

CALIFORNIA

PHI BETA LAMBDA

SERVICE

EDUCATION

PROGRESS

California Awards Program

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General Information

Mission Statement

The California PBL Awards Program provides a competitive forum for outstanding members of California Phi Beta Lambda. The California PBL Awards Program follows the guidelines and philosophies set by Future Business Leaders of America-Phi Beta Lambda, Inc.

Program Design and Purpose

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

The CAP plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

- demonstrate their career competencies, business knowledge, and job-related skills;
- expand their leadership skills;
- demonstrate their competitive spirit; and
- receive recognition for their achievements.

Eligibility

Competitive events are provided as a Phi Beta Lambda membership benefit. Only members who meet the official membership eligibility requirements and are on record with the national association as dues paid members before the State Business Leadership Conference are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

In California, members ARE allowed to defend their title in an event. HOWEVER, you might not be eligible to complete at the National Leadership Conference (NLC). Please see the National PBL Competitive Events page at <http://www.fbla-pbl.org> for more details about competing at NLC.

Competition Limit

Members are limited to competing in three (3) knowledge events, two (2) skill events, two (2) presentation events, and any number of chapter project events.

Also, chapters are limited in the delegates they may enter for each competitive event. Each chapter may enter 6 delegates for each knowledge event, and chapters may submit teams according to the following conference attendee guidelines for skill and presentation events:

Number of Conference Attendees	Number of Eligible Teams
1-59	3
60-89	4
90+	5

New and Modified Competitive Events

The Guidelines have changed for nearly every event.

DO NOT ASSUME AN EVENT WILL BE THE SAME AS LAST YEAR.

National Events Not Offered in California

Event Not Offered	Recommended Alternative
Accounting Analysis & Decision Making	Accounting for Professionals Cost Accounting
Business Law	None
Economic Analysis & Decision Making	Macroeconomics Microeconomics
Financial Analysis & Decision Making	Financial Services
Forensic Accounting	Accounting for Professionals Cost Accounting
Future Business Educator	None
Job Interview	Future Business Executive
Integrated Marketing Campaign	Marketing Analysis & Decision Making Social Media Challenge
Mobile App Development	None
Network Design	Networking Concepts
Strategic Analysis & Decision Making	Business Sustainability

NOTE: For those wishing to compete at the National Leadership Conference (NLC) in any event not offered at the state level, please see the National PBL Competitive Events page at www.fbla-pbl.org for more details. Contact Glenn Morris at glenn@capbl.org to register for these events at NLC.

Knowledge Event Overview

Each chapter may submit up to six (6) participants in each knowledge event.

Each member can compete in up to three (3) knowledge events.

Competitive events are provided as a Phi Beta Lambda membership benefit. Only members who meet the official membership eligibility requirements and are on record with the national association as dues paid members before the State Business Leadership Conference are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

Each test will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters. Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.** The online testing window will be available from March 28th to April 4th.

The first, second, and third place winner in state competition will be eligible to represent California at the National Leadership Conference (with the exception of Parliamentary Procedure).

In California, members ARE allowed to defend their title in an event. HOWEVER, you might not be eligible to complete at the National Leadership Conference (NLC). Please see the National PBL Competitive Events page at <http://www.fbla-pbl.org> for more details about competing at NLC.

Accounting Principles

Knowledge of accounting principles is essential in preparing for careers in business. This event provides recognition for PBL members who have an understanding of the basic principles of accounting and who give evidence of their knowledge in solving practical accounting problems.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Financial calculators may be used.

Objective Test Competencies

- accounts payable and receivable
- basic concepts, principles, and terminology
- measurement, valuation, realization, and presentation of assets
- financial statements
- ownership structure
- professional standards and ethics
- worksheets

Computer Concepts

Understanding of computers is integral to the successful operation of business. This event provides recognition for PBL members who understand the basic principles involved in computer technology.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- basic computer principles
- ethics
- hardware
- networking systems and procedures
- programming concepts
- software concepts (applications and operating systems)
- terminology
- troubleshooting

Contemporary Sports Issues

This event provides recognition for PBL members who understand and demonstrate knowledge about the current principles and issues of the dynamic sports industry both in this country and internationally.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- finance and economics in sports industry
- sports consumer behavior
- international sports
- legal considerations
- professional sports
- sociological aspects of sports
- public relations
- sports facility and event management
- intercollegiate athletics
- sports management and marketing
- sport tourism

Cyber Security

With the increased use of the Internet for browsing, researching, information gathering, and e-commerce, information and cyber security has become a growing concern for businesses throughout our global economy. This event recognizes PBL members who understand security needs for technology.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Non-graphing calculators may be used.

Objective Test Competencies

- defend and attack (virus spam, spyware, Trojan, hijackers, worms)
- network security
- email security
- intrusion detection
- public key
- authentication
- disaster recovery
- physical security
- cryptography
- forensics security
- cyber security policy

Entrepreneurship Concepts

Owning and managing a business is the goal of many Americans. This event recognizes PBL members who demonstrate the knowledge and skills needed to establish and manage a business.

Overview

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Financial calculators may be used.

Objective Test Competencies

- business plan
- community/business relations
- legal issues
- initial capital and credit
- personnel management
- financial management
- marketing management
- taxes
- government regulations

Financial Concepts

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Financial calculators may be used.

Objective Test Competencies

- financial instruments and institutions
- time value of money
- cost of capital and capital budgeting
- valuation and rates of return
- financial analysis
- capital investment decisions
- financial risks and returns
- international finance

Information Management

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- resource management (human, financial, data)
- telecommunications and networking technologies
- decision making
- e-business systems
- business communication
- ethics
- human relations

International Business

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- communication (including culture and language)
- currency exchange
- global business environment
- finance
- human resource management
- legal issues
- marketing
- ownership and management
- taxes and government regulations
- treaties and trade agreements

Justice Administration

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

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

Macroeconomics

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- aggregate demand and supply
- consumption and saving
- economic development
- exchange rates
- fiscal and monetary policies
- government deficit and debt
- gross domestic product
- inflation and deflation
- international trade
- money and interest rates
- recession and depression
- stabilization
- wages and unemployment

Management Concepts

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- business environment
- communication techniques
- controlling
- decision making
- directing
- employee motivation theories
- group dynamics
- leadership
- organizational structure
- organizing
- planning
- policies and strategies
- staffing

Marketing Concepts

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- basic marketing including price, product, place, and promotion
- e-marketing
- international marketing
- legal and social aspects
- marketing concepts and strategies
- marketing research

Microeconomics

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- capital and natural resource markets
- distribution of income and wealth
- economic uncertainties
- elasticity
- labor market and wages
- market failure
- monopolies
- oligopolies and duopolies
- opportunity cost
- perfect competition
- production factors
- production and trade
- supply and demand

Networking Concepts

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- general network terminology
- equipment for network access (firewall, DSU/CSU, T1, Wi-Fi, etc.)
- network topologies and connectivity
- network security
- OSI model and functionality
- specific network operating systems (NOS) concepts

Organizational Behavior & Leadership

This event recognizes PBL members who are familiar with organizational behavior and leadership competencies that affect organizations.

Overview

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Financial calculators may be used.

Objective Test Competencies

- conceptual and problem-solving skills
- organizational strategy and corporate culture
- leadership traits and characteristics
- motivation theories and practices
- individual and group behavior in organizations
- power and influence
- organizational communication
- teamwork
- organizational ethics and social responsibility
- global perspectives in organizations
- multicultural and gender perspective in leaders and organizations

Parliamentary Procedure

The Dorothy L. Travis Award recognizes PBL members who demonstrate knowledge of the principles of parliamentary procedure.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed.

Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles section of the exam will be drawn from National Association of Parliamentarian's official test bank.

The case problem will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on Robert's Rules of Order, Newly Revised (Copyright 2000).

****Parliamentary Procedure will be a team event of 4-5 members at the national level. Please see the National PBL Competitive Events page at <http://www.fbla-pbl.org> for more details about competing at NLC.*

Objective Test Competencies

- parliamentary procedure principles
- PBL Bylaws

Personal Finance

Knowledge of personal finance is an essential life skill. This event recognizes PBL members who understand basic financial planning principles and who demonstrate their knowledge in practical financial planning problem solving.

Overview

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Financial calculators may be used.

Objective Test Competencies

- personal finance planning process
- time value of money principles and calculations
- personal financial statements
- individual income tax principles, calculation, and filing
- financial services and saving options
- housing and automobile purchase decisions
- credit concepts
- insurance concepts
- basic investment planning
- recruitment and estate planning

Project Management

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- project definition
- project plan development
- project management
- risk management
- project times and cost estimates
- project team management
- progress and performance measurement and evaluation
- project audit and closure
- project selection
- resource scheduling

Retail Management

This event recognizes PBL members who demonstrate knowledge of the functions of retail management and the changing environment that affects retailing.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- retail management functions
- customer value, services, retailing technologies
- retail planning and management process
- retail environment
- evaluation and identification of retail customers
- retailing information systems
- selecting the appropriate market and location
- merchandise buying and handling
- financial aspects of operation management
- retail human resource management
- pricing

Sports Management and Marketing

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- accounting and budgeting
- economics of sports
- ethics
- facility management
- financing sports
- group decision making and problem solving
- labor relations in pro sports
- law and sports application
- sponsorships
- sports management history
- sports licensing
- strategic marketing
- tort liability and risk management

Statistical Analysis

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

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Financial calculators may be used.

Objective Test Competencies

- descriptive statistical analysis
- organizing and presenting of statistical data
- probability distributions
- sampling techniques
- linear regression
- confidence intervals
- hypothesis testing

Skill Event Overview

Each chapter may submit teams according to the following conference attendee guidelines for presentation events:

Number of Conference Attendees	Number of Eligible Teams
1-59	3
60-89	4
90+	5

Each member can compete in up to two (2) skill events.

Competitive events are provided as a Phi Beta Lambda membership benefit. Only members who meet the official membership eligibility requirements and are on record with the national association as dues paid members before the State Business Leadership Conference are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

The objective component, if applicable, will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters. Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.** The online testing window will be available from March 28th to April 4th.

**At the state level, some events do not include a presentation component.

The first and second place winner in state competition will be eligible to represent California at the National Leadership Conference.

In California, members ARE allowed to defend their title in an event. HOWEVER, you might not be eligible to compete at the National Leadership Conference (NLC). Please see the National PBL Competitive Events page at <http://www.fbla-pbl.org> for more details about competing at NLC.

Documents produced for these events must be prepared by the participant without help from any other person.

All materials must be submitted in PDF format. Please contact State Adviser Jason Ishibashi at jason@capbl.org if you need help saving your materials as PDFs.

No reference materials are allowed (except the FBLA-PBL Format Guide and any reference noted in the event description.)

Calculators are not allowed on the production portion of the test.

Specific instructions will be included in the skill event packet.

Members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.

Accounting for Professionals

Knowledge of accounting, tax, and auditing principles is essential to a successful career in the accounting profession. These concepts also are useful in business careers outside the accounting profession. This event provides recognition for PBL members who demonstrate a comprehensive understanding of accounting, tax, and auditing principles.

Eligibility

Please see the **Skill Event Overview** page for eligibility details. This is an individual event.

Overview

This event consists of two (2) parts: an objective test and a production test, both administered prior to SBLC. Participants are required to complete both parts of the event to be eligible to win an award.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. Financial calculators may be used on the objective test.

One (1) hour will be given for the production test. Accounting or spreadsheet software must be used. Students may bring prepared templates, which may include, but are not limited to, general journal, bank reconciliation, payroll, financial statements, and worksheets. The score received on this portion of the event will constitute 50 percent of the final event score.

*Your local chapter must request skill events be sent to them before March 14, 2016. Please email skillevents@capbl.org with a list of participants (and their events) as well as the name and contact information of the proctor who will facilitate the skill event testing. You will receive passwords to unlock the skill events requested. You must submit your production test **ONLINE** at <http://capbl.org> between March 18 and March 20, 2016.*

Guidelines

- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- Students may bring prepared templates.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.
- In case of a tie, the production test will be used to break the tie.

Objective Test Competencies

- accounts concepts, principles, terminology
- audit controls, evidence, procedures, and reporting
- cost accounting
- financial accounting and federal income tax
- financial statements and worksheets
- measurement and presentation of income and expense items
- measurement, valuation, realization/recognition
- not-for-profit and governmental accounting
- ownership structure and valuation of equity accounts
- presentation of assets and liabilities
- professional standards and ethics

Production Competencies

- financial statements
- bank reconciliation
- payroll
- trial balance
- journalizing
- depreciation
- adjusting/closing entries

Administrative Technology

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

Eligibility

Please see the **Skill Event Overview** page for eligibility details. This is an individual event.

Overview

This event consists of two (2) parts: an objective test and a production test, both administered prior to SBLC. Participants are required to complete both parts of the event to be eligible to win an award.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. Nongraphic calculators may be used on the objective test.

Two (2) hours will be given for the production test. The score received on this portion of the event will constitute 80 percent of the final event score.

*Your local chapter must request skill events be sent to them before March 14, 2016. Please email skillevents@capbl.org with a list of participants (and their events) as well as the name and contact information of the proctor who will facilitate the skill event testing. You will receive passwords to unlock the skill events requested. You must submit your production test **ONLINE** at <http://capbl.org> between March 18 and March 20, 2016.*

Guidelines

- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Documents produced must be prepared by the PBL competitors without help from the adviser or any other person.
- The production test will be used to break a tie.

Objective Test Competencies

- basic computer concepts
- document formatting rules and standards
- grammar, punctuation, spelling, and proofreading
- word processing applications

Production Competencies

- production of all business forms, including:
 - letters
 - memorandums
 - tables
 - reports
 - statistical reports
 - and materials from rough draft
 - unarranged copy

Computer Applications

Knowledge of computer applications is a necessity in today's high-tech business world. Employees must be able to apply various computer applications in a business environment utilizing critical thinking and decision making skills. This event provides recognition for PBL members who can efficiently demonstrate computer application skills.

Eligibility

Please see the **Skill Event Overview** page for eligibility details. This is an individual event.

Overview

This event consists of two (2) parts: an objective test and a production test, both administered prior to SBLC. Participants are required to complete both parts of the event to be eligible to win an award.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. Nongraphic calculators may be used on the objective test.

Two (2) hours will be given for the production test. The score received on this portion of the event will constitute 80 percent of the final event score.

*Your local chapter must request skill events be sent to them before March 14, 2016. Please email skillevents@capbl.org with a list of participants (and their events) as well as the name and contact information of the proctor who will facilitate the skill event testing. You will receive passwords to unlock the skill events requested. You must submit your production test **ONLINE** at <http://capbl.org> between March 18 and March 20, 2016.*

Guidelines

- The following reference materials are allowed at the test site: word division manuals, dictionaries, the Standards of Mailability, and Format Guide.
- Documents produced must be prepared by the PBL competitors without help from the adviser or any other person.
- The production test will be used to break a tie.

Objective Test Competencies

- basic computer terminology and concepts
- presentation, publishing, and multimedia applications
- security
- basic application knowledge and word processing
- e-mail, integrated and collaboration applications
- netiquette and legal
- spreadsheet and database applications
- formatting, grammar, punctuation, spelling, and proofreading

Production Competencies

- database—creating a database; applying various functions such as searching, querying, etc.
- spreadsheets—applying functions such as move, combine, format, creating and applying formulas
- presentation—preparing text slides with graphics
- business graphics—bar, line, pie, exploded pie, stacked bar
- word processing—letters, memorandums, tables, reports, or other types of word processing problems

Cost Accounting

Cost accounting involves collecting, analyzing, summarizing, and evaluating various alternative courses of action to advise management on the most appropriate course of action based on cost efficiency and capability. Cost accounting provides detailed cost information management needs to control current operations and plan for the future. This event recognizes the PBL members who demonstrate an understanding and mastery of the subject.

Eligibility

Please see the **Skill Event Overview** page for eligibility details. This is an individual event.

Overview

This event consists of two (2) parts: an objective test and a production test, both administered prior to SBLC. Participants are required to complete both parts of the event to be eligible to win an award.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. Financials calculators may be used on the objective test.

One (1) hour will be given for the production test. Accounting or spreadsheet software must be used. The score received on this portion of the event will constitute 50 percent of the final event score.

*Your local chapter must request skill events be sent to them before March 14, 2016. Please email skillevents@capbl.org with a list of participants (and their events) as well as the name and contact information of the proctor who will facilitate the skill event testing. You will receive passwords to unlock the skill events requested. You must submit your production test **ONLINE** at <http://capbl.org> between March 18 and March 20, 2016.*

Guidelines

- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- Students may bring prepared templates.
- Calculators are not allowed on the production portion of the test.
- In case of a tie, the production test will be used to break the tie.

Objective Test Competencies

- variances
- cost-volume-profit analysis
- cost concepts
- cost flows
- role of the cost accountant
- cost behavior and estimating costs
- activity-based cost systems
- job costing
- process costing
- strategic planning and budgeting
- decision making
- target costing
- standard costing
- major pricing models

Production Competencies

- cost accounting concepts
- principles and terminology
- measurement and presentation
- measurement and valuation
- realization and recognition

Desktop Publishing

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

Eligibility

Please see the **Skill Event Overview** page for eligibility details. Teams consist of one or two members.

Overview

This event consists of two (2) parts: an objective test and a production test, both administered prior to SBLC. Participants are required to complete both parts of the event to be eligible to win an award.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. Team members will take one objective test collaboratively. Nongraphic calculators may be used on the objective test.

Participants have unlimited time to produce a solution. The score received on this part of the event will constitute 80 percent of the final score.

Your local chapter must request skill events be sent to them before March 14, 2016. Please email skillevents@capbl.org with a list of participants (and their events) as well as the name and contact information of the proctor who will facilitate the skill event testing. You will receive passwords to unlock the skill events requested. You must submit your production test ONLINE at <http://capbl.org> between March 18 and March 20, 2016.

2016 SBLC and NLC Topic

You have been hired by a local company, Purity, as a design consultant. The company sells all natural and eco-friendly personal care products. You have been contracted to develop a logo for the company and also develop marketing materials that could be utilized in a digital and traditional paper format. The marketing package is to include a company logo, ½ page advertisement, brochure, and poster.

Guidelines

- The team of two participants for this competitive event may use two computers. The participants also may choose to use a scanner and the Internet to download freeware pictures.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- No reference materials are allowed.
- The finished product must be submitted in color.
- The production test will be used to break a tie.
- Refer to the copyright guidelines found in the Format Guide.

Objective Test Competencies

- basic desktop terminology and concepts
- related desktop application knowledge
- digital imaging and graphics
- desktop layout rules and standards
- safety, ethics, and legal issues
- print process
- message presentation, accuracy, and proofreading

Production Competencies

- documents address topic and are appropriate for the audience
- required information is effectively communicated
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

Presentation Event Overview

Each chapter may submit teams according to the following conference attendee guidelines for presentation events:

Number of Conference Attendees	Number of Eligible Teams
1-59	3
60-89	4
90+	5

Each member can compete in up to two (2) presentation events.

Competitive events are provided as a Phi Beta Lambda membership benefit. Only members who meet the official membership eligibility requirements and are on record with the national association as dues paid members before the State Business Leadership Conference are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

The objective component, if applicable, will be conducted through the FBLA-PBL Online Testing Program. Passwords, login information and web address will be distributed to chapters upon receipt of competitive events rosters. Online testing will **NOT** be offered on-site. **NO EXCEPTIONS.** The online testing window will be available from March 28th to April 4th.

**At the state level, some events do not include a presentation component.

The first, second, and third place winner in state competition will be eligible to represent California at the National Leadership Conference.

In California, members ARE allowed to defend their title in an event. HOWEVER, you might not be eligible to complete at the National Leadership Conference (NLC). Please see the National PBL Competitive Events page at <http://www.fbla-pbl.org> for more details about competing at NLC.

Presentation events with less than five (5) registered teams or individuals may not be contested at the State Business Leadership Conference. Awards in these events will be awarded based on pre-conference materials (e.g. objective tests, project submissions, etc.)

Five (5) points are deducted if competitors do not follow the dress code

Five (5) points may be deducted for not following the CAP

Summary of Presentation Events

Event	Team Size	Type	Setup Time	Prep Time	Perform Time	Warning Given At	Time Up	Penalty Over Time	Q&A
Business Decision Making	2,3	Role Play	N/A	20 min	7 min	6 min	7 min	Can't	No
Business Ethics	2,3	Presentation	N/A	N/A	7 min	6 min	7 min	5 points	3 min
Business Presentation	1,2,3	Presentation	3 min	N/A	7 min	6 min	7 min	5 points	3 min
Business Sustainability	1,2,3	Presentation	N/A	N/A	7 min	6 min	7 min	5 points	3 min
Client Service	1	Role Play	N/A	10 min	5 min	4 min	5 min	Can't	No
Financial Services	1,2,3	Role Play	N/A	20 min	7 min	6 min	7 min	Can't	No
Future Business Executive	1	Interview	N/A	N/A	12 min	11 min	12 min	Can't	No
Help Desk	1	Role Play	N/A	10 min	5 min	4 min	5 min	Can't	No
Hospitality Management	1,2,3	Role Play	N/A	20 min	7 min	6 min	7 min	Can't	No
Human Resource Management	1,2,3	Role Play	N/A	20 min	7 min	6 min	7 min	Can't	No
Impromptu Speaking	1	Speaking	N/A	10 min	4 min	3 min	5 min	5 points	No
Management ADM*	1,2,3	Role Play	N/A	20 min	7 min	6 min	7 min	Can't	No
Marketing ADM*	1,2,3	Role Play	N/A	20 min	7 min	6 min	7 min	Can't	No
Public Speaking	1	Speaking	N/A	N/A	5 min	4 min	6 min	5 points	No
Sales Presentation	1	Presentation	3 min	N/A	7 min	6 min	7 min	Can't	No
Social Media Challenge	1,2,3	Presentation	3 min	N/A	7 min	6 min	7 min	5 points	3 min

*ADM = Analysis and Decision Making

Business Communication

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for PBL members who demonstrate competencies in writing, speaking, and listening concepts.

Eligibility

Please see the [Presentation Event Overview](#) page for eligibility details. This is an individual event.

Overview

This event consists of two (2) parts: an objective test and a production component. Participants are required to complete both parts of the event to be eligible to win an award.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score. Nongraphic calculators may be used.

A thirty (30) minute **writing exercise** will be administered prior to SBLC based on the competencies listed. The score received on this portion of the event will constitute 50 percent of the final event score.

Guidelines

- No reference materials are allowed.
- The objective test will be used to break a tie.

Objective Test Competencies

- mechanics of appropriate business English (e.g., grammar, punctuation)
- format and appropriateness of business messages (e.g., letters, reports, memos, e-mail)
- format and style differences with international communications
- listening, oral, and nonverbal concepts

Business Decision Making

This event recognizes PBL members who develop competency in management, decision making, and who demonstrate knowledge of these key principles. This event is based on team rather than individual competition. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.

Eligibility

Please see the [Presentation Event Overview](#) page for eligibility details. Teams consist of either two or three members.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphic calculators may be used.

An **interactive role-play case study** will be given and consist of a problem encountered by management in one or more of the following business areas: business planning, organizational design, economic environment, short-term and long-range planning, human resource management, financial management, and marketing management. **All** the questions raised in the case **must** be addressed during the oral presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie in the final scores, the objective test score will be used to break the tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4"x6" notecards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the notecards. Notecards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Objective Test Competencies

- business ethics and social responsibility
- financial management
- government regulations
- human resource management
- legal issue
- marketing management
- principles of business ownership and management
- taxation

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Business Ethics

Ethical decisions are essential in the business world and the workplace. Often, employees must make decisions that are not just about what is right or wrong, but rather clarifying vague choices. This event requires students to organize adequately and deliver a presentation effectively as a team. They should demonstrate critical thinking skills through the careful analysis of the various ethical dimensions that are present in their case study. The case studies are based on real-life situations.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of two or three members.

Overview

Participants must research the topic prior to the conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). The content of the presentation must include good oral communication skills, group collaboration, and critical thinking and analysis. In addition, students will thoroughly research and present their findings.

A **presentation** will be given and members will be expected to **answer judges' questions** on their presentation.

2016 SBLC and NLC Topic

What public relations policy should companies adopt when dealing with a cyber security breach?

Written Synopsis Guidelines

Submit six (6) copies of a written synopsis on the case selected, not longer than 500 words. All copies must be submitted in six (6) standard file folders and the folder tab labeled with the participant's name, state, school, and event title. This information must be received by **March 20, 2016**.

Mail materials to:

California PBL
ATTN: Jason Ishibashi
PO Box 6737
Fullerton, CA 92834

Teams that do not submit a written synopsis may be disqualified or penalized.

Performance Guidelines

- In the event of heavy submissions, this event will undergo a pre-screening process. The highest scoring submissions will be eligible to proceed to compete at state conference.
- The team is permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.
- The team has seven (7) minutes to present.
- Participants should introduce themselves. All team members are expected to actively participate in the presentation.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes. If the judges are forced to cut off the team at seven (7) minutes, the team will receive a deduction of five (5) points.
- Following each presentation, the judges will conduct a three (3) minute question-answer period.

Performance Competencies

- make ethical business decisions in the business world and workplace
- answer questions effectively
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- explain content logically and systematically

Business Presentation

Using technology to support a presentation can significantly enhance a business leader's effectiveness. This event provides recognition for PBL members who demonstrate the ability to deliver an effective business presentation while using presentation technology.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of one, two or three members.

Overview

Participants must research the topic prior to the conference and be prepared to present using a presentation software program as an aid in delivering a business presentation. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.

A **presentation** will be given and members will be expected to **answer judges' questions** on their presentation.

2016 SBLC and NLC Topic

Give a presentation to a group of executives on the benefits of LinkedIn to grow businesses through human resource development and increased customer awareness.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Performance Guidelines

- If preliminary rounds are required, a maximum of ten (10) finalists—or an equal number of participants from each group—will advance to the final round.
- The participants must use a presentation software program as an aid in delivering the business presentation.
- The individual or team must provide the computer for the presentation.
- The individual or team must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- Three minutes (3) will be allowed to set up and remove equipment or presentation items.
- The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes. If the judges are forced to cut off the team at seven (7) minutes, the team will receive a deduction of five (5) points.
- Following each presentation, the judges will conduct a three (3) minute question-answer period.

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explain content logically and systematically

Business Sustainability

This event recognizes PBL members who possess familiarity with the triple bottom line: a process companies use to manage financial, social, and environmental risks, obligations and opportunities—sometimes referred to as profits, people, and planet. This event also represents resiliency over time—businesses survive shocks when they are intimately connected to healthy economic, social, and environmental systems, creating economic value and contribute to healthy ecosystems and strong communities.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of one, two or three members.

Overview

Participants must research a real case prior to the conference and be prepared to present their findings and solutions at the conference. The presentation must demonstrate good oral communication skills, group collaboration, and critical thinking and analysis. In addition, students must thoroughly research and present their findings.

A **presentation** will be given and members will be expected to **answer judges' questions** on their presentation.

2016 SBLC and NLC Topic

Business sustainability has emerged as an important area upon which consumers evaluate the viability and social consciousness of a company. Some of the primary elements of sustainability are the social obligations and opportunities involving the stakeholders in the business. Several companies have initiated sustainability programs to secure employee commitment to these ideologies. Competitors are to analyze a real company that has successfully integrated sustainability into the business. The presentation must include item 1 below and one or more of aspects 2–5: (1) description of the sustainability practice and integration into the business, (2) stakeholder engagement, (3) environmental management systems, (4) reporting and disclosure, and (5) life cycle analysis.

Written Synopsis Guidelines

Submit six (6) copies of a written synopsis on the case selected, not longer than 500 words. All copies must be submitted in six (6) standard file folders and the folder tab labeled with the participant's name, state, school, and event title. This information must be received by **March 20, 2016**.

Mail materials to:

California PBL
ATTN: Jason Ishibashi
PO Box 6737
Fullerton, CA 92834

Teams that do not submit a written synopsis may be disqualified or penalized.

Performance Guidelines

- In the event of heavy submissions, this event will undergo a pre-screening process. The highest scoring submissions will be eligible to proceed to compete at state conference.
- The team is permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.
- The team has seven (7) minutes to present.
- Participants should introduce themselves. All team members are expected to actively participate in the presentation.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes. If the judges are forced to cut off the team at seven (7) minutes, the team will receive a deduction of five (5) points.
- Following each presentation, the judges will conduct a three (3) minute question-answer period.

Performance Competencies

- make business decisions in the business world and workplace that promote the financial, social, and environmental aspects of a business.
- answer questions effectively.
- demonstrate ability to work as a team.
- demonstrate an understanding of the case and explain recommendations.
- demonstrate effective decision-making and problem-solving skills.
- demonstrate effective verbal communication skills.
- explain content logically and systematically.

Client Service

This event provides members with an opportunity to develop and demonstrate skills in interacting with internal and external clients to provide an outstanding client service experience. The client service consultant engages clients in conversations regarding products, handles inquiries, problem solving, and uncovers opportunities for additional assistance. Participants develop speaking ability and poise through presentation as well as critical thinking skills.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

Overview

This event consists of an individual interactive simulation related to client service.

An **interactive role-play scenario** will be given.

Performance Guidelines

- In the event of heavy submissions, preliminary rounds will be held. A maximum of ten (10) finalists—or an equal number of participants from each group—will advance to the final round.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4"x6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and will **end** the presentation at five (5) minutes.

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- provide ways for clients to solve their problem
- translate case into effective, efficient, and spontaneous action

Computer Animation

Animations are quickly taking over the business world from training to social media.. This event recognizes PBL members who demonstrate competencies in computer animation.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of either one, two, or three members.

Overview

Participations will use animation to create a standalone video product.

There is no presentation at the state level.

2016 SBLC and NLC Topic

Create a clip promoting PBL

Guidelines

- Animation produced for this event must be prepared by the participants without help from the adviser or any other person.
- Video should be 30 to 60 seconds in length
- Projects submitted for grading or competition become the property of California Phi Beta Lambda, Inc. These projects may be used for publication and/or reproduced for sale by the State Association.
- A Statement of Assurance entry form must be completed and submitted by March 20, 2016 to registration@capbl.org
- The animation must be available for viewing on the Internet at the time of judging. No changes can be made to the animation after the official entry date (March 20, 2016).
- Any photographs, text, trademarks, or names that are used in the animation must be supported by proper documentation and credits at the end of the video.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Project Competencies

- Understanding of the animation field
 - Purposes and uses of animation
 - Why animation is beneficial to portray messages
 - Identify technology options available and what is common in the industry
 - Identify key animation processes to develop the project
- Attention to ethical issues and copyright
- Understanding of pre-production, production, and post-production

Financial Services

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of one, two, or three members.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Financial calculators may be used.

An **interactive role-play case study** will be given. All the questions raised in the case must be addressed during the oral presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie in the final scores, the objective test score will be used to break the tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4"x6" notecards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the notecards. Notecards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Objective Test Competencies

- concepts and practices
- government regulations
- basic terminology
- impact of technology on services
- types and differences between the various types of institutions
- ethics
- taxation
- careers in financial services

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Future Business Executive

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

Overview

This event consists of two (2) parts: a cover letter plus résumé, and an interview. Participants must complete both parts to be eligible to win an award.

Cover Letter and Résumé Guidelines

Participant will apply for a position at a company of their choice. Provide a one-page cover letter and a résumé listing experience and acquired skills.

Submit six (6) copies of a written synopsis on the case selected, not longer than 500 words. All copies must be submitted in six (6) standard file folders and the folder tab labeled with the participant's name, state, school, and event title. This information must be received by March 20, 2016.

Mail materials to:

California PBL
ATTN: Jason Ishibashi
PO Box 6737
Fullerton, CA 92834

Individuals that do not submit a cover letter and résumé may be disqualified or penalized.

Interview Guidelines

- The top ten (10) individuals with the highest score on the written materials will advance to the final round. In the case of a tie in the final scores, the written materials score will be used to break the tie.
- Participants will be scheduled for a twelve (12) minute interview.
- Judges will be provided with a copy of each participant's materials. No additional items may be brought into the interview.

Performance Competencies

- complete letter, résumé, and job application
- demonstrate good verbal communication skills
- answer questions effectively
- display self-confidence through knowledge of content and articulation of ideas

Help Desk

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphic calculators may be used.

An **interactive role-play scenario** will be given.

Performance Guidelines

- The top ten (10) individuals with the highest score on the written materials will advance to the final round. In the case of a tie in the final scores, the written materials score will be used to break the tie.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4"x6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and will end the presentation at five (5) minutes.

Objective Test Competencies

- introduction to help desk concepts
- help desk operations
- people component: help desk roles and responsibilities (customer service, difficult customers, stress, listening and communication skills)
- process component: help desk process and procedures – (training, user needs, analysis, and assessment)
- information component: help desk performance measures (troubleshooting, solving & preventing problems, types of software—call management, resolution, reporting tools, common problems)
- help desk setting
- customer support as a profession

Performance Competencies

- demonstrate good verbal communication skills
- answer questions effectively
- demonstrate ability to make a businesslike presentation
- translate case into effective, efficient, and spontaneous action
- provide ways for client to solve their problem

Hospitality Management

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of either one, two, or three members.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphic calculators may be used.

An **interactive role-play case study** will be given. **All** the questions raised in the case **must** be addressed during the oral presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie in the final scores, the objective test score will be used to break the tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4"x6" notecards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the notecards. Notecards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Objective Test Competencies

- marketing concepts
- operations and management functions
- human resources
- customer expectations
- legal issues
- financial management and budgeting
- environmental and global issues
- current industry trends

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Human Resource Management

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of either one, two, or three members.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphic calculators may be used.

An **interactive role-play case study** will be given. **All** the questions raised in the case **must** be addressed during the oral presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie in the final scores, the objective test score will be used to break the tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4"x6" notecards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the notecards. Notecards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Objective Test Competencies

- Employee compensation and benefits
- governmental regulations and issues
- human resource planning
- labor relations and collective bargaining
- performance management
- staff
- training and development

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Impromptu Speaking

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

Eligibility

Please see the [Presentation Event Overview](#) page for eligibility details. This is an individual event.

Overview

Participants will be given a topic related to one or more of the following:

- FBLA-PBL Goals
- FBLA-PBL Activities
- FBLA-PBL Current National Programs
- Current Events
- Relevant Business Topics

The FBLA-PBL Goals include:

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

A **speech** will be given.

Performance Guidelines

- If preliminary rounds are required, a maximum of ten (10) finalists—or an equal number of participants from each group—will advance to the final round.
- Ten (10) minutes before the performance, each participant will receive the speech topic.
- Two (2) 4"x6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) and again at four (4) minutes. The timekeeper will **end** the speech at five (5) minutes. When the speech is ended, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.

Performance Competencies

- demonstrate good verbal communication skills
- demonstrate ability to make a businesslike presentation
- explain content logically and systematically
- display self-confidence through knowledge of content and articulation of ideas

Management Analysis & Decision Making

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of either two or three members.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphic calculators may be used.

An **interactive role-play case study** will be given and consist of a problem encountered by management in one or more of the following business areas: business planning, organizational design, economic environment, short-term and long-range planning, human resource management, financial management, and marketing management. **All** the questions raised in the case **must** be addressed during the oral presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie in the final scores, the objective test score will be used to break the tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4"x6" notecards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the notecards. Notecards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Objective Test Competencies

- organizational behavior
- organizational theory
- management principles
- production/operations management
- business policies/strategic management
- management information systems

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Marketing Analysis & Decision Making

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

Eligibility

Please see the [Presentation Event Overview](#) page for eligibility details. Teams consist of either two or three members.

Overview

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

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphic calculators may be used.

An **interactive role-play case study** will be given and consist of a problem encountered by management in one or more of the following business areas: business planning, organizational design, economic environment, short-term and long-range planning, human resource management, financial management, and marketing management. **All** the questions raised in the case **must** be addressed during the oral presentation.

Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie in the final scores, the objective test score will be used to break the tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4"x6" notecards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the notecards. Notecards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Objective Test Competencies

- consumer behavior
- advertising and promotion/sales management
- e-commerce
- marketing management
- public relations
- marketing research
- marketing principles and concepts

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Public Speaking

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

Overview

Participants will prepare a speech of a business nature and must be developed from one (1) or more of the nine (9) FBLA-PBL Goals. These goals include:

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

A **speech** will be given.

Performance Guidelines

- If preliminary rounds are required, a maximum of ten (10) finalists—or an equal number of participants from each group—will advance to the final round.
- When delivering the speech, the participant may use notes prepared before the event
- No visual aids or electronic devices may be brought to or used during the performance.
- The speech should be five (5) minutes in length.
- A timekeeper will stand at four (4) and again at five (5) minutes. The timekeeper will **end** the speech at six (6) minutes. When the speech is ended, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 4:31 or over 5:29 minutes.

Performance Competencies

- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

Sales Presentation

This event is designed to recognize outstanding students in the field of salesmanship. The purpose of this event is to enable students to use their knowledge of good selling techniques and to create an awareness of the importance of good salesmanship.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

Overview

Participants will demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.

This event is not an infomercial. It's more like Shark Tank.

An **interactive role-play scenario** will be given.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Performance Guidelines

- If preliminary rounds are required, a maximum of ten (10) finalists—or an equal number of participants from each group—will advance to the final round.
- The participant must provide the computer for the presentation, if using presentation software.
- The participant must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- Three minutes (3) will be allowed to set up and remove equipment or presentation items.
- The participant has seven (7) minutes to interact with a panel of judges and sell the product or concept.
- Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes.

Performance Competencies

- describe product and sell the recommendations
- translate product into effective, efficient, and spontaneous action
- demonstrate good communication skills
- possess good decision-making and problem-solving skills
- effectively interact with judges
- effectively answer questions

Small Business Management Plan

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

The plan must not have been submitted for a previous SBLC.

Overview

A report should be developed based on a proposed business venture or current business operation.

There is no presentation component at the state level.

Report Content

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

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

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

Report Guidelines

Report–General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be received by March 20, 2016.
- **Mail reports to:**
California PBL
ATTN: Jason Ishibashi
PO Box 6737
Fullerton, CA 92834
- Reports must describe activities of the chapter that were conducted between the start of the previous SBLC and start of the current SBLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the guidelines.

Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

Report Competencies

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation
- explain process of preparing the business plan, obstacles, and lessons learned
- provide information on market, analysis, organization, and development of business

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explain content logically and systematically

Social Media Challenge

Social media is changing the way businesses communicate with customers and prospects, and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any strategic marketing plan.

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. Teams consist of one, two or three members.

Overview

Participants must address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members. The campaign requires a high level of engagement and interactivity (likes, shares, retweets, RSVPs, etc.), and a clear call-to-action.

Present the campaign including images, videos, copywriting, and graphic designs (if applicable). Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.

A **presentation** will be given and members will be expected to **answer judges' questions** on their presentation.

2016 SBLC and NLC Topic

Create a social media campaign to market your new business: a banquet hall to be used for wedding receptions, engagement parties, and any type of celebrations or business presentation meetings. You must use at least three sources of social media (e.g. Twitter, Facebook, Instagram, Pinterest, etc.)

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Performance Guidelines

- If preliminary rounds are required, a maximum of ten (10) finalists—or an equal number of participants from each group—will advance to the final round.
- The individual or team must provide the computer for the presentation.
- The individual or team must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- Three minutes (3) will be allowed to set up and remove equipment or presentation items.
- The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- A timekeeper will stand at six (6) minutes and will **end** the presentation at seven (7) minutes. If the judges are forced to cut off the team at seven (7) minutes, the team will receive a deduction of five (5) points.
- Following each presentation, the judges will conduct a three (3) minute question-answer period.

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe campaign development and implementation along with applicable insights and methodologies
- demonstrate knowledge of social media marketing
- explain content logically and systematically

Website Design

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

Eligibility

Please see the **Presentation Event Overview** page for eligibility details. This is an individual event.

Overview

A prejudged Web site developed according to the 2016 national topic must be completed and available for review by March 20, 2016.

There is no presentation component at the state level.

2016 NLC Topic

You have been hired by Premium, a specialty Fairtrade coffee company. You are to design a website that reflects the standards important to the company, including adhering strictly to Fairtrade standards and a focus on sustainability initiatives. The website should educate customers about various aspects of coffee, from the farm to the cup. The website should also provide a mechanism for ordering coffee and specialty coffee equipment.

Project Guidelines

- Student members, not advisers, must prepare projects.
- Projects must address the given topic (information may be real or fictitious).
- A Statement of Assurance entry form must be completed and submitted by March 20, 2016 to registration@capbl.org
- The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (March 20, 2016).
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws. See Format Guide.
- Web sites should be designed to allow for viewing by as many different platforms as possible.
- Use of templates is now prohibited.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

Project Competencies

- effectively addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- effectively communicate required information
- Web site functions without error
- copyright laws followed

Chapter Project Event Overview

Each chapter may only submit one (1) chapter project per event.

Competitive events are provided as a Phi Beta Lambda membership benefit. Only members who meet the official membership eligibility requirements and are on record with the national association as dues paid members before the State Business Leadership Conference are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately.

The first and second place winner in state competition will be eligible to represent California at the National Leadership Conference.

In California, members ARE allowed to defend their title in an event. HOWEVER, you might not be eligible to compete at the National Leadership Conference (NLC). Please see the National PBL Competitive Events page at <http://www.fbla-pbl.org> for more details about competing at NLC.

Documents produced for these events must be prepared by the participant without help from any other person.

All materials must be submitted in PDF format. Please contact State Adviser Jason Ishibashi at jason@capbl.org if you need help saving your materials as PDFs.

No reference materials are allowed (except the FBLA-PBL Format Guide and any reference noted in the event description.)

Electronic files for submission should be titled as follows: "[Event]_[FullName]_[Chapter]_[Job Number or Description]." An example would be CommunityServiceProject_TammyHan_UCSD_Report.pdf

Members are expected to follow the FBLA-PBL Code of Ethics (see Chapter Management Handbook) and uphold the integrity and respect of this prestigious organization.

Community Service Project

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

Eligibility

Each chapter may submit one (1) report authored by up to three (3) members.

Overview

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities, but to focus on one project in detail for this report.

There is no presentation component at the state level.

Report Guidelines

Report—General

- Student members, not advisers, must prepare reports.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the guidelines.

Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be printed on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 15 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than original documents. No items may be attached to any page in the report.

Local Chapter Annual Business Report

Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. The Hamden L. Forkner Award recognizes PBL chapters that effectively summarize their year's activities. The event provides participants with valuable experience in preparing annual business reports.

Eligibility

Each chapter may submit one (1) report authored by up to three (3) members.

Overview

The report should include the chapter's annual business; follow the rating sheet sequence in writing the report. Projects used for other PBL reports may be included.

Report Guidelines

Report—General

- Student members, not advisers, must prepare reports.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project does not adhere to the guidelines.

Report Cover

- Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

Report Contents

- Table of contents with page numbers.
- Letter for membership by chapter president.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 15 pages. (A title page, divider pages, and appendices are optional and are included in the page count.)
- No items may be attached to any page in the report.

Report Competencies

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation
- explain local chapter organization and characteristics of chapter
- document productivity and recognition of chapter

Name Tag Event

Submit two (2) copies of your chapter's nametag when you check-in at SBLC conference registration. Use your chapter adviser's information in the sample submitted for judging. Make sure that the nametag includes the name of your school, the conference title (California PBL State Business Leadership Conference), the conference dates (April 8-10, 2016), and the conference theme ("*Beyond the Limits*").

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

Name Tag Rating Sheet

Development of theme	40
Eye appeal	10
Art principles considered	10
Businesslike size and appearance	10
Appropriate use of fonts.....	10
Complete content	10
Grammar and spelling	10
Total Score	100