



Future Business Leaders of America

Pennsylvania State Chapter

December 21, 2009

Dear FBLA Adviser

The countdown has begun--16 weeks until the opening of the 2010 State Leadership Conference in Hershey. This will be the 59th PA FBLA State Leadership Conference, and it will be held April 12-14, 2010, at the Hershey Lodge and Convention Center.

Here are some important issues to remember regarding the 2010 SLC:

All competitive events will comply with the guidelines published in the September 2009 Revised Edition of the PA Policy/Leadership Handbook posted on the PA FBLA web site. Please **do not** refer to the national handbook for guidelines. Advisers, please make sure your competitor is prepared for his/her competitive event. Make copies of the guidelines for your competitors, or make your student responsible for getting his/her own guidelines from the PA FBLA website. They are found in the competitive events section or in the Policy/Leadership Handbook section in PDF format. Make sure you and your competitors look at the competencies section of the guidelines as that gives you an indication of the content to be tested.

Competitive events will begin early in the day on Monday, April 12. Check the tentative schedule for specific times.

Here are important points regarding competitive events:

1. These are the new competitive events changes at the 2010 SLC:
 - a. Computer Gaming and Simulation Programming is strictly a performance event; there will not be an objective test to determine the finalists. All qualifiers were notified in advance of the SLC that they were eligible to attend.
2. The events that are considered "school-site events" have a **February 12, 2010, RECEIVED BY** deadline for return of the materials to the Executive Director's office. Those events are: (a) Accounting II, (b) Computer Applications, (c) Database Design and Applications, (d) Desktop Publishing, (e) Spreadsheet Applications, (f) Word Processing I, and (g) Word Processing II. Failure to submit the school-site component by the deadline will result in the student being disqualified from attending the state conference.

If you receive a school-site test and you know a student will not be taking the test and will not attend the SLC, contact your region adviser immediately. DO NOT forward it to another competitor. Once you notify your region adviser that your student will not attend and the region adviser determines the next eligible competitor, we will provide instructions what should be done with the test. All changes must be made through your region adviser and my office. Any materials RECEIVED AFTER February 12, 2010, will not be judged, and the student will not be able to attend the SLC.

3. For state-only competitive events, the Top 10 finalists will be announced no later than January 22, 2010. Only those students will be eligible to attend the state conference. Those events are: (a) Business Financial Plan, (b) Business Plan, (c) Business Presentation, (d) Computer Gaming and Simulation Programming, (e) Desktop Application Programming, (f) Digital Video Production, (g) E-business, (h) Electronic Career Portfolio, and (i) Web Site

Development. For all of these events (except Electronic Career Portfolio), there is an oral presentation that will be scheduled at the state conference.

4. At the region conferences, the following events are objective tests only; **at the SLC, objective tests will be administered, and the Top 10 in each event will be scheduled for a performance:** (a) Banking and Financial Systems, (b) Business Ethics, (c) Entrepreneurship, (d) Global Business, (e) Help Desk, (f) Management Decision Making, (g) Management Information Systems, (h) Network Design, and (i) Parliamentary Procedure. Getting to the final ten has a lot to do with how well the team takes the test; however, where the team places in the final rankings has a lot to do with how well the team presented to a panel of judges. If your students are in these events, please make sure there is time spent practicing an oral presentation.
5. **In the Job Interview, Mr. Future Business Leader, and Ms. Future Business Leader events, each set of resumes/letters must be submitted in separate folders.** Since seven copies must be submitted, they must be in seven properly labeled manila folders. All materials for these three events must be RECEIVED BY February 6, 2010. NEW THIS YEAR: the job application for Job Interview is posted online and must be submitted with the resume and application. Make sure you submit these materials with an "event entry form."
6. There have been many changes in the competencies of the competitive events. Please make sure you use the September 2009 Pennsylvania FBLA Policy/Leadership Handbook as the basis of preparing your students for their competitive events. Check the web site's competitive events section for the latest updates.
7. PA FBLA will provide calculators at the 2010 SLC for all events which require the use of a calculator. Students will not be permitted to use their own calculators. The calculators will be basic models.
8. Event confirmation will be handled the same as last year. You will receive a separate mailing prior to the SLC which will include an explanation of the procedure and a list of your competitors. Make sure you bring that list of competitors with you to the SLC.
9. Please remember the lateness policy that will be in effect at the 2010 SLC. Please read the competitive event guidelines for the procedures to be followed for written competitive events and for performance competitive events as there is a difference. You need to stress to your students that they must leave their hotel room at least 60-90 minutes before the start of their event in order to arrive on time. It is better to be early than late. Many of our problems with students arriving late have revolved around students who didn't leave in adequate time to reach their final testing destination.
10. We are planning to offer an "open competitive events" program as we did last year. The final list of tests will be announced prior to the state conference.
11. American Enterprise Project, Community Service Project, and Partnership with Business must be RECEIVED BY February 9, 2010. Make sure you submit these materials with an "event entry form."
12. The Local Chapter Annual Business Report, Outstanding Adviser Criteria, Outstanding Chapter Criteria, and Who's Who Criteria must be RECEIVED BY February 20, 2010. Make sure you submit these materials with an "event entry form."
13. The National Leadership Conference orientation will be held for advisers and students qualifying to attend the NLC immediately after the Awards Program at the State Leadership Conference. Please plan to attend if your student qualifies based on the following:

Here is a breakdown of NLC qualifiers:

Top Three Advance to the National Leadership Conference		
Accounting I	Business Calculations	Business Communication
Business Law	Business Math	Business Procedures
Computer Problem Solving	Cyber Security	Economics
FBLA Principles and Procedures	Introduction to Business	Introduction to Business Communication
Introduction to Parliamentary Procedure	Introduction to Technology Concepts	Marketing
Networking Concepts	Personal Finance	Sports Management
Technology Concepts		
Top Two Advance to the National Leadership Conference		
Accounting II	American Enterprise Project	Business Ethics
Banking and Financial Systems	Business Financial Plan	Business Plan
Business Presentation	Client Service	Community Service Project
Computer Applications	Computer Gaming and Simulation Programming	Database Design and Applications
Desktop Application Programming	Desktop Publishing	Digital Video Production
E-business	Electronic Career Portfolio	Emerging Business Issues
Entrepreneurship	Global Business	Help Desk
Impromptu Speaking	Job Interview	Local Chapter Annual Business Report
Management Decision Making	Management Information Systems	Network Design
Parliamentary Procedure	Partnership with Business	Public Speaking I
Public Speaking II	Spreadsheet Applications	Web Site Development
Word Processing I	Word Processing II	
Top One Advances to the National Leadership Conference		
Mr. Future Business Leader	Ms. Future Business Leader	Who's Who in FBLA
Team Advances to the National Leadership Conference by Invitation Only		
Virtual Business Challenge		

The State Leadership Conference posting includes:

1. **Tentative Schedule.** A tentative schedule is posted for your planning. Registration will open from 8:00-9:00 p.m. on Sunday, April 11. Registration will begin at 7:30 a.m. on Monday, April 12, and competitive events will begin as early as 9:00 a.m. on Monday, April 12. Check the schedule for specific times when events will be administered.
2. **Registration Form/Online Registration.** There is no paper registration form to be submitted. All registration will be done online. Please read the document regarding the step-by-step procedures you must follow to register your students online. It is not a difficult process; it is very easy and all advisers are expected to use this process. If you read the instructions and follow them, you will not have a problem.

Attendance at the SLC is strictly defined by what is found in the PA FBLA Policy/Leadership Handbook. You may not bring extra students beyond what is defined on these pages. The attendance policy is posted in the downloadables section of the web site.

Each chapter is guaranteed a minimum of two students to attend the SLC as voting delegates if the chapter has no students who qualify as competitors; however, voting delegate status must be assigned to competitors (not extra students) if the chapter has at least two competitors. If you are unsure of who does and who doesn't qualify after you read the policy, please call me or e-mail me for clarification.

Who may attend the State Leadership Conference? Check the PA FBLA Policy/Leadership Handbook for specifics.

In a nutshell, the following may attend:

- a. regional qualifiers/winners

- b. current state officers
 - c. candidates for state office at the state conference
 - d. outgoing 2009-2010 region presidents and secretaries (do not have to be competing)
 - e. incoming 2010-2011 region presidents and secretaries (do not have to be competing)
 - f. finalists in the state-only events (by invitation only)
 - g. advisers/chaperones (there is no limit to the number of advisers/chaperones a chapter may bring, and there is no minimum ratio of advisers/chaperones to students in our policy as that is governed by local school district policy)
 - h. others by special invitation, such as interns, student teachers, etc.
 - i. an additional student qualifying for the "Do It Again in 20'10" membership incentive program (assuming the chapter adviser has filed the necessary application form and is received by the January 19, 2010, deadline)
3. **Hotel Lodging/Rooming Forms.** Your lodging forms should be e-mailed to Bruce Boncal, PA FBLA Executive Director, as soon as possible after your RLC and e-mailed no later than January 29, 2010, but payment does not have to be at the PA FBLA state office until February 6, 2010. **Remember, February 6, 2010, is a RECEIVED BY date—not postmark date—for your lodging payment.** If your payment is not received by that date, your room block will be released and you will be placed at the end of the list. **E-mailing your forms as attachments is the required method of submission.** A copy of the lodging forms must accompany the check.

Please coordinate your lodging at the SLC with other schools in your region and fill every bed and maximize lodging; however, be aware that a delay in reservations submission or payment by the school you are sharing with will place your school in jeopardy of losing its original place inn line. Here's an example of how we can save space:

Example: Let's assume that you have 6 boys who qualify for the SLC. You choose to create two rooms on your housing form of 3 boys each. It doesn't appear that is a big deal, but by creating two rooms with 4 students and 2 students allows 2 students from another school to be placed with your students. That may save another room. It's that type of cooperation that will help us to maximize our lodging at the Hershey Lodge and Convention Center. We will automatically adjust lodging forms to accommodate the most people above and beyond what you have submitted.

We have been accustomed to always assuming students will be housed next to advisers in the hotel. We will still do our best to accomplish that, but exceptions will have to be made to maximize the lodging at the facility.

We are encouraging you to consider arriving on Sunday night, April 11, if you can manage it. It will relieve much of the stress of arriving in time for the morning competitive events and not having anywhere to go until check in starts at all hotels. You should not expect to check in to any hotel rooms if you are arriving on Monday, April 12, until 4:00 p.m., and you will need to make arrangements to make sure your students comply will all conference guidelines/regulations (especially dress code) if that is your arrival date.

Bus drivers will not be housed at the main lodge. All bus drivers will be placed at outlying hotels for those that are staying onsite. If a bus driver is staying with your chapter, please contact Bruce Boncal for instructions on how to process your bus driver's lodging.

4. **Payments.** All lodging and registration payments are to be made payable to "Pennsylvania FBLA" and are to be mailed to the Executive Director's office. Two separate checks—one for lodging and one for registration—are preferred as they are deposited into two different accounts.

Purchase Orders. Chapters may submit a purchase order as a form of payment. If you use a purchase order, you must make arrangements for your school district to pay from the purchase order; PA FBLA will not send an invoice.

Credit Card Payments. Credit card payments will be accepted this year. A school district or adviser may pay the entire bill with a credit card, or individual parents may pay for their child with a credit card. With the

acceptance of credit cards, PA FBLA incurs additional fees. To cover those fees, there will be a 3% convenience fee that will be added to each credit card transaction. **New this year:** There will be a link on the main page of the PA FBLA web site where staff and parents can enter credit card information directly online. This will be a secure web site where the payments may be processed rather than submitting a check.

Requests for Refunds. Please refer to the refund policy found in the downloadables section of the PA FBLA web site. All refund requests must be submitted on the form found on the PA FBLA web site and must include the adviser's signature and date. The form may be faxed to 570.398.1204 or e-mailed as a PDF to pafbla@comcast.net.

5. **Commuters.** Last year, multiple schools chose to commute to the State Leadership Conference. There is a special commuter form that must be completed for those choosing that option. Commuters have the opportunity to purchase individual meals through the meal package plan.
6. **Event Administration Assistance Needed.** With nearly 50 different competitive events to be administered (nearly 70 different components when you add in each section in the preliminary rounds and all the interviews), it is necessary for all advisers to assume multiple roles in the administration of the competitive events program. Without advisers, it is impossible to administer the program to the students. Last year, we needed 350 different advisers involved as chief administrators, assistant administrators, and proctors to make it all work. This year, that need will increase again with new competitive events. When you complete online registration, advisers, guests, and chaperones will be asked to choose their top three preferences for administering objective tests, two top choices for administering performance events, and their top two choices for assisting with miscellaneous duties such as checking dress codes, etc. A one-page flyer identifying the time commitments for each event is found in the downloadables section.

We will again invite student teachers from the business education teacher preparation institutions across the Commonwealth to assist, and we will certainly welcome retired advisers and others to assist with the administration of the conference. If you know of someone who might be interested in assisting, please contact Bruce Boncal.

7. **Judges Needed.** We are definitely in need of judges at the State Leadership Conference, but we are also in need of judges to review materials prior to the conference. If you know of someone who would be willing to assist in reading reports and other projects and correcting school-site tests prior to the conference, please contact Candace Claar and Stephanie Rowe, Co-Competitive Events Coordinators. Their e-mail addresses are: candace.claar@embarqmail.com and stephanie.rowe@epix.net. In addition, we are seeking interested individuals willing to judge onsite. Last year, it took nearly 165 judges working before the conference and at the conference to make it all work.
8. **Equipment Needs.** In all events where students may need to use a laptop and a projector as part of their oral presentation, students are required to bring their own with two exceptions: E-business and Web Site Development. In those two events, FBLA will provide a Windows PC laptop, a high-speed Internet connection, and a projector. In all cases where equipment may be used, PA FBLA will provide a table, a power strip, and a projection screen.

For the oral presentations, there is no prohibition on the type of equipment that students may use. Since students will be bringing their own equipment, they may use Windows computers or Macintosh computers and the appropriate projectors. Students are responsible for setting up their own equipment (advisers may not assist the students), and they will have a limited time to get things ready. Students need to be well prepared in the set up and troubleshooting of their equipment as no technical assistance will be provided.

New this year: schools may rent equipment rather than bring school equipment. A rental agreement form can be found on the PA FBLA web site.

9. **Emergency Forms.** Enclosed are the following forms: (1) student permission/emergency form; (2) adviser/guest/chaperone emergency form; and (3) accompanying form with administrative contact information. One

form per student; one form per adviser/guest/chaperone; and the accompanying form with administrative contact information must be submitted to the Executive Director's office postmarked no later than March 15, 2010. **Please send all forms together in one mailing—not in separate mailings.**

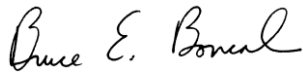
10. **Dress Code.** All conference attendees—advisers, students, chaperones, others—are expected to be in compliance with the dress code. Please review the dress code with all your school's attendees to ensure that they understand the expectations. There are always students who “live on the edge with attire” and then suffer the consequences when told their attire is not appropriate. A new dress code PowerPoint that is posted in the downloadables section for advisers to use in preparing their students for the state conference.
11. **Student Accountability Journal.** Three years ago, we introduced the Student Accountability Journal as a center insert in the PA FBLA SLC program. We will again have an SAJ for your students to use. We encourage all advisers to establish a set of clear expectations regarding attendance at workshops, competitive events, general sessions, etc., prior to the state conference. Students will be able to complete the SAJ and then turn it in to their advisers documenting their activities at the conference. Last year, we suggested that you hold students accountable for eight hours of required activities (not including their competitive events).
12. **Applications for Openings on the Board of Directors.** There are vacancies on the Board of Directors for **one school administrator representative and two adviser-at-large positions**, to serve three-year terms. Applications for these positions must be postmarked no later than January 31, 2010.
13. **Other Miscellaneous Forms.** There are other miscellaneous forms included in this mailing and in PDF format on the website.
14. **Forms on Website.** Nearly all forms on the web site are in PDF format. It is recommended that you have Adobe Acrobat version 8 or higher. Click on the link for the “downloadable section” to access these files.
15. **Check the Website and Your E-mails Often.** It is important that you continue to check the website and your e-mails for updates regarding the SLC.
16. **Competitive Event Sponsors.** Local chapters soliciting competitive events sponsors are essential to the success of the State Leadership Conference. Sponsors names will be listed in the program and presented on the big screens during the Awards Program. Chapters will receive extra copies of the program to give to the sponsors. The minimum sponsorship is \$25, and a chapter will earn 5 points toward the Outstanding Chapter Criteria for each \$25 contribution. Sponsorships of \$50 are recommended and will earn a chapter 10 points toward the Outstanding Chapter Criteria. A sample letter to use is posted in the downloadables section of the web site.
17. **Monetary Scholarships.** We strive to recognize our first-place winners with a monetary scholarship in recognition of their accomplishments. That money either comes from corporate sponsorships or from local chapter sponsorships. We would like to provide 1st place winners with a \$200 scholarship and the 2nd place winners with a \$100 scholarship if there are enough funds available. Again, we ask chapters to solicit those corporate sponsors and submit the money to the state office. Monetary scholarships will also earn a chapter points toward the Outstanding Chapter Criteria. A sample letter to use is also found in the downloadables section of the PA FBLA web site.
18. **Special Accommodations.** Each year, we receive requests from advisers for special accommodations for students with disabilities who have IEPs/Section 504 Plans. Examples of those accommodations are an aide attending the conference to assist a student; additional testing time needed; or large print tests. Any requests must be made by the appropriate school personnel with verification in the form of an IEP/Section 504 plan that indicates such accommodations are necessary. We will not make accommodations for students who wish to be tested at another time because of their desire to return to school for other school-related activities such as sports. All requests for special accommodations must be made to the PA FBLA Executive Director.

19. **SLC T-shirt Orders**. Members may purchase a commemorative SLC T-shirt, and all orders are due March 15, 2010.

If you have questions, please call my office at the number listed above. Bonnie is in the office on Monday, Wednesday, and Friday from 8:00 a.m. to 12:00 noon to handle e-mails or answer phone calls. If she is not there, either send an e-mail; leave a voice message; or call me at the cell phone number in the footer on page 1. I will check e-mail several times during the day and will check voice mail on my office phone when I return home in the evenings after 5:00 p.m. Feel free to send me a text message at 570.279.6998.

Good luck at your region conferences, and I look forward to seeing you at the 2010 SLC at the Hershey Lodge and Convention Center.

Sincerely

A handwritten signature in cursive script that reads "Bruce E. Boncal".

Bruce E. Boncal
PA FBLA Executive Director