Economics | Individual | R/S | Objective Test—Online** |
| Electronic Career Portfolio | Individual | R/S | Performance Video Submission* - No Q&A |
| Entrepreneurship | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Future Business Leader | Individual | R/S | Online Objective Test**; Cover Letter/Resume Submission Prejudged*; <i>Live Conference Call Interview (audio only)</i> |
| Graphic Design | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Health Care Administration | Individual | R/S | Objective Test—Online** |
| Help Desk | Individual | R/S | Objective Test—Online** <i>Top 8 will have an online case study interactive Role Play Performance with judges</i> |
| Hospitality & Event Management | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Impromptu Speaking | Individual | R/S | <i>Interactive Role Play Conference Call (audio only)</i> |
| Insurance & Risk Management | Individual | R/S | Objective Test—Online** |
| International Business | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Introduction to Business | Individual | R/S | Objective Test—Online** |
| Introduction to Business Communication | Individual | R/S | Objective Test—Online** |
| Introduction to Business Presentation | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Introduction to Business Procedures | Individual | R/S | Objective Test—Online** |
| Introduction to Event Planning | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Introduction to FBLA | Individual | R/S | Objective Test—Online** |
| Introduction to Financial Math | Individual | R/S | Objective Test—Online** |
| Introduction to Information Technology | Individual | R/S | Objective Test—Online** |
| Introduction to Parliamentary Procedure | Individual | R/S | Objective Test—Online** |
| Introduction to Public Speaking | Individual | R/S | Performance Video Submission* - No Q&A |

| Event | Participant (s) | R/S/N | SLC Event Type |
|--|------------------------------|-------|--|
| Introduction to Social Media Strategy | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Job Interview | Individual | R/S | Cover Letter/Resume Submission Prejudged*; <i>Live Conference Call Interview (audio only)</i> |
| Journalism | Individual | R/S | Objective Test—Online** |
| LifeSmarts | Team of 2 | N | |
| Local Chapter Annual Business Report | Chapter | S | Report PDF & Video Presentation Submission* All Reports Judged; Top 8 Reports will have Video Presentations Judged - No Q&A |
| Management Decision Making | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Management Information Systems | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Marketing | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Mobile Application Development | Individual or Team of 2 or 3 | S | Demonstration Video Submission - No Q&A |
| Network Design | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Networking Infrastructures | Individual | R/S | Objective Test—Online** |
| Organizational Leadership | Individual | R/S | Objective Test—Online** |
| Parliamentary Procedure | Team of 4 or 5 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Partnership with Business Project | Chapter | S | Report PDF & Video Presentation Submission* All Reports Judged; Top 8 Reports will have Video Presentations Judged - No Q&A |
| Personal Finance | Individual | R/S | Objective Test—Online** |
| Political Science | Individual | R/S | Objective Test—Online** |
| Public Service Announcement | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Public Speaking | Individual | R/S | Performance Video Submission* - No Q&A |
| Publication Design | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Sales Presentation | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Securities & Investments | Individual | R/S | Objective Test—Online** |
| Social Media Strategies | Individual or Team of 2 or 3 | R/S | Performance Video Submission* - No Q&A |
| Sports & Entertainment Management | Individual or Team of 2 or 3 | R/S | Objective Test—Online** <i>Individual Scores Averaged for Team Score</i> ; Video Performance Submission by Top 8 Teams |
| Supply Chain Management | Individual | R/S | Objective Test—Online** |
| Spreadsheet Applications | Individual | R/S | Skill Event Test*** and Online Objective Test** |

| Event | Participant (s) | R/S/N | SLC Event Type |
|--|------------------------------|--------------|--|
| Virtual Business Finance Challenge | Individual or Team of 2 or 3 | N | n/a |
| Virtual Business Management Challenge | Individual or Team of 2 or 3 | N | n/a |
| Web Site Design | Individual or Team of 2 or 3 | R/S | Demonstration Video Submission – No Q&A |
| Wisconsin Future Business Educator | Individual | S | Project submission and adviser validation statement. Non-Competitive Completion Recognition* |
| Who's Who in FBLA | Individual | S | Chapter Nomination, FBLA resume, FBLA Self-Scoring Rubric, & Adviser Validation Statement* |
| Word Processing | Individual | R/S | Skill Event Test*** and Online Objective Test** |

Who's Who in FBLA

Special Recognition

(Does not count as a competitive event)

Overview: The **Who's Who in FBLA** distinction is a high honor bestowed upon a local chapter member for outstanding contributions to their local or state Future Business Leaders of America chapter. Each chapter is encouraged to select a member for this special award.



To compete for the Wisconsin Nominee for National Who's Who distinction, entries must be submitted online at <https://wisconsinfbla.wufoo.com/forms/whos-who-in-fbla/> or accessed by scanning the following QR Code:

Eligibility

- Levels of Who's Who Recognition:
 - Local Chapter Nominee – one member per chapter and any state officers in good standing will be included in the Parade of Who's Who recipients prior to the Awards of Excellence session at the State Leadership Conference. Submission of materials is encouraged to be considered for as the State Representative, but is not required for this local chapter recognition. Faculty advisers will be requested to submit the name of your local chapter nominee with your conference registration.
 - State Representative – one submission per chapter by the **first Wednesday in March**. The individual member who attains the highest score on the rubric will be recognized at the State Leadership Conference and represent Wisconsin at the National Leadership Conference.
- A Who's Who candidate for state/national recognition **MUST** have completed the FUTURE level of the Business Achievement Awards System.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA and Future Business Educator do not count as an event.
- A member may be submitted for this distinction and choose not to “compete” for the State/National Who's Who in FBLA classification.

Regulations

- The nominee will be selected in accordance with the rules and regulations of the state and national guidelines.
- Resumes will be reviewed for adherence to the stated criteria for nomination. The selection of the Wisconsin nominee to the National Who's Who will be based upon the rating sheet. In addition, the local adviser's self-composed statement validating the information contained in the resume must be received.
- Scores will be validated by the Wisconsin FBLA state office and the top five scoring members will receive state recognition. Member/Chapter participation records will be verified by the State Office records.
- The individual selected as the first-place winner in this event becomes Wisconsin's entry for national recognition as our state winner.
- Local Who's Who designee should be honored at the chapter's banquet, recognition assembly or other activity and will receive recognition at SLC.
- It is not required that a chapter's nominee be in attendance at the SLC. In addition, it is recommended but not required that Wisconsin's Who's Who candidate for national recognition be in attendance at the national conference.

Pre-Conference Requirements

- A resume identifying the individual's involvement as specified in the criteria must be prepared. The resume must be prepared in a standard resume format. The activities section must follow the headings shown on the rating sheet. This resume may exceed the one- to two-page restriction.
- The local adviser must sign a self-composed statement validating the information contained in the resume. This should not be a letter of recommendation but rather a statement confirming the information. The student is disqualified from the event if the adviser's validation is not submitted.
- The resume, cover letter and adviser letter of validation for the chapter's nominee must be submitted using the online form by **the first Wednesday in March for state recognition**.
- State officers are not required to be nominated by the chapter for Local Chapter Recognition; however, if a chapter desires to submit a state officer as their entry for Who's Who State Recognition then all materials must be submitted and the state officer must be registered for this event.
- Selection of Wisconsin's nominee for National Who's Who is based upon the criteria below and all activities must be completed during the high school experience and prior to the time of submission. No credit will be recognized for activities that will be completed after the submission deadline such as a member plans to attend the upcoming State or National Leadership Conference. Additionally, all Business Achievement and Community Service Awards must be submitted and verified by the national office prior to the submission date.



Who's Who in FBLA

Rating Sheet

| Grades 9-12 Experiences ONLY | Possible Points | Points Earned | Max Pts. Poss. |
|---|----------------------------------|-------------------------|----------------|
| Paid Member of FBLA | 2/year | _____ | 8 |
| Elected Offices Held in FBLA (Example: local office held 2 years earns 4 pts.) | 2/local 4/state 6/national | _____ _____ _____ | 8 12 12 |
| Appointed Offices Held in FBLA (i.e. North Central Region Council, National President's Council, NLC Intern) | 2/office/year | _____ | 14 |
| FBLA Conferences Attended | | | |
| National Fall Leadership | 4/conference | _____ | 12 |
| Regional Leadership Conference | 2/conference | _____ | 8 |
| Wisconsin Fall Leadership Conference | 2/conference | _____ | 8 |
| State (excluding current year) Leadership Conference | 3/conference | _____ | 9 |
| Institute for Leaders | 5/conference | _____ | 15 |
| National Leadership Conference | 5/conference | _____ | 15 |
| State-sponsored Meetings Attended | | | |
| Executive Board (Fall and Spring) | 1/meeting | _____ | 7 |
| Summer Local Chapter Officer Training/Leadership Lab | 1/meeting | _____ | 3 |
| FBLA Leadership Labs | 1/meeting | _____ | 4 |
| FBLA Individual and Team Events | | | |
| Competitive Events | | | |
| Regional | 1/event | _____ | 4 |
| State (current year events do not count) | 2/event | _____ | 6 |
| National (current year events do not count) | 3/event | _____ | 9 |
| FBLA Awards Won | | | |
| Regional (1-5 place finish) | 2/award | _____ | 8 |
| State (1-5 place finish) | 4/award | _____ | 12 |
| National (1-10 place finish) | 6/award | _____ | 18 |
| FBLA Chapter Competitive Events | | | |
| State Submission | 1/event | _____ | 4 |
| State Award (1-5 place finish) | 3/award | _____ | 9 |
| National Award (1-5 place finish) | 4/award | _____ | 12 |
| Member of FBLA Committee(s) (not fundraising) | 1/committee (10 max.) | _____ | 10 |
| Chair of FBLA Committee (may not be included under member list above—not fundraising) | 1/chair (10 max.) | _____ | 10 |
| Participation in other FBLA Projects or Activities | 1 each (5 max.) | _____ | 5 |
| Membership Mania & Membership Madness | 1/each/year (8 max.) | _____ | 8 |
| Business Achievement Award Levels Completed | 3 each | _____ | 12 |
| Community Service Award Levels Completed | 3 each | _____ | 12 |
| | Total Points | | 274 |

Name: _____
 School: _____ Region: _____

Objective Tests

Individual

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

Events that are titled "Introduction to-" are for 9th and 10th grade students only.

- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Business Calculations
- Business Communication
(Judith Schultz Voiers Award)
- Business Law
- Computer Problem Solving
- Cyber Security
- Economics
- Health Care Administration
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Communication
- Introduction to Business Procedures
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Parliamentary Procedure
(Daryl Braatz Award)
- Journalism
- Networking Infrastructures
**modified event in 2020-2021*
- Organizational Leadership
- Personal Finance
- Political Science
- Securities & Investments
- Supply Chain Management
**new event in 2020-2021*

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC 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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, Virtual Business Challenges do not count as an SLC event.
- 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 Objective Test Guidelines

- The guidelines for objective tests are found in the National Competitive Event Guidelines.
<http://www.fbla-pbl.org/fbla/competitive-events/>
- SLC: No personal devices allowed (only allowed to use online calculator available in testing program).

SLC Objective Test Guidelines (continued)

- SLC: All objective tests will be taken during the designated testing window between March 1 and March 10, 2021.
- Event proctor guidelines should be referenced online at <https://wisconsinfbla.wufoo.com/forms/wisconsin-fbla-2021-slc-proctor-certification/> by participants and proctors prior to participating in the event.
- Ties are broken according to national 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 any performance for use in study or training materials.

Administration of Events

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| SLC |
| One-hour written objective test taken prior to SLC at school or designated testing site |
| Top FOUR finishers advance to NLC competition. |

Production and Objective Test Events

Individual

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

- **Computer Applications**
- **Database Design & Application**
- **Spreadsheet Applications**
- **Word Processing**

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration

- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- Beginning in the 2016-2017 school year, any events materials not properly submitted by the deadline will result in the cancellation of conference registration and member(s) will not be permitted to attend the SLC.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Production Test Guidelines

- Production exams must be taken at the member's school or designated testing site prior to SLC. Faculty advisers may serve as a test administrator or designate that role to an appropriate individual as referenced on the proctor form. Refer to <https://dpi.wi.gov/fbla/conferences/slc/deadlines> for the SLC testing dates.
- Additional time will be allowed for general directions, warm-up and briefing the participant on how to properly save to a PDF file. The time allowed for the administration of the exam must run continuously once the exam is started and cannot be broken into multiple sessions. Additional time is also granted for the online submission of event materials; however, any content changes to event materials is not permitted as all files must be saved in a PDF format during the exam test time.
- SLC: All skill production tests will be taken during the designated testing window online at <https://dpi.wi.gov/fbla/conferences/slc/deadlines>. Event proctor guidelines should be referenced online at <https://wisconsinfbla.wufoo.com/forms/wisconsin-fbla-2021-slc-proctor-certification/> by participants and proctors prior to participating in the event.
- Software templates are permitted. Only standard software templates may be used. Customized templates or macros may not be brought in by the students. Students may use the Help feature on their software program.
- Reference materials, personal calculators, or cell phone/other Personal Digital Assistant (PDA) device calculators are not allowed.
- If the production test or objective is not completed during the testing window, then the participant is disqualified.
- Judging will be based on accuracy of printed copy, as related to the Format Guide (see *FBLA-PBL Chapter Management Handbook*) and formulas (if applicable).
- Points will be deducted for typographical errors on all problems.

SLC Objective Test Guidelines

- SLC: No personal devices allowed (only allowed to use online calculator available in testing program).
- SLC: All objective tests will be taken during the designated testing window referenced online at <https://dpi.wi.gov/fbla/conferences/slc/deadlines>. Event proctor guidelines should be referenced online at <https://wisconsinfbla.wufoo.com/forms/wisconsin-fbla-2021-slc-proctor-certification/> by participants and proctors prior to participating in the event.

- If two participants have the same score for both production and objective tests, the national tie-breaking procedures will be used.
- 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

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| SLC |
| Production test administered at school or designated testing site worth 85% of competitor’s overall score. |
| Online objective test taken at prior to SLC at school or designated testing site makes up 15% of total score. |
| Computer Applications and Word Processing event participants MAY use a dictionary and Format Guide including the Standards of Mailability at the production test site, but not on the objective test. |
| Top FOUR finishers advance to NLC competition. |

Collaborative Objective Test & Team Performance (Role Play) Events

Individual or Team of 2 or 3 Members/Parliamentary Procedure Team of 4 or 5 Members

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

Events that are titled "Introduction to-" are for 9th and 10th grade students only.

- **Banking & Financial Systems**
- **Entrepreneurship**
- **Hospitality & Event Management**
**modified event in 2020-2021*
- **International Business**
**modified event in 2020-2021*
- **Introduction to Event Planning**
**new event in 2020-2021*
- **Management Decision Making**
- **Management Information Systems**
- **Marketing**
- **Network Design**
- **Parliamentary Procedure (Lorraine Missling Award)**
- **Sports & Entertainment Management**

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Between the RLC and SLC, or 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.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Top 8 Finalists notified on March 12)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format
 - Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
 - It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
 - A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.

- For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
 - The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
 - The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Performance Guidelines

- Case study information will be released to designated team captain through an online login. Details will be forwarded to faculty advisers on March 12 regarding how students may access the case study.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- 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.

SLC Objective Test Guidelines

- SLC: No personal devices allowed-only allowed to use online calculator available in testing program.
- If two participants have the same score on the objective tests, the national tie-breaking procedures will be used.
- Failure to take the objective test will result in disqualification.

Administration of Events

| SLC |
|---|
| One-hour written objective test taken prior to SLC at school or designated testing site. Participants will test individually and an average team score will be calculated for placement. Advisers will be notified on March 12 of the Top 8 Finalists. |
| Video performance submission by the top 8 teams with submission due by 4 PM on March 24. |
| Top FOUR finishers advance to NLC competition. |

Individual Objective Test & Performance (Role Play) Events

Individual

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

- **Help Desk**

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC 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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Performance Guidelines

- Role Play events are closed to audience attendance.
- Participants must report at a designated time for event prep. The case study/role play portion of this event will take place live online with judges on the morning of April 12. A presentation schedule will be released after March 10 for the top 8 finalists in this event.
- The judges will use the NLC rating sheets for all rounds at SLC.
- All decisions of the judges are final.
- 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.

SLC Objective Test Guidelines

- SLC: No personal devices allowed-only allowed to use online calculator available in testing program.
- If participants have the same test score, the national tie-breaking procedures will be used to determine the top 8.
- Failure to take the objective test will result in disqualification.

Administration of Events

| SLC |
|---|
| One-hour online objective test taken prior to SLC at school or designated testing site. Advisers will be notified on March 12 regarding the Top 8 Finalists. |
| The top 8 finalists will present through a prescheduled live conference call. |
| Top FOUR finishers advance to NLC competition. |

Prejudged Reports and Presentation Events

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

- **American Enterprise Project** - Chapter
- **Business Financial Plan** - Individual or Team of 2 or 3 members
- **Business Plan** - Individual or Team of 2 or 3 members
- **Community Service Project** - Chapter
- **Local Chapter Annual Business Report (*Ray Ruppel Award*)** - Chapter
- **Partnership with Business Project** - Chapter

SLC Eligibility

- Each local chapter may submit one (1) entry.
 - Participants must have pre-qualified through regionals for Business Financial Plan and Business Plan.
- Between the RLC and SLC, or 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.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Top 8 Finalists notified on March 12)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format
 - Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
 - It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
 - A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.
 - For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.

- The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
- The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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 individual or team event and one chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Prejudged Report Guidelines

- The following chapter & prejudged only events will not have an RLC component and will only permit registration at the SLC Level.
 - American Enterprise Project
 - Community Service Project
 - Local Chapter Annual Business Report
 - Partnership with Business

SLC Presentation Guidelines

- A minimum of one (1) member of the report writing team must be included in a presentation.
- Failure to present the project will result in disqualification.
- Presentation judges will not have access to a copy of the report and will judge the presentation of the report.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- 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

| SLC |
|--|
| Business Plan & Business Financial Plan - A PDF copy of the report must be submitted online as well as a video presentation by the first Wednesday in March for the SLC. Both the PDF Report & Video Presentation must be submitted or the submission will be DQ'd. All reports will be judged; Top 8 Reports will have Video Performances Judged (No Q&A) |
| Chapter Events (Available for SLC only – No RLC component): A PDF copy of the report must be submitted online as well as a video presentation by the first Wednesday in March for the SLC. Both the PDF Report & Video Presentation must be submitted or the submission will be DQ'd. All reports will be judged; Top 8 Reports will have Video Performances Judged (No Q&A) |
| Top FOUR finishers advance to NLC competition. |
| Reports may be revised for competition at the NLC level. |

Prejudged Projects with Presentation

Individual or Team of 2 or 3 Members

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

- **3-D Animation**
- **Digital Video Production **modified event in 2020-2021***

SLC Eligibility

- Each local chapter may submit one (1) entry.
 - Participants must have pre-qualified through regionals for Digital Video Production.
- Between the RLC and SLC, or 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.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Top 8 Finalists notified on March 12)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format
 - Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
 - It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
 - A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.
 - For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
 - The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
 - The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Prejudged Project Guidelines

- The website must be available for viewing on the Internet at the time the Statement of Assurances Entry Form is submitted. No changes may be made to the website after the official entry date.

SLC Presentation Guidelines

- A minimum of one (1) member of the prejudged project must be in attendance for the presentation.
- All team members in attendance must participate in the presentation.
- Failure to present the project will result in disqualification.
- Presentation judges will not have access to a copy of the prejudged project and will judge the presentation of the project.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- 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

| SLC |
|---|
| The Statement of Assurance for all prejudice projects must be submitted online by the first Wednesday in March for the SLC. This will include the URL for the project as well as a Video Submission of Presentation. |
| Both the project and the video presentation will be judged. No Q&A. |
| Top FOUR finishers advance to NLC competition. |
| Projects may be revised for competition at the NLC level. |

Interviews with Prejudged Components

Individual

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

- **Future Business Leader**
- **Job Interview**

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Top 8 Finalists notified on March 12)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format
 - Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
 - It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
 - A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.
 - For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
 - The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
 - The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Objective Test Guidelines (Future Business Leader)

- SLC: No personal devices allowed-only allowed to use online calculator available in testing program.
- The following events will require members to complete the objective test ONLINE prior to the SLC. An onsite testing administrator will need to be submitted with the chapter's registration. Refer to the webpage for the SLC Online testing dates.
 - Future Business Leader
- If there is a tie on the objective test, ties will be broken based on the order in which the tests were turned in.
- Failure to take the objective test will result in disqualification.

SLC Interview Guidelines (Future Business Leader & Job Interview)

- Failure to be present for the interview will result in disqualification.
- SLC: Interviews will be scheduled by the state office and be made available to connect with judges through a live remote interview conference call.
- SLC: Pre-submitted interview materials will be made available to judges by the state office as these materials cannot be shared by the participant remotely.
- All decisions of the judges are final.
- The judges will use the NLC Preliminary rating sheets for all rounds at SLC (for Future Business Leader & Job Interview only.)
- 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.

SLC Prejudged Material Guidelines (Future Business Leader & Job Interview)

- Failure to submit prejudged materials will result in disqualification
- All decisions of the judges are final.
- The judges will use the NLC Preliminary rating sheets for all rounds at SLC (for Future Business Leader & Job Interview only.)

Administration of Events

| SLC |
|---|
| Future Business Leader: One-hour written objective test for Future Business Leader is taken online prior to SLC. Top 8 will be determined based online objective test (2/3) prior to the SLC and prejudged written materials (1/3). Final Round interview (15 min.) for Top 8 finalists. Final Round scoring will add the Final Interview (40%) to the previously scored written objective test (40%) and prejudged written materials (20%). |
| Job Interview: A live conference call interview (10 min.) for all participants will be held on the morning of April 12. Overall scoring will be based 67% on the interview and 33% on prejudged written materials. |
| PDF of the resume/cover letter must be submitted online by the first Wednesday in March. |
| Interview schedules will be coordinated by the State Office for SLC. |
| Top FOUR finishers advance to NLC competition. |
| Materials may be revised for competition at the NLC level. |

Speaking Events

Individual

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

Events that are titled “Introduction to-“are for 9th and 10th students only.

- **Impromptu Speaking**
- **Introduction to Public Speaking**
- **Public Speaking**

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Into to Public Speaking & Public Speaking)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format
 - Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
 - It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
 - A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.
 - For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
 - The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
 - The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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 Performance Guidelines

- Impromptu Speaking (SLC): Live performance will be scheduled by the state office and be made available to connect with judges through a live remote performance conference call. The Impromptu Speaking prompt will be provided to participants at the start of the call. Participants will have up to 10 minutes to prep followed by up to a 4-minute performance time with judges.
 - *SLC 2021 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.
 - The local adviser must verify that the note cards have been collected and properly disposed following the presentation as FBLA-PBL, Inc. owns all content related to competitive events and may pursue legal remedies for any misuse of any protected content or materials.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- 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

| SLC |
|--|
| Impromptu Speaking: Order of performance is will be communicated by WI FBLA prior to the event. |
| Introduction to Public Speaking & Public Speaking: Video Performance Submission in advance of SLC. – No Q&A. |
| All individuals perform—no preliminary round. |
| Event is not open to conference attendees. |
| Top FOUR finishers advance to NLC competition. |
| Presentations may be revised for competition at the NLC level. |

Presentation & Demonstration Events with Equipment

Individual or Team of 2 or 3 Members

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

Events that are titled "Introduction to-" are for 9th and 10th students only.

- **Broadcast Journalism**
- **Electronic Career Portfolio** – Individual Only
- **Graphic Design**
- **Introduction to Business Presentation**
- **Introduction to Social Media Strategy** **new event in 2020-2021*
- **Public Service Announcement** **modified event in 2020-2021*
- **Publication Design**
- **Sales Presentation**
- **Social Media Strategies** **modified event in 2020-2021*

*Beginning in 2019-2020, a new event category was differentiated by the national office as **Demonstration that will eliminate the prejudged component**. Judging will focus on the usability and functionality of the product as seen by the judges. This event will now be categorized as a demonstration rather than performance event, and competitors will be required to demonstrate how well the project works during the event demonstration. Refer to the national guidelines for details about event specific guidelines.*

- **Coding & Programming** – Individual Only
- **Computer Game & Simulation Programming**
- **E-Business**
- **Mobile Application Development**
- **Website Design**

SLC Eligibility

- Each local chapter may submit one (1) entry for Coding & Programming, Computer Game & Simulation Programming, and Mobile Application Development.
 - Participants must have pre-qualified through one of the regional conferences for all other events.
- Between the RLC and SLC, or 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.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Top 8 Finalists notified on March 12)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format

- Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
- It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
- A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.
- For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
 - The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
 - The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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.
- The following event(s) will not have an RLC component and will only permit registration at the SLC Level.
 - Coding & Programming
 - Computer Game & Simulation Programming
 - Mobile Application Development

SLC Presentation Guidelines

- All team members in attendance must participate in the presentation. For recorded presentations, this means that participants must appear on screen for at least a portion of the presentation as an active participant. Events that permit equipment will all participants to capture their screen and share content with judges through the video recording.
- SLC: Chapters must provide their own audio/visual equipment, except screens.
- SLC: The individual or team members must perform all aspects of the presentation including setup. Other representatives may not assist.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any SLC 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

| |
|--|
| SLC |
| Performance Video Submission in Advance of SLC |
| All submissions will be judged. |

Presentation Events without Equipment

Individual or Team of 2 or 3 Members

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

- **Business Ethics**
- **Client Service** - Individual Only

SLC Eligibility

- Participants must have pre-qualified through one of the regional conferences.
- Between the RLC and SLC, or 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.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

Notes on Video Submission for 2021 (Applies only to Top 8 Finalists notified on March 12)

- Recording Presentations
 - Use any web-based meeting software that allows recording of teams when they are all in different locations, to record team presentations (team members would not have to be in the same room)
 - Note: Individual competitors may use any method they prefer to record presentations
 - Recommended: Zoom; however, consult your local faculty adviser for their recommendation.
- Uploading Presentations
 - No updates or changes to the video content is permitted after 4 PM on March 3, 2021
 - Video URLs may be submitted directly by members or faculty advisers.
 - Videos must be posted online and submitted via an **unlisted (only viewable with a link)** format
 - Videos must be unlocked for viewing purposes
 - Note: If you wish to use a method other than YouTube to post your video online, please work with your adviser or your school technology coordinators to assist in posting an unlisted video
 - If sharing a video through a Google Drive, then be sure to verify any videos stored to a student account may be shared outside of your local school domain.
 - It is highly recommended that competitors do practice videos and practice online postings beforehand to make sure that the video posting works as needed. **However**, the practice videos cannot be of your competitive event entry.
 - A video will be submitted for judging. This video submission shall adhere to the following guidelines:
 - Only the student(s) registered for the event may appear in the presentation.
 - Students must conform to the FBLA-PBL Dress Code while recording the video.
 - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. The submission **shall not** be edited.
 - Teleprompters, cue cards, or other off-screen aids for competitors may not be used.
 - For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. They cannot be uploaded in any way as part of the presentation to be shared separately as materials with judges.
 - For Presentations with Equipment and Demonstrations, students may utilize projectors/presentations (example: PowerPoints), should they choose to use them.
 - Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
 - The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
 - The total presentation time shall not be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

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) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- 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

- **Business Ethics:** All team members in attendance must participate in the presentation. For recorded presentations, this means that participants must appear on screen for at least a portion of the presentation as an active participant. No equipment is permitted for this event and national guidelines apply restricting the use of supplemental presentation materials and other resources.
- **Client Service:** Live performance will be scheduled by the state office and be made available to connect with judges through a live remote performance conference call. The Client Service prompt will be provided to participants at the start of the call. Participants will have 10 minutes to prep followed by up to a 5-minute performance time with judges.
 - **SLC 2021 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.
 - The local adviser must verify that the note cards have been collected and properly disposed following the presentation as FBLA-PBL, Inc. owns all content related to competitive events and may pursue legal remedies for any misuse of any protected content or materials.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- 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

| SLC |
|--|
| Business Ethics: Record performance or demonstration. Post online for judging (no Q&A) and submit online prior to SLC |
| Client Service: Participants will present through a prescheduled live conference call. |
| All teams perform—no preliminary round. |
| Event is not open to conference attendees. |
| Top FOUR finishers advance to NLC competition. |
| Presentations may be revised for competition at the NLC level. |

National FBLA Events

Overview: These events have no regional or state components. Competitors are competing at the national level only. These events do not count toward Regional Leadership Conference or State Leadership Conference event limits. NLC qualifying members must be registered with the national office by the national membership deadline. Refer to the national event guidelines for additional overview, eligibility, NLC registration and NLC performance requirements.

NLC Qualifiers will be recognized for their achievement at the State Leadership Conference; however, SLC attendance may be limited based upon available attendance capacity.

| Event | Individual or Team | Fall Challenge | Spring Challenge | Year-Long Challenge | Registration Required? |
|--|--------------------|----------------|------------------|---------------------|------------------------|
| Life Smarts | Team of 2 | Yes | Yes | - | Yes |
| Virtual Business Management Challenge | Team of 2 or 3 | Yes | Yes | - | Yes |
| Virtual Business Finance Challenge | Team of 2 or 3 | Yes | Yes | - | Yes |

Wisconsin and National Awards & Recognition

Overview: Members build a portfolio of accomplishments with a wide range of awards programs. Learn more about other Wisconsin FBLA recognition opportunities online at <https://dpi.wi.gov/fbla/recognition> including the following:

- Business Person of the Year Award
- Community Service Awards for State Conference Recognition
- Gold Seal Chapter Award (*Hollis & Kitty Guy Award*)
- Largest Local Chapter Award
- Largest Local Chapter Market Share Award
- Lorraine Missling Scholarship
- Outstanding Local Chapter Adviser
- State Leadership Conference Outstanding Chapter (*Ruel Falk Award*)
- Wisconsin Future Business Educator

Additional [FBLA-High School](#) and [FBLA-Middle Level](#) awards are also supported through the national FBLA-PBL programs.

Event Notables

Gold Seal Chapter Award - **Hollis and Kitty Guy** - served as directors in the national FBLA-PBL office for many years. They were instrumental in organizing national events for students at leadership conferences.

Merit Award Program - **Roxanne Brice** (Beisel) - was a graduate of the business program at Eau Claire Memorial High School. During her senior year, she won first place in Ms. FBL at the national level. Roxi worked as an administrative assistant in the FBLA office in Madison.

Business Communication - **Judith Schultz Voiers** - originally from Tennessee, Judy was a business education teacher at Columbus High School until she came to the Department of Public Instruction as a supervisor of business education and the FBLA State Adviser. She left Wisconsin in 1985 and now lives in Florida with her summers in Coloma, Wisconsin. She has authored and co-authored communication books and articles.

Introduction to Parliamentary Procedure - **Daryl Braatz** - taught business education at Thorp High School for 36 years. His love for parliamentary procedure placed his team first in the nation on several occasions and in the top 10 in the nation for over 25 years. He started the Thorp Chapter in 1967, which has been awarded the Largest State Chapter for many years. Daryl also served on the National FBLA-PBL Board of Directors from 1982-1985.

Local Chapter Annual Business Report - **Ray Ruppel** - was the first state adviser for FBLA-PBL in Wisconsin working from his home in Waukesha. He faithfully attended all national leadership conferences and encouraged schools in Wisconsin to participate at the national level. Ray could be described as the "Father of FBLA in Wisconsin."

Outstanding SLC Chapter - **Ruel Falk** - taught business education in several Wisconsin schools before moving to the Department of Public Instruction in 1966. His efforts were many in behalf of FBLA and other student organizations. Ruel received the distinguished teaching award from the Wisconsin Business Education Association.

Outstanding RLC Chapter and Parliamentary Procedure - **Lorraine Missling** - taught business education at UW-Eau Claire for many years and was the state adviser for FBLA/PBL from 1960 to 1972. It was during her tenure that FBLA and PBL became separate organizations in Wisconsin. Missling presented many scholarships to FBLA-PBL students. She received the distinguished teaching award from WBEA as well as numerous honors from FBLA-PBL members.

State Leadership Conference Outstanding Chapter

In order to promote maximum participation by all local chapters attending Wisconsin FBLA's Regional and State Leadership Conferences, this event has been established to honor the local chapters which successfully receive the greatest number of points awarded for their overall participation.

Eligibility

Each local chapter entering any competitive event is automatically participating in this event. Participation in as many of the events as possible is essential for a chapter's success.

Procedure

- A point system has been developed for those winning or placing in conference events. Points granted will be determined as follows:
 - 1st place 5 points
 - 2nd place 4 points
 - 3rd place 3 points
 - 4th place 2 points
 - 5th place 1 point
- The chapter compiling the greatest number of points at the SLC will be identified as the outstanding State Leadership Conference Chapter.
- The decision will be based solely on the compilation of points.
- Ties will be broken by the greatest number of first-place points, second-place points, etc. until placement is determined.

State Awards

The first-place winner at the SLC will receive a traveling plaque and a permanent plaque. Plaques will also be awarded to the chapters winning second through fifth place.