

PA FBLA--Bruce Boncal

To: adviserlist@mailman.intradatechnologies.com
Subject: RLC Update #6--What Are the Competitive Events (performance)?

Dear FBLA Advisers and Members

In this e-mail, I will answer the following questions:

1. What are the competitive events that will be offered at the RLC?
2. ~~What events are individual events?~~ (this was answered in update #3)
3. ~~What events are team events?~~ (this was answered in update #4)
4. ~~What events are school-site events?~~ (this was answered in update #5)
5. What events are performance events?
6. What are the state-only events?
7. How many students may I enter in an event at my RLC?
8. What events have grade-level specific restrictions?

The following information will answer multiple questions at a time. **Remember, there will be a series of e-mails that will answer these questions so stay tuned. This e-mail will focus on "performance" competitive events at your RLC.** The following events are open to students in grades 9-12. There may be some specific restrictions attached to these events.

Remember, not all competitive events are listed in this e-mail. In future e-mails, I will address: state-only events.

If there is a discrepancy between what I have written here and the PA FBLA Policy/Leadership Handbook, anything that is written in the PA FBLA Policy/Leadership Handbook supersedes anything I have written.

Bruce

Business Ethics

You may register the following number of students to compete in this event: **one team of 2-3 individuals**

Performance Information: **students given an ethical dilemma based on the topic shown below; student may prepare presentation now; 7 minutes performance time**

May student repeat in this event: **yes (one student may be a repeater)**

of students advanced from your RLC to the state conference: **1st-place team advances to the state conference**

The topic is:

Research an ethical topic related to animal testing on products for safety and human use of those products.

Client Service

You may register the following number of students to compete in this event: **one individual**

Performance Information: **students given a client service scenario; have 10-minutes preparation time; 5 minutes time to interact with judges**

May student repeat in this event: **no**

of students advanced from your RLC to the state conference: **1st-place individual advances to the state conference**

Emerging Business Issues

You may register the following number of students to compete in this event: **one team of 2-3 individuals**

Performance Information: **students must prepare their presentation based on the topic assigned by the national office**

May student repeat in this event: **yes (one student may be a repeater)**

of students advanced from your RLC to the state conference: **1st-place team advances to the state conference**

The topic is:

In the last several years, the entertainment industry has undergone a substantial number of changes. In the original days of television, there was nothing more than antenna. This was followed by cable, satellite, digital cable, digital antennas, and now, online streaming.

Unlocked and jailbroken devices have become increasingly available and popular. It is your responsibility to research the following:

- Legal implications of unlocked or jailbroken devices
- Ethical implications of unlocked or jailbroken devices
- Potential penalties for using unlocked or jailbroken devices
- Availability of software/hardware/services to unlock or jailbreak a device

Competitors should be ready to argue both the pro (there is nothing wrong with using unlocked or jailbroken devices) and the con (legally and ethically, unlocked or jailbroken devices are wrong) and present the arguments for both sides of the scenario to a panel of judges. Competitors should be ready to answer questions.

Future Business Leader

You may register the following number of students to compete in this event: **two individuals**

Performance Information: **have 15-minute interview with judges**

Objective Test Information: **students will also take a 100-question objective test**

Other requirements: **students must prepare a resume and letter of application**

May student repeat in this event: **no**

of students advanced from your RLC to the state conference: **1st and 2nd -place individuals advance to the state conference**

Graphic Design (formerly Digital Design and Promotion)

You may register the following number of students to compete in this event: **two teams of 1, 2, or 3 individuals**

Performance Information: **students must prepare their presentation based on the topic assigned by the national office**

May student repeat in this event: **yes (one student may be a repeater)**

of students advanced from your RLC to the state conference: **1st- and 2nd place teams advance to the state conference**

The topic is:

Create a digital sales kit for a banquet hall (to be used for wedding receptions, engagement parties, and any type of celebrations or business presentation meetings). Develop a company identity including a name and logo that has a cohesive design structure to be used throughout the digital sales kit. All files should be shown in the presentation.

The kit should include:

- Floor plans
- Catering menus
- Special packages with upscale features
- Special services such as linens, decorations, china, seating, etc.

Impromptu Speaking

You may register the following number of students to compete in this event: **one individual**

Performance Information: **students given an unknown topic; have 10-minutes preparation time; 4 minutes speech time**

May student repeat in this event: **no**

of students advanced from your RLC to the state conference: **1st-place individual advances to the state conference**

Job Interview

You may register the following number of students to compete in this event: **one individual**

Performance Information: [have 15-minute interview with judges](#)

Other requirements: [students must prepare a resume and letter of application](#)

May student repeat in this event: [no](#)

of students advanced from your RLC to the state conference: [1st-place individual advances to the state conference](#)

Public Speaking I (students in grades 9-10 only)

You may register the following number of students to compete in this event: [one individual](#)

Performance Information: [students prepare a speech on a topic of their own choosing; 4 minutes speech time](#)

May student repeat in this event: [no](#)

of students advanced from your RLC to the state conference: [1st-place individual advances to the state conference](#)

Public Speaking II

You may register the following number of students to compete in this event: [one individual](#)

Performance Information: [students prepare a speech on a topic of their own choosing; 5 minutes speech time](#)

May student repeat in this event: [no](#)

of students advanced from your RLC to the state conference: [1st-place individual advances to the state conference](#)

Publication Design (formerly Desktop Publishing)

You may register the following number of students to compete in this event: [two teams of 1, 2, or 3 individuals](#)

Performance Information: [students must prepare their presentation based on the topic assigned by the national office](#)

May student repeat in this event: [yes \(one student may be a repeater\)](#)

of students advanced from your RLC to the state conference: [1st- and 2nd place teams advance to the state conference](#)

The topic is:

You have been hired by a new restaurant owner who is offering both a bakery and restaurant for gluten-free products. Being gluten- and wheat-free is considered the norm in today's society. The owner, who is gluten-free, decided to get funding to open a business. The entrepreneur specializes in making baked goods from breads to muffins and pastries, as well as simple lunch or dinner menu items for the casual diner who is gluten- and/or wheat-free. The owner has hired one of the top pastry and restaurant chefs in the area with experience in gluten- and wheat-free foods. To attract new customers and let people know about the restaurant, the owner has asked you to develop a series of print items suitable for a new bakery and restaurant marketing campaign. This will include the design of a brochure, 1/4 page newspaper ad, magazine coupon, and campaign poster not to exceed 18" x 24".

Before you begin, design a logo for the company. This logo should communicate the company name, incorporate graphic elements, and include a tagline/slogan that you create. The logo should be used on all promotional items. The marketing campaign should be cohesive. Create contact information including a URL.

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