2011-2012 SLC/NLC TOPICS—FUTURE BUSINESS LEADERS OF AMERICA
2012 SLC Hershey | 2012 NLC San Antonio

BUSINESS FINANCIAL PLAN
You want to open your own independent sports memorabilia retail store called Sports Zone where you can sell spirit clothing and merchandise for local teams as well as for college teams and professional sports. You also live within 75 miles of three NCAA colleges with active athletic programs and a city with NFL, NBA, and MLB franchises. While the bulk of your merchandise will be centered on the teams in your area, you also want to have merchandise for many other college and professional teams. The local schools also would like you to stock spirit items for their local sports teams. You also want to be the supplier of uniforms for local recreation leagues. You would like to open your retail store in your local shopping mall which is looking to fill a vacancy for a 6,500 square foot store. You will need to purchase all the inventory of your licensed clothing and merchandise and will need to have an area to fulfill orders for the local school and recreation teams.

BUSINESS PRESENTATION
Create a presentation on the dangers of texting and driving to present to the senior class. This presentation will be given before the prom and graduation activities.

COMPUTER GAME & SIMULATION PROGRAMMING
Develop an entertaining simulation/game that will incorporate training or skill development for financial literacy. Genre and format of game is open to imagination and innovation of the design team. Quiz show, RPG, shopping, and more are all acceptable. Gear the game to high school students.

DIGITAL DESIGN & PROMOTION
You will develop a full promotional package for the Lancaster Youth Center (or you may substitute a local youth center in your community), a local youth association. This is a safe place that provides an alcohol, tobacco, and drug free environment for youth to gather, to be themselves, and to find their voice in the community. The association provides after-school activities for youth in grades 6-12.

You should have a primary logo design and six supporting designs that show how the logo would be incorporated in the following: (1) a long horizontal format, (2) a long vertical format, (3) a full page advertisement, (4) a small version of the logo to go on clothing merchandise, (5) a black and white logo, and (6) a three-color logo that could be used for three-color printing.

DIGITAL VIDEO PRODUCTION
Create an educational video on the dangers of texting and driving to present at an assembly program to students at your school.

E-BUSINESS
Your FBLA chapter has been approached by the school's administration to boost participation at school events by creating an on-line ticketing system for all school events: sports, music, drama, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view event venues (auditoriums, stadiums, gymnasiums, etc), view upcoming events, view open seats for each event, select seats, and purchase seats for all events. It also must offer a shopping cart, pricing, and payment information (including payment options), mailing options (including local pickup), and security/service information. You are not expected to have a live payment link.

EMERGING BUSINESS ISSUES FBLA
Marketers are always looking for better ways to gather information about target markets and increase product sales. With the rise of social networking sites such as Facebook and LinkedIn, marketers are able to use "a new form of behavioral targeting – a kind of conversational eavesdropping analysis."-The issue has been raised that these techniques invade privacy. Be prepared to argue the affirmative, that yes, marketers should be able to collect information via Facebook and LinkedIn; or be prepared to argue the negative, that no, using information collected from personal posts on Facebook and LinkedIn is an invasion of privacy.

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

DESKTOP APPLICATION PROGRAMMING
Your school has a lending library with resources to assist students with preparing for student organization competitive events and career related projects. You have been contacted to create an application that keeps track of the items in the lending library. Types of items in the library include, but are not limited to, books, magazines, DVDs, and CDs.

For this program you will create four **comma separated** data files as described below. You must save your data files as **text (*.txt) files**. You will need to choose appropriate data types to store and manipulate your data while running the program.

DATA FILES
You must be able to differentiate between different types of items. To help with this, you will create a data file called TYPES that contains one record for each type of item in the lending library. This data file should contain two fields as follows:
- unique code for the type of item (abbreviation)
- description of type

It is necessary to keep track of all the items you have in the lending library; therefore, you will need to create a data file called LIBRARY that contains one record for each item in the lending library. This data file should contain five fields as follows:
- unique number for each item in the lending library (can be an auto number)
- type of item (must match a code from the TYPES data file)
- title of the item
- author/singer/publisher (author(s) or singer(s) where available otherwise publisher in the case of magazines, movies, etc.)
- published date (month/year)

In order to determine who is borrowing items from the lending library, you will create another data file called PATRONS. The PATRONS data file will keep track of all people who can potentially borrow items from the lending library and will contain one record for each person. This data file should contain nine fields as follows:
- unique number for each patron (can be an auto number or a user name type entry)

- first name, last name, e-mail address, phone number, street address, city, state, and zip code

Finally, you must keep track of the items that have been borrowed from the lending library. You will create a data file that tracks these items called ITEMS_OUT with a record for each item borrowed containing four fields as follows.
- item number (populated from the LIBRARY data file)
- patron number (populated from the PATRONS data file)
- date checked out
- date due (two weeks after check out date)

REPORTS
Your program should run the following reports which should be viewable on screen and in printed formatted with the specifications listed for each report:
- all lending library items sorted by title and type
- all items checked out sorted by date due (each date should print on a separate sheet), type, and patron (each patron should print on a separate sheet)