



FBLA SOCIAL MEDIA CAMPAIGN

Performance Rating Sheet

Revised 2017-18

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the event topic	0	1-3	4-7	8-10	
Describes the use and implementation of innovative technology	0	1-7	8-14	15-20	
Explains the design and development process	0	1–7	8–14	15-20	
Incorporates campaign into presentation	0	1-7	8-14	15-20	
Provides proper documentation of pictures, audio, etc.	0 No documentation provided		10 Substantiates compliance to copyright regulations using visual representation		
Delivery Skills					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty: Deduct five (5) points for not following event guidelines					
Final Score					/100 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Sports & Entertainment Management

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.

Competencies

This event is composed of two (2) parts: an objective test and a performance.

Objective Test Competencies

- management basics
- events management
- management functions
- decision making
- management strategies
- strategic planning tools
- networking and delegating
- careers in entertainment industry
- leadership
- management groups and teams
- ethics
- management for entertainment industry
- marketing concept and buyer behavior
- marketing information management and research
- marketing mix and product life cycle
- distribution, pricing, and market conditions
- promotion, advertising, and sponsorship
- sales
- entrepreneurship
- human resource management

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 effective decision-making and problem-solving skills
- display self-confidence through content knowledge and idea articulation
- explain content logically and systematically

Business Education Curriculum Standard(s):

Management; Marketing

Region Eligibility

Each chapter may enter one entry as an individual member or as a team, not to exceed three (3) members. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

In the event of a team entry, no more than one (1) member may have competed at a previous Region Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of

a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.

If one or more of the team's members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified.

It is the responsibility of the:

local chapter adviser

- to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

region adviser

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

State Eligibility

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

One team member may repeat and may have entered this event at a prior State Leadership Conference.

If one or more of the team's members cannot participate in the objective test and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the team that will not be attending.

region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at www.pafbla.org/importantdates.php, which is posted on the PA FBLA web site.

Region Procedure

The following procedures must be used:

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**
3. There will be no case study at the region level.
4. No other materials or equipment may be used.
5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

State Procedure

The following procedures must be used:

1. For the final round, the event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. At the State Leadership Conference, the adviser must confirm the students' participation in the event. Participants who are not confirmed will be disqualified.
3. In order to qualify for an award, the participants must participate in both the objective test and the performance component or they will be automatically disqualified.

Objective Test

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time. If a member of the team arrives after the objective test has begun, he or she will be admitted to the testing area and the team will be permitted to take the test in the remaining amount of the time for the event. The team will not receive any additional instructions from the event administrators.**
2. **The team members must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**
3. The ten (10) teams with the highest score will be scheduled for a performance. The ten (10) highest scoring teams will be posted as soon as possible after the event. The order of performance will be drawn at random by a state committee member.
4. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators.
5. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

Performance Component

1. All members of the ten (10) participating finalist teams in this event must report at the event time listed in the program for instructions and to be sequestered. All team members will be sequestered until their performance times. **Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The team will not receive any additional instructions from the event administrators. This disqualification is necessary due to a potential unfair advantage which might occur from learning the event topic.**
2. **The participant(s) must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participants do not comply, they will not be admitted to the holding room until they are in compliance with the dress code.**
3. Twenty minutes (20) before performance, each team will receive the case study.
4. Two (2) 4" x 6" note cards 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 note cards. Note cards will be collected following the presentation.

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5. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance; if found, any such items will be given to the event administrators to hold until the members complete their performance. Magazines, books, playing cards, and other printed items not related to the event's content are allowed in the holding room.
 6. Microphones and podium/lecterns will not be available.
 7. Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case.
 8. Teams should introduce themselves, describe the situation, make their recommendations, and summarize the case.
 9. All team members must actively participate in the performance.
 10. The judges will play the role of the second party in the presentation and will refer to the case for specifics. All team members must actively participate.
 11. This is a role play activity.
 12. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up.
 13. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

Region Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.org/tiebreakers.php.

State Judging

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.org/tiebreakers.php.

The performance portion of this event will be evaluated by a panel of judges and will be used to determine the final ranking. All decisions of the judges are final. In the event there is a tie in the performance score, the objective test score of the tied teams will be used to break the tie.

Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, third-, and fourth-place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place team cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winning team about participating at the National Leadership Conference.



SPORTS & ENTERTAINMENT MANAGEMENT

Performance Rating Sheet

Revised 2017-18

☐ Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the case study and defines problem(s) to be solved	0	1-5	6-10	11-15	
Identifies alternatives and the pro(s) and con(s) of each	0	1-7	8-14	15-20	
Identifies logical solution and aspects of implementation	0	1-7	8-14	15-20	
Demonstrates knowledge and understanding of the event competencies: Event management/ decision making/strategic planning/delegation/ leadership/ethics/ entertainment industry/ marketing and promotion/sales/ entrepreneurship/human resources/careers	0	1-7	8-14	15-20	
Delivery Skills					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal	/100 max.				
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score	/100 max.				
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Spreadsheet Applications

Spreadsheet skills are necessary to convert data to information in business. This event recognizes FBLA members who demonstrate that they have acquired skills for spreadsheet development in business.

Competencies

This event is composed of two parts: an objective test and a production test.

Objective Test Competencies

- formulas
- functions
- graphics, charts, reports
- purpose for spreadsheets
- pivot tables and advanced tools
- macros and templates
- filters and extraction of data
- format and print options

Production Test Competencies

- basic mathematical concepts
- data organization concepts
- use data by creating formulas
- use functions
- generate graphs for analysis purposes
- use pivot tables
- create macros
- filter and extract data

Business Education Curriculum Standard(s):

Computation; Information Technology

Region Eligibility

Each local chapter may enter one participant. The participant must be a member of an active local chapter and is on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.

The participant is required to take both the objective and production tests. Otherwise, the participant will be disqualified.

It is the responsibility of the:

local chapter adviser

- to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

region adviser

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

In order to qualify for an award at the SLC, the participant is required to take both the objective and production tests.

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the student who will not be attending.

region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at www.pafbla.org/importantdates.php, which is posted on the PA FBLA web site.

Region Procedure—Production Testing

The following procedures must be used:

1. The chapter adviser completes the School-site Test Reservation Form for competitors in this event no later than 3 business days prior to the region's school-site testing window or by the region's deadline for school-site test registration. The school-site test administrator is identified as part of this form. The link to the form is: <https://pafbla.wufoo.com/forms/mla4cswx1efzqqv/>. The form will become available November 1.
2. **The local chapter adviser is not permitted to be the school-site administrator.**
3. The PA FBLA Executive Director/State Chairman will email the production tests to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms, and any other event-related information will be provided. It is the responsibility of the local chapter adviser to inform the school-site administrator that the tests will be emailed 1-2 days before the region's school-site test window opens.
4. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.
5. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.
6. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
7. No reference materials are allowed.
8. Calculators are not allowed on the production portion of the test.

Region Procedure—Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**

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2. **The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
 3. Participants must furnish their own pencil and paper.
 4. No other equipment or materials are permitted in this event.

State Procedure—Production Testing

The following procedures must be used:

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman/State Chairman.
2. It is the responsibility of the local chapter adviser to complete the School-site Test Request Form which will identify the school-site test administrator. The link to the form is: <https://pafbla.wufoo.com/forms/q10hcwk51exal11/>. The link will become available on December 1; it must be completed no later than January 20 in order for tests to be distributed 1-2 days prior to the start of the testing window, which typically will be February 1
3. **The local chapter adviser is not permitted to be the school-site administrator.**
4. The PA FBLA Executive Director/State Chairman will provide the production testing materials to the test administrator by email. It is the responsibility of the local chapter adviser to make the test administrator aware that he or she is to receive, administer, and return these tests to the PA FBLA Executive Director/State Chairman. A PDF of all student work must be uploaded by the test administrator and received by the deadline posted on the www.pafbla.org website. Specific instructions regarding the upload will be sent directly to the test administrator. The chapter adviser is to provide no assistance in this process.
5. If at any time during this process it is determined that the student will not be taking the test, the test administrator or local chapter adviser must notify the PA FBLA Executive Director/State Chairman IMMEDIATELY. The PA FBLA Executive Director/State Chairman will contact the region's next eligible competitor. The test administrator must delete the test materials sent by the PA FBLA Executive Director/State Chairman.
6. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order. No reference materials or calculators are allowed.
7. Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
8. No reference materials are allowed.
9. Calculators are not allowed on the production portion of the test.

State Procedure—Objective Test

1. A one-hour written objective test will be administered at the SLC based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**

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2. **The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
 3. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
 4. Participants must furnish their own No. 2 pencils and erasers.
 5. No other equipment or materials are permitted in this event.

Region and State Judging

This event will be scored in the following manner:

- 15% objective test score
- 85% production test (school-site test) score

Judging of the school-site test will be based on the participant's printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.org/tiebreakers.php.

Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.
- ### **PA FBLA Executive Director/State Chairman**
- to contact the next eligible award winner about participating at the National Leadership Conference.

USE THE FOLLOWING METHOD TO DETERMINE THE FINAL
SCORE FOR THIS COMPETITOR

Spreadsheet Applications

Total Points Received on the Production Portion	_____	
Multiplied by	x	.85
Equals Final Score on Production Test		(a) _____
Objective Test Score	_____	
Multiplied by	x	.15
Equals Final Score on Objective Test.....		(b) _____
ADD (a) AND (b) FOR FINAL SCORE.....		(c) _____

Names: _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

☐ Competitive Events Team _____

☐ Chief Administrator _____

☐ Official Checker _____

Virtual Business Challenge – Finance – New 2017-18

The FBLA Virtual Business Challenge (VBC) encourages FBLA members to test their skills at managing a business or managing their own financial wealth individually or as a team. The VBC has two challenges during the year—fall and spring.

Participants in this event crosses the curriculum areas of Introduction to Business, Information Technology, Management and Personal Finance.

Business Education Curriculum Standard(s):

Accounting; Business Law; Career Development; Communication; Computation; Economics and Personal Finance; Entrepreneurship; Information Technology; Management; Marketing

2017-2018 Challenge Dates

Challenge 1: October 24-November 17, 2017

Challenge 2: February 5 – March 2, 2018

Region Eligibility

There is no region competition.

State Eligibility

There is no state competition; competition occurs at the national level.

One member of the team may repeat the following year.

State Procedure

1. Schools may participate in either challenge (management or finance) in either the fall or spring VBC or both.
2. Entries may be an individual or a team of two or three individuals. In the event of a team, only one member of the team may have repeated on the team.
3. A member cannot be on more than one team at a time.
4. Members may participate in other region and state competitive events in addition to participating in the VBC.
5. No additional members can be added once a team has registered.
6. During the challenge, FBLA members are required to:
 - a. register an individual or team up to three (3) individuals
 - b. run the simulation
 - c. submit scores
 - d. compete and be ranked against other participating FBLA teams

State Judging

There is no state judging.

State Awards

The top Pennsylvania team or individual from the spring and the fall Virtual Business Management Challenge will be invited to attend the State Leadership Conference and will be recognized at the SLC Awards Program.

National Conference Eligibility

1. According to national guidelines, the top eight (8) nationally ranked teams from each VBC--both fall and spring but no more than one (1) per state, per challenge,--are eligible to compete at the NLC. These sixteen (16) teams are determined by standings in the fall and spring VBC is administered via the Internet during the school year.
2. At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15 to 20 minute sessions. Teams will be using a multiplayer

component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.

3. For the final round, four (4) teams will compete in a 15 to 20 minute session using multiplayer. The national winner will be determined based on the highest cumulative profit
4. Participants use highly visual simulation software (like SimCity) to management a business. The FBLA VBC software is a free, limited function version of the leading business simulation for education, Virtual Business--Management 3.0, which is a software program that was created by Knowledge Matters, Inc.
5. This simulation is completely web based. No software downloads required.
6. Students may **not** participate in another event at the NLC.

In the event that the eligible winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference, if applicable.

Virtual Business Challenge – Management

The FBLA Virtual Business Challenge (VBC) encourages FBLA members to test their skills at managing a business or managing their own financial wealth individually or as a team. The VBC has two challenges during the year—fall and spring.

Participants in this event crosses the curriculum areas of Introduction to Business, Information Technology, Management and Personal Finance.

Business Education Curriculum Standard(s):

Accounting; Business Law; Career Development; Communication; Computation; Economics and Personal Finance; Entrepreneurship; Information Technology; Management; Marketing

2017-2018 Challenge Dates

Challenge 1: October 24-November 17, 2017

Challenge 2: February 5 – March 2, 2018

Region Eligibility

There is no region competition.

State Eligibility

There is no state competition; competition occurs at the national level.

One member of the team may repeat the following year.

State Procedure

1. Schools may participate in either challenge (management or finance) in either the fall or spring VBC or both.
2. Entries may be an individual or a team of two or three individuals. In the event of a team, only one member of the team may have repeated on the team.
3. A member cannot be on more than one team at a time.
4. Members may participate in other region and state competitive events in addition to participating in the VBC.
5. No additional members can be added once a team has registered.
6. During the challenge, FBLA members are required to:
 - a. register an individual or team up to three (3) individuals
 - b. run the simulation
 - c. submit scores
 - d. compete and be ranked against other participating FBLA teams

State Judging

There is no state judging.

State Awards

The top Pennsylvania team or individual from the spring and the fall Virtual Business Management Challenge will be invited to attend the State Leadership Conference and will be recognized at the SLC Awards Program.

National Conference Eligibility

1. According to national guidelines, the top eight (8) nationally ranked teams from each VBC--both fall and spring but no more than one (1) per state, per challenge,--are eligible to compete at the NLC. These sixteen (16) teams are determined by standings in the fall and spring VBC is administered via the Internet during the school year.
2. At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15 to 20 minute sessions. Teams will be using a multiplayer

component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.

3. For the final round, four (4) teams will compete in a 15 to 20 minute session using multiplayer. The national winner will be determined based on the highest cumulative profit
4. Participants use highly visual simulation software (like SimCity) to management a business. The FBLA VBC software is a free, limited function version of the leading business simulation for education, Virtual Business--Management 3.0, which is a software program that was created by Knowledge Matters, Inc.
5. This simulation is completely web based. No software downloads required.
6. Students may **not** participate in another event at the NLC.

In the event that the eligible winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference, if applicable.

Web Site 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 FBLA members who have developed proficiency in the creation and design of websites.

Competencies

Project Competencies

- effectively addresses the 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 communication required information
- website functions without error
- copyright laws followed

Performance Competencies

- answer questions effectively
- demonstrate the ability to make a businesslike presentation
- demonstrate the ability to work as a team
- demonstrate effective decision making and problem-solving skills
- demonstrate effective verbal communication skills
- describe the project development and implementation
- explain content logically and systematically

Business Education Curriculum Standard(s):

Communication; Information Technology; Marketing

2018 Topic

Create a website on how to get a job. You will need to come up with a name and logo for your website. At minimum, the website must include information on the following components:

- Where to find information on job openings
- Writing a resume and cover letter
- Completing application forms
- How to present yourself in a job interview
- Tips for a successful job interview.

State Eligibility

Each local chapter may submit two (2) entries. Participation in this event will allow an individual or a team of two (2) or three (3) members to demonstrate proficiency in conceptualizing, designing, and creating websites. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten (10) entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by February 15. No more than one (1) may have competed in this event at a previous State Leadership Conference.

In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team

event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.

State Procedure/Regulations

Prejudged Web Site

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at www.pafbla.org/importantdates.php, which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants' names, school, city, state, and URL.
2. This is not a chapter web site.
3. Projects must address the given topic (information may be real or fictitious).
4. A Statement of Assurance must be submitted.
5. An event entry form must also be submitted.
6. 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 entry date. Judging of the Web site will take place before the SLC in order to determine the top 10.
7. Student members, not advisers, must prepare Web sites. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
8. The use of templates must be identified at the bottom of the page. See the Format Guide for examples.
9. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site.
10. Web sites should be designed to allow for viewing by as many different platforms as possible.
11. All copyright laws must be followed. Copyright guidelines are included in the format guide. Web sites will be disqualified for not following copyright guidelines.
12. Web sites not adhering to these regulations will be disqualified.

Conference Requirements

Oral Presentation

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one of the authors must give the presentation. However, all team members that wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
3. The oral presentation is an explanation of the website, and the website may be shown when explaining the site. The individual or team will be able to access their URL. The explanation should include, but not be limited to:
 - a. Development of the topic
 - b. Development and design process
 - c. Use and implementation of innovative technology
 - d. Use and development of media elements

-
- e. Copyright issues with pictures, music, etc.
 4. The chapter must provide the computer for the event. Internet, a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be available via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
 5. Five (5) minutes will be allowed for setup and to remove all equipment.
 6. The individual or team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
 7. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
 8. The individual or team has seven (7) minutes to present.
 9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
 10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
 11. **The participants must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participants do not comply, the participants will not be admitted to the performance area until he or she is in compliance.**
 12. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

State Judging

Web sites that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheets found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

If there is a tie after the prejudged portion in determining the top 10 finalists to attend the SLC, ties will be broken based on the following:

First Tiebreaker

- Total points of the *Page Layout and Design* section on the Production Rating Sheet.

Second Tiebreaker

- Total points of the *Content* section on the Production Rating Sheet.

Third Tiebreaker

- Total points of the "Overall code—readability, white space, semantic, efficient, separation of structure" category in the *Technical* section on the Production Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, the Web site production score will be used to break the tie. If there still remains a tie, the following tiebreaker will be used:

First Tiebreaker

- Total points on the Production Rating Sheet.

Second Tiebreaker

- Total points of the *Content* section on the Performance Rating Sheet.

Third Tiebreaker

- Total points of “Statements are well-organized and clearly stated; appropriate business language used” category in the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at www.pafblla.org/tiebreakers.php.

State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, third-, and fourth-place award winning websites at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a five-minute (5) presentation on their web site.

In the event that the first-, second-, third-, or fourth-place winning websites do not wish to have their websites submitted for competition at the National Leadership Conference, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.



WEB SITE DESIGN

Production Rating Sheet

Revised 2017-18

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability					
Website usability and navigation	0	1-7	8-14	15-20	
Color, backgrounds, font, and sounds are appropriate for the topic	0	1-3	4-7	8-10	
Graphics appropriate for topic	0	1-3	4-7	8-10	
Site Content					
Fully address the topic	0	1-7	8-14	15-20	
Site contains multiple elements providing evidence of production skill	0	1-7	8-14	15-20	
Grammar, Spelling, and Punctuation	0	1-7	8-14	15-20	
Copyright information is noted and documented	0	Copyright information not addressed or addressed incorrectly	20	Copyright compliance is included and done correctly	
Project Evaluation					
Site is compatible with multiple platforms	0	1-7	8-14	15-20	
Overall code –Site interactivity functions and is error free	0	1-7	8-14	15-20	
Additional technology is used appropriately	0	1-7	8-14	15-20	
Website elements are consistent across all pages	0	1-7	8-14	15-20	
Subtotal					/200 max.
Penalty Points: Deduct five (5) points each for not following Guidelines.					
Total Points					/200 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



WEB SITE DESIGN

Performance Rating Sheet

Revised 2017-18

☐ Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the event topic	0	1-3	4-7	8-10	
Explains the design and development process	0	1-7	8-14	15-20	
Describes the use and implementation of social media elements	0	1-7	8-14	15-20	
Explains the development of media elements such as graphics, video, audio, etc.	0	1-7	8-14	15-20	
Provides proper documentation of copyright compliance	0	No documentation provided	10	Substantiates compliance to copyright regulations using visual representation	
Delivery Skills					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow event guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Who's Who in FBLA

This award honors FBLA members who have made outstanding contributions to the association at the local, state, and national levels.

State Eligibility

Each chapter may enter three (3) senior participants who are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. A member nominated for Who's Who in FBLA, which is a recognition and not an individual or team event, may compete in another event.

Candidates for Who's Who in FBLA must have completed the "Future" level of the Business Achievement Award before submitting the entry materials.

Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.

State Procedure

1. The participant must complete the Who's Who Criteria which are posted on the PA FBLA web site.
2. The local chapter adviser must sign the Who's Who Criteria form and complete the event entry form which is posted on the PA FBLA web site.
3. One copy of the Who's Who Criteria and the event entry form must be mailed to the PA FBLA Executive Director/State Chairman by the deadline date listed at www.pafbla.org/importantdates.php, which is posted on the PA FBLA web site.

State Judging

Winners will be selected based on the information submitted on the Who's Who Criteria.

Final ranking is determined by totaling the points on the Who's Who Criteria.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-place award winner at the State Leadership Conference is eligible to attend the National Leadership Conference. The adviser and the participant should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-place winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.

William Selden Outstanding Chapter Criteria

This award honors William Selden, first State Chairman of PA FBLA.

Region Eligibility

1. The region adviser, in consultation with the other local chapter advisers, will determine if this is a region event.
2. Each chapter on record in the PA FBLA state and national offices by January 31 is eligible for this award.

State Eligibility

Each chapter on record in the PA FBLA State and National offices by January 31 is eligible for this award.

Region Procedure

1. The chapter must complete the Outstanding Chapter Criteria which is posted on the PA FBLA web site.
2. One copy of the Outstanding Chapter Criteria must be mailed to the region adviser by the date determined by the region adviser.

State Procedure

1. The chapter must complete the Outstanding Chapter Criteria which is posted on the PA FBLA web site.
2. The local chapter adviser must sign the Outstanding Chapter Criteria form and complete the event entry form which is posted on the PA FBLA web site.
3. One copy of the Outstanding Chapter Criteria and the event entry form must be mailed to the PA FBLA Executive Director/State Chairman by the deadline date listed at www.pafbld.org/importantdates.php, which is posted on the PA FBLA web site.

Region and State Judging

1. Winners will be selected based on the information submitted on the Outstanding Chapter Criteria.
2. Final ranking is determined by totaling the points on the Outstanding Chapter Criteria.

Region Awards

Each region may decide how many and what type of awards to present at the RLC.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

No winners are eligible for the National Leadership Conference.

Word Processing

Word processing skills are necessary in today's world. This event recognizes FBLA members who demonstrate that they have acquired entry level skills for word processing positions in business.

Competencies

This event consists of two (2) parts: an objective test and a production test.

Objective Test Competencies

- sharing and maintaining documents
- page layout and reusable content
- formatting content
- illustrations and graphics
- grammar, punctuation, spelling, and proofreading
- references and hyperlinks
- mail merge options
- printing
- related application knowledge

Production Test Competencies

- production of all types of business forms
- letters and mail merge
- memorandums
- tables
- reports
- statistical reports
- materials from rough draft to unarranged copy
- e-mail messages.

Business Education Curriculum Standard(s):

Communication; Information Technology

Region Eligibility

Each chapter may enter three (3) participants who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.

The participant is required to take both the objective and production tests. Otherwise, the participant will be disqualified.

It is the responsibility of the:

local chapter adviser

- to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

region adviser

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

In order to win an award at the SLC, the participant is required to take both the objective and production tests.

If the eligible winner(s) cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the student who will not be attending.

region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at www.pafbla.org/importantdates.php, which is posted on the PA FBLA web site.

Region Procedure—Production Testing

The following procedures must be used:

1. The chapter adviser completes the School-site Test Reservation Form for competitors in this event no later than 3 business days prior to the region's school-site testing window or by the region's deadline for school-site test registration. The school-site test administrator is identified as part of this form. The link to the form is: <https://pafbla.wufoo.com/forms/mla4cswx1efzqqv/>. This form will become available November 1.
2. **The local chapter adviser is not permitted to be the school-site administrator.**
3. The PA FBLA Executive Director/State Chairman will email the production tests to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms, and any other event-related information will be provided. It is the responsibility of the local chapter adviser to inform the school-site administrator that the tests will be emailed 1-2 days before the region's school-site test window opens.
4. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
5. The FBLA Format Guide may be used as reference materials. No other materials are permitted to be used.
6. The Format Guide may be used at the test site. The Format Guide may be downloaded from www.pafbla.org.
7. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.
8. Results will be based on mailable copy and the Format Guide. Material that could be considered mailable with slight or serious corrections will receive reduced credit. The Standards of Mailability are listed at the end of these guidelines.
9. Documents produced for this event must be prepared by the FBLA competitor without the help from the advisor or any other person.
10. Calculators are not allowed on the production portion of the test.

Region Procedure—Objective Test

1. A one-hour written objective test will be administered according to the specific RLC procedures determined by the region adviser. The objective test will be based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time determined by each region. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. No other equipment or materials are permitted in this event.

State Procedure—Production Testing

The following procedures must be used:

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman/State Chairman.
2. It is the responsibility of the local chapter adviser to complete the School-site Test Request Form which will identify the school-site test administrator. The link to the form is: <https://pafbla.wufoo.com/forms/q10hcwk51exall1/>. The link will become available on December 1; it must be completed no later than January 20 in order for tests to be distributed 1-2 days prior to the start of the testing window, which typically will be February 1
3. **The local chapter adviser is not permitted to be the school-site administrator.**
4. The PA FBLA Executive Director/State Chairman will provide the production testing materials to the test administrator by email. It is the responsibility of the local chapter adviser to make the test administrator aware that he or she is to receive, administer, and return these tests to the PA FBLA Executive Director/State Chairman. A PDF of all student work must be uploaded by the test administrator and received by the deadline posted on the www.pafbla.org website. Specific instructions regarding the upload will be sent directly to the test administrator. The chapter adviser is to provide no assistance in this process.
5. If at any time during this process it is determined that the student will not be taking the test, the test administrator or local chapter adviser must notify the PA FBLA Executive Director/State Chairman IMMEDIATELY. The PA FBLA Executive Director/State Chairman will contact the region's next eligible competitor. The test administrator must delete the test materials sent by the PA FBLA Executive Director/State Chairman.
6. One **continuous** hour will be allowed for the skills test at the school testing site. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
7. The FBLA Format Guide may be used as reference materials. No other materials are permitted to be used.
8. The Format Guide may be used at the test site. The Format Guide may be downloaded from www.pafbla.org.
9. Results will be based on mailable copy and the Format Guide. Material that could be considered mailable with slight or serious corrections will receive reduced credit. The Standards of Mailability are listed at the end of these guidelines.
10. Documents produced for this event must be prepared by the FBLA competitor without the help from the advisor or any other person.
11. Calculators are not allowed on the production portion of the test.

State Procedure—Objective Test

1. A one-hour written objective test will be administered at the SLC based on the areas described in the Competencies section listed above and basic skills knowledge. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
4. No other equipment or materials are permitted in this event.

Region and State Judging

This event will be scored in the following manner:

- 15% objective test score
- 85% production test (school-site test) score

Judging of the school-site test will be based on the participant's printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

If there is a tie after the combined score, the production test will be used to break the tie. If there remains a tie after the production test, follow the objective test score tiebreaker below.

If there is a tie in the objective test score, the following tiebreaker will be used:

All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.org/tiebreakers.php.

Region Awards

Each region may decide the number and type of awards to be presented at the RLC.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.

Standards of Mailability

Materials submitted in this event are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents.

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error:

1. Omission of a nonessential part(s) of a document (Examples: reference initials, enclosure notation, etc.)
2. Minor error in vertical placement.
3. Minor error in horizontal placement.
4. Minor spacing errors.
5. Inserted or omitted words that do not change the meaning of the sentence.
6. Transposed words that do not change the meaning of the sentence.

The following will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error:

1. Failure to follow specific directions.
2. Keying or spelling errors.
3. Inserted or omitted words that change the meaning of the sentence.
4. Omission of essential parts of a document (Examples: date, inside address, etc.).
5. Format Guide not followed.

USE THE FOLLOWING METHOD TO DETERMINE THE FINAL
SCORE FOR THIS COMPETITOR

Word Processing

Total Points Received on the Production Portion	_____	
Multiplied by	x	.85
Equals Final Score on Production Test		(a) _____
Objective Test Score	_____	
Multiplied by	x	.15
Equals Final Score on Objective Test.....		(b) _____
ADD (a) AND (b) FOR FINAL SCORE.....		(c) _____

Names: _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

☐ Competitive Events Team _____

☐ Official Checker _____

FBLA-PBL FORMAT GUIDE



OVERVIEW

Today's successful businesses require a consistent message throughout the organization. A foundation of this strategy is the use of a format guide so that a corporation maintains a uniform image through all its communications. As the

premier student business organization, it is our responsibility to guide our students according to today's business practices. With this in mind, we have crafted a Format Guide by which our students and advisers can prepare for the Computer Applications and Word Processing skill events. Please review the Format Guide carefully in preparing for these events.



GENERAL GUIDELINES

Font Size:	11 or 12
Font Style:	Times New Roman or Arial
Spacing:	1 or 2 spaces after punctuation ending a sentence (stay consistent within the document) 1 space after a semicolon 1 space after a comma 1 or 2 spaces after a colon (stay consistent within the document) 1 space between state abbreviation and zip code
Letters:	Block Style with Open Punctuation Top Margin: 2 inches Side and Bottom Margins: 1 inch
Bulleted Lists: (enumerated items)	Single space individual items; double space between items
Memorandums:	Standard Style Top Margin: 2 inches Side and Bottom Margins: 1 inch
Unbound Report:	Body double spaced Top Margin: 2 inches first page, 1 inch remaining pages Side and Bottom Margins: 1 inch Page number is placed 0.5 inches at right margin starting on page 2
Leftbound Report:	Body double spaced Top Margin: 2 inches first page, 1 inch remaining pages Side Margins: Left 1½ inches – Right 1 inch Bottom Margin: 1 inch Page number is placed 0.5 inches at right margin starting on page 2
Miscellaneous Documents:	Top Margin: 2 inches (Agenda, Itinerary, Minutes, News Release, Outline, Table of Contents) Side and Bottom Margins: 1 inch
Miscellaneous Notes:	Left justification of documents is to be used unless otherwise indicated. Main and subheadings should be keyed in boldface.
References:	All references must be placed in alphabetical order.
Note: Documents in this style manual may not show the correct top margins because of the instruction box at the top of the page.	



ADVANCED LETTER FEATURES

Mailing Notation:	A mailing notation is keyed a double space below the date in ALL CAPS followed by a double space before the inside address.
Attention Line:	An attention line is keyed as the first line of the inside address. When an attention line is used, the salutation is “Ladies and Gentlemen.”
Subject Line:	A subject line should be keyed a double space below the salutation in ALL CAPS. The subject line begins at the left margin. The word “subject” or “re” are not used when keying the subject line.
Second Page Heading:	If a letter contains more than one page, key a heading at the top of each subsequent page. Key the first line of the inside address, page number, and date at the left margin beginning one inch from the top of the paper. Double space below the date before continuing the body of the letter. Ms. Terra Green Page 2 Current Date
Company Name:	Key the company name a double space below the complimentary close in ALL CAPS. Quadruple space to the writer’s name.
Enclosure Notation:	Place an enclosure (or attachment) notation a double space below the reference initials. If multiple enclosures are referred to in the letter, follow the word “Enclosures” with a colon and list each enclosure.
Copy Notation:	Use a lowercase (c) by the name of the person(s) to receive a copy. Place the copy notation a double space below the last line of the enclosure notation or the reference line if there is no enclosure.
Postscript:	A postscript should be keyed as the last line in the letter. It should be preceded by a double space and begin at the left margin. The initials “P.S.” should not be used.



STANDARDS OF MAILABILITY

Materials submitted in these events are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents in Computer Applications (FBLA & PBL), Word Processing (FBLA) and Word Processing (PBL).

Errors that will make copy mailable with slight corrections will result in a penalty of two (2) points.

The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.

- Keying or spelling errors
- Inserted or omitted words that change the meaning of the sentence
- Formatting error
- Failure to follow direction



FAIR USE GUIDELINES FOR EDUCATIONAL USE

Text for Use in Multimedia Projects	What You Can Do	According to	Fine Print
Same rights as "Printed Material" above	Students may incorporate text in multimedia projects up to 10% or 100 words, whichever is less. Teachers may incorporate into multimedia for teaching courses.	<i>Fair Use Guidelines for Educational Multimedia</i>	Teachers may use for two years, after that permission is required. Students may keep in portfolio for life.
Video ("Motion Media") for Use in Multimedia Projects			
Videotapes DVD Laser Discs QuickTime Movies Encyclopedias (CD ROM)	Students "may use portions of lawfully acquired copyrighted works in their academic multimedia", defined as 10% or three minutes (whichever is less) of "motion media".	<i>Fair Use Guidelines for Educational Multimedia</i>	"Proper attribution and credit must be noted for all copyrighted works included in multimedia, including those prepared under fair use." <i>Tina Ivany, UC San Diego 12/08/95.</i>
Video for Integration into Video Projects			
Videotapes DVD Laser Discs QuickTime Movies Encyclopedias (CD ROM)	Students "may use portions of lawfully acquired copyrighted working in their academic multimedia".	<i>Fair Use Guidelines for Educational Multimedia</i>	The material must be legitimately acquired (a legal copy, not bootleg or home recording).
Illustrations and Photographs			
Photograph Illustration Collections of photographs Collections of illustrations	Single works may be used in their entirety but not more than 5 images by an artist or photographer. From a collection, not more than 15 images or 10%, whichever is less.	<i>Fair Use Guidelines for Educational Multimedia</i>	Older illustrations may be in the public domain, but the collection may be copyrighted.
Music for Integration into Multimedia / Video Projects			
Music	Up to 10% or no more than 30 seconds of a copyrighted musical composition may be reproduced, performed, and displayed as part of a multimedia program produced by an educator or student for educational purposes.	<i>Fair Use Guidelines for Educational Multimedia</i>	Some authorities site a maximum length of 30 seconds. (www.indiana.edu), some do not mention a maximum (<i>Tina Ivany, UCSD, 12/08/95</i>).
Internet			
Internet connections World Wide Web	Images may be downloaded for student projects. Sound files may be downloaded for use in projects (<i>see portion restrictions above</i>).	<i>Fair Use Guidelines for Educational Multimedia & DMCA</i>	Images may not be reposted onto the Internet without permission. Sound or music files may not be copied and posted on the Internet without permission.

Sources: United States Copyright Office Circular 21; Sections 107, 108, and 110 of the Copyright Act (1976) and subsequent amendments, including the Digital Millennium Copyright Act; Fair Use Guidelines for Educational Multimedia; and cable systems (and their associations).



AGENDA SAMPLE

Top Margin: 2"
Side Margins: 1"
Second Page Top: 1"

FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA (DS)

Board of Directors Agenda (DS)

Tuesday, March 20, 20—
(DS)

1. Call to Order—Jean Buckley, Chief Executive Officer
(DS)
2. Roll Call—Mary Anvil, Secretary
3. Reading of the Minutes—Mary Anvil, Secretary
4. Treasurer's Report—Harvey Weinberg, Treasurer
5. Other Officer Reports
6. Committee Reports
 Accounting—Mildred Wright
 Social—Betty Einstein
 Fund-raising—Bret Rushmore (SS)
7. Unfinished Business
8. New Business
9. Date of Next Meeting
10. Adjournment

Note:
Numbers may be left or right aligned.



ITINERARY SAMPLE

Top Margin: 2"
Side Margins: 1"
Second Page Top: 1"

ITINERARY
(DS)
M. J. Lawson
(DS)
October 10-13, 20—
(DS)

Sunday, October 10
(DS)

9:30 a.m. Depart Memphis Municipal Airport, United Airlines, Flight 433,
nonstop, lunch served

(DS)
1:02 p.m. Arrive San Francisco International Airport

(DS)
5:30 p.m. Depart hotel for Chinatown visit

Monday, October 11

9:00 a.m. Conference at Mark Hopkins Hotel

Reminder: Call Pat Martin to confirm dinner arrangements for tomorrow

Tuesday, October 12

9:00 a.m. Conference at Mark Hopkins Hotel

7:00 p.m. Dinner with Pat Martin

Wednesday, October 13

9:30 a.m. Depart hotel for airport

12:20 p.m. Depart San Francisco International Airport, United Airlines,
Flight 700, one stop, lunch served

7:15 p.m. Arrive Memphis Municipal Airport



LABEL/ENVELOPE FORMAT SAMPLE

MS JUNE R TIJERINA
CLAIMS DEPARTMENT
GOLDEN INSURANCE COMPANY
1846 MARKET STREET
SAN FRANCISCO CA 94102-1234

The Optical Character Recognition (OCR) style,
including all recommended abbreviations, is to be used
by the company for all labels and envelopes.



BUSINESS LETTER SAMPLE

Top Margin: 2"
Side Margins: 1"

Current Date

(QS)

Ms. Terra Green
1923 Deserama Circle
Cottonwood, AZ 86326

(DS)

Dear Ms. Green

(DS)

This letter is keyed in block style with open punctuation. All lines, including the date, inside address, salutation, and closing begin at the left margin. A double space is left between all letter parts except before the inside address and the writer's name, where a quadruple space (4 returns) will be found.

(DS)

This letter style is to be used for FBLA-PBL competition.

(DS)

Sincerely

(QS)

Barbara Small
Director of Education
(DS)

xx



PERSONAL LETTER SAMPLE

Top Margin: 2"
Side Margins: 1"

1912 Association Drive
Reston, VA 20191-1591
Current Date

(QS)

Ms. Terra Green
1923 Deserama Circle
Cottonwood, AZ 86326
(DS)

Dear Ms. Green

(DS)

This letter represents an acceptable format for a personal business letter. As you can see, the format is identical to a business letter keyed in block style with open punctuation. Additionally, reference initials are not included.

(DS)

Sincerely

(QS)

Barbara Small



LETTER WITH ADVANCED FEATURES SAMPLE

Top Margin: 2"
Side Margins: 1"

Current Date

(DS)

CONFIDENTIAL (If no mailing notation, QS after date.)

(DS)

Attention FBLA-PBL Competitors

FBLA-PBL, Inc.

1912 Association Drive

Reston, VA 20191-1591

(DS)

Ladies and Gentlemen

(DS)

LETTER FORMAT WITH ADVANCED FEATURES

(If no subject line, DS after salutation.)

(DS)

This letter illustrates the placement of all advanced letter parts as described on the enclosed sheet. It also illustrates the block style letter with open punctuation.

(DS)

Please refer to this letter when keying such a document to avoid making formatting errors.

(DS)

Sincerely

(DS)

FBLA-PBL, INC.

(QS)

Barbara Small

Director of Education

(DS)

xx

(DS)

Enclosure

(DS)

c Ms. Jean Buckley, President/CEO

(DS)

Best of luck in your competition!



LETTER & MEMO SECOND PAGE

Top Margin: 1"
Spacing of Materials: SS
Spacing after Date to Body: DS

Name of Addressee or Company

Page 2 (SS)

Date

(DS)



E-MAIL SAMPLE

To: communications@fbla.org
From: education@fbla.org (since this field is automatically generated it may only show in the recipient's e-mail heading)
Cc: marketing@fbla.org
Bcc: ceo@fbla.org
Date: Wed, April 10, 2013 at 8:47 PM (since this field is automatically generated it may only show in the recipient's e-mail heading)

Subject line: Netiquette Rules

Ms. Young

When sending a business e-mail use proper grammar, spelling, capitalization, and sentence structure. Use abbreviations and acronyms sparingly, and avoid using emoticons. Answer e-mail promptly, even if there's only time for a quick, one line response. Answering e-mail is a professional courtesy that tells the sender he or she is not being ignored.

An e-mail heading includes the To, From, Cc, Bcc, Date, and Subject fields. In this e-mail, the marketing director is copied and the executive director is blind copied. The director will receive this e-mail without the receiver (in this case, the communications manager) knowing it.

The subject line is used to summarize the e-mail's content and should be precise and brief. The body of the e-mail provides information and details regarding the subject. Word documents, PDFs, images, and other documents can be attached to an e-mail and sent electronically.

Remember, an e-mail is a written document that can easily be viewed by someone other than the intended recipient(s). Be careful what you type; do not include libelous, slanderous or defamatory remarks. If you're e-mailing information confidentially, you should include a confidential tag line below the signature.

Barbara Small
Education Director
FBLA-PBL
1912 Association Drive
Reston, VA 20191
800-325-2946
www.fbلا-pbl.org



MEMORANDUM

Top Margin: 2"
Side Margins: 1"

TO: FBLA-PBL Competitors
(DS)
FROM: Judging Committee
(DS)
DATE: Current
(DS)
SUBJECT: Formatting a Standard Memorandum
(DS)

When formatting a standard memorandum, use a 2-inch top margin. Next, key the heading lines with a double space between each. Note that each heading is typed in ALL CAPS and informational lines are aligned on the left. The subject line should be keyed with initial caps and followed by a double space.

Paragraphs are aligned at the left margin and are single spaced with a double between each. The competitor should key his/her initials at the left margin a double space below the body of the last paragraph in lowercase letters. If an attachment or enclosure is included, the word "Attachment" or "Enclosure" should be keyed at the left margin a double space below the competitor's initials.

xx
(DS)
Enclosure



NEWS RELEASE

Top Margin: 2"
Side Margins: 1"
Body: DS

NEWS RELEASE

(DS)

Contact: Patricia Wells, Adviser

XYZ Club

1801 E. National Avenue

Phoenix, AZ 85007-0032

602-555-1234

(DS)

Release May 1, 20—

(DS)

STUDENTS EARN TRIP TO FBLA NATIONAL CONFERENCE

(DS)

Fifteen XYZ Club members have been selected to represent Arizona at the National Leadership Conference.

These students have the opportunity to attend this conference with over 8,000 delegates representing each state.

To raise funds to attend this conference, members will hold a yard sale and silent auction May 23–24 from 8 a.m. to 2 p.m. at the school.

Any community members wishing to make a donation for the yard sale/silent auction may contact Patricia Wells at the above number.

(DS)

###



MINUTES

Top Margin: 2"

Side Margins: 1"

XYZ CLUB

(DS)

Minutes of September 1, 20—

(DS)

Call to Order

(DS)

The regular meeting of the XYZ Club was called to order on Monday, September 1, 20— at 3:30 p.m. President Steve Dockray called the meeting to order with Secretary Dale Williams recording minutes.

(DS)

Attendance

All members were in attendance.

Minutes

The minutes of the August 1, 20— meeting were read. Justin Vaughn moved to approve the minutes as read. They were seconded and approved.

Treasurer's Report

Treasurer Kelly Osborne reported a chapter balance as of September 1, 20— of \$347.16. The report was filed.

Unfinished Business

The date for the Winter Dance was announced. It will be held November 27 in the main gym. The price per person will be \$5 each or \$8 per couple.

New Business

None.

Announcements

Reminder for all members to begin collecting pledges for the March of Dimes March for Babies.

Adjournment

There being no further business, the meeting was adjourned at 4:10 p.m.

(QS)

Terra Green, Secretary



OUTLINE

Top Margin: 2"
Side Margins: 1"
Spacing in Body: SS

FORMATTING OUTLINES

(DS)

I. VERTICAL SPACING

(DS)

- A. Title of Outline
 - 1. Two-inch top margin
 - 2. Followed by a double space
- B. Major Headings
 - 1. All headings preceded by a double space
 - a. Organized thoughts
 - b. Easy to read
 - c. Professional appearance
 - (1) Extra credit
 - (2) Five points
 - 2. All major headings following by a double space
 - 3. All subheadings single spaced

(DS)

II. HORIZONTAL SPACING

(DS)

- A. Title of Outline Centered Over Line of Writing
- B. Major Headings and Subheadings
 - 1. Identifying lowercase roman numerals aligned at left margin or aligned on periods
 - 2. Identifying letters and numbers for each subsequent level of subheading aligned below the first word of the preceding heading

(DS)

III. CAPITALIZATION

(DS)

- A. Title of Outline Keyed in ALL CAPS
- B. Major Headings Keyed in ALL CAPS
- C. First-order Subheadings Keyed with All Major Words Beginning with Initial Caps
- D. Second-order Subheadings Keyed with First Word Only Using Initial Cap



REPORT

Top Margin:	2"
Side Margins:	1"
Spacing in Body:	DS

REPORT FORMATTING (DS)

(DS)

Standard Margins

With the exception of the left margin, all margin settings are the same for the unbound and leftbound reports. The right margin is one inch. A top margin of two inches and a bottom margin of one inch are used on the first page of reports. All remaining pages are keyed with one inch top and bottom margins.

Page Numbering

The first page of a report is not numbered. On the second and subsequent pages, place the page number in the upper right side of the page header. Reference pages should also be numbered.

Long Quotes

Quoted material of four or more lines should be single spaced, indented 0.5 inches from both the left and right margins, and double space above and below the quoted materials.

Enumerated or Bulleted Items

Indent enumerated or bulleted items 0.5 inches from the left margin; block the lines at the beginning of the first word of the item. The right margin for enumerated and bulleted items remains at one inch. Single space individual items; double space between items as well as above and below a series of items.

Headings and Subheadings

Main heading. Center the main heading in ALL CAPS and bold over the body.
Side headings. Begin side headings at the left margin. Capitalize the first letter of the first word and all other main words in each heading. Bold side headings. Paragraph headings. Indent paragraph headings 0.5 inches from the left margin. Capitalize first letter of the first word only. Underline the heading and follow it with a period.¹

Citations

A parenthetical citation places relevant source information in parenthesis after a quote or paraphrase. A citation includes the last name of the author and a page number where the information can be found (Mays 4).



REPORT CONTINUED

Top Margin: 1"
Side Margins: 1"
Spacing in Body: DS

2

Endnotes

Endnotes are placed at the end of the report, and the endnote is cited by a superscript number. The endnotes page has the same top and side margins as the first page of the report and is numbered. Each endnote is single spaced with a double space between endnotes. The first line of each endnote is indented 0.5 inches from the left margin; all other lines begin at the left margin.²

References/Works Cited

All references cited will be listed alphabetically under the heading REFERENCES or WORKS CITED. The page has the same top and side margins as the first page of the report and is numbered. Each reference is single spaced with a double space between references. The first line of each reference begins at the left margin; all other lines are indented 0.5 inches from the left margin.³

The *MLA Style Manual* will be used for References/Works Cited.



ENDNOTE PAGE

Top Margin: 2"
Side Margins: 1"
Spacing in Body: SS

ENDNOTES (DS)

¹D. F. Dansereau, "Learning Strategy Research," *Thinking and Learning Skills*, Vol. 1, Hillsdale, NJ: Lawrence Erlbaum, 1999, p. 111.

²Rose Huber, "Teaching Students How to Study," *Eastside Weekend*, September 1-7, 1998, p. 18.

³Theodore Silver, *Study Smart*, New York: Villard Books, 2000, p. 99.



CITATIONS

In-text Citation Within the Report

CITATIONS (DS)

Paraphrasing:

He was ready to move forward with the plan and encouraged his friends to work quickly (Woodsworth 283).

Quotation:

Woodsworth stated, "It's time to get the ball rolling" (Woodsworth 283).

Work with multiple authors:

Woodsworth received a Nobel Prize for the work on this project (Jones, Smith, and Moore 79).

"What a success!" Stewart shouted (Jones et al. 99). *use this format repeatedly once the citation that includes all author last names has been used

Print sources with no author:

The average surface temperature of earth has increased more than one degree Fahrenheit since 1900 ("Impact of Global Warming" 7).

Internet:

A gradual increase in the average temperature of earth's atmosphere is termed global warming (Allen, News on Global Warming, www.globalwarming.abc).



REFERENCE PAGE

Top Margin: 2"
Side Margins: 1"
Spacing in Body: SS

REFERENCES MLA Style Manual (DS)

Sample Book Reference:

Bohlman, Herbert M., and Mary Jane Dundas. *The Legal, Ethical and International Environment of Business*. 5th ed. Cincinnati, OH: Penguin, 1987. Print.

Sample Book Reference without Author:

The Economist, Princeton Press: Princeton, 1997. Print.

Sample Magazine Reference:

Cohen, Stephen S., and J. Bradford DeLong. "Shaken and Stirred." *Atlantic Monthly* Jan.-Feb. 2005: 112. Print.

Sample Magazine Reference without Author:

"Coca-Cola Paid CEO \$32 Million U.S. in 2007." *Toronto Star* 4 Mar. 2008: B2.

Sample Internet Reference:

Thomason, Larisa. *HTML Tip: Why Valid Code Matters*. Webmaster Tips Newsletter. Dec. 2003. NetMechanic. 6 Jan. 2008 <http://www.netmechanic.com/news/vol6/html_no20.htm>.

Sample Encyclopedia:

Nazi Party. *New Encyclopedia Britannica*. New York: Somerset, 1997 ed.

Sample Interview Reference:

Chirac, Jacques. Interview by John Smith. *Time* 16 Feb. 2003. 10 Oct. 2005. <http://www.time.com/time/europe/magazine/2003/0224/cover/interview.html>>.

Sample Booklet/Pamphlet Reference:

Diabetes Care: Blood Glucose Monitoring. Burnaby, BC: LifeScan Canada, 1997.

Sample DVD Reference:

Encarta 2004 Reference Library. CD-ROM. Microsoft, 2003.

Sample Radio/Television Reference:

"New York Museum Celebrates Life of Einstein." By Martha Graybow. Reuters, New York. WBFO, Buffalo. 13 Nov. 2002.

Sample Government Pubs Reference:

United States. National Council on Disability. *Carrying on the Good Fight Summary Paper from Think Tank 2000- Advancing the Civil and Human Rights of People with Disabilities from Diverse Cultures*. Washington: GPO, 2000.



TABLES

Special Instructions

- Bold titles and column headings.
- Column headings may be centered over column or blocked at left of column.
- Tables using both one- and two-line column headings should be aligned at the bottom of the cell.
- For two-line column headings in tables without gridlines, underline the bottom word of the heading.
- Gridlines are optional unless otherwise stated.
- If gridlines are not used, underline column headings and DS after heading.
- Do not include \$ with dollar amounts in columns. Dollar signs may be placed in Total Row.
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double spaced.
- Tables within another document should be centered horizontally unless otherwise indicated.
- DS before and after the table.
- Gridlines should not be used in titles.

Center Vertically
Center Horizontally

Example Table with Gridlines

SALARY CHART TABLES
(DS)
Administrative Support Department
(QS)

Position	Current Salary	Percent Increase	Amount Increase	New Salary
Accountant	26,000.00	6.5	1,690.00	27,290.00
Administrative Assistant	23,000.00	5.5	1,265.00	24,265.00
Data Entry Clerk	16,500.00	4.5	742.50	17,242.50
Executive Assistant	25,000.00	6.5	1,625.00	26,625.00
Office Specialist	19,000.00	5.0	950.00	19,950.00
Total	\$109,500.00		\$6,272.50	\$115,372.50

Example Table without Gridlines

SALARY CHART
(DS)
Administrative Support Department
(QS)

<u>Position</u>	<u>Current Salary</u>	<u>Percent Increase</u>	<u>Amount Increase</u>	<u>New Salary</u>
Accountant	26,000.00	6.5	1,690.00	27,290.00
Administrative Assistant	23,000.00	5.5	1,265.00	24,265.00
Data Entry Clerk	16,500.00	4.5	742.50	17,242.50
Executive Assistant	25,000.00	6.5	1,625.00	26,625.00
Office Specialist	19,000.00	5.0	950.00	19,950.00
Total	\$109,500.00		\$6,272.50	\$115,372.50



ELECTRONIC RESUME SAMPLE

Top Margin: 1"
Side Margins: 1"

JENNIFER SMITH
1234 Jupiter Lane- Jupiter, Florida 33458
777-888-9999 jupitergirl@gmail.com

CAREER OBJECTIVE

Marketing Manager with the ability to promote sales growth and exceed profit goals while utilizing exceptional organizational, time management, and interpersonal relationship skills

MARKETING SKILLS

Research and assess potential market size for new products, identify problems and the need for changes in product design, develop detailed marketing plans based on team input, create catchy slogans and jingles to attract new customers

TECHNICAL SKILLS

Proficient in Microsoft Word, Excel, Access, and PowerPoint, knowledgeable in HTML code, extensive Internet search capabilities utilizing key words and phrases, ability to type 75 words per minute with accuracy

EDUCATION (Note if education is recent include it here; if work experience is more recent, move education down after employment experience)

XYZ High School, Reston, VA, pending graduation 2014 or graduated 2014 (FBLA)

Bachelor of Science in Marketing with minor in Business Administration, 2013, Old Dominion University, Norfolk, Virginia, GPA: 3.97/4.0 (include GPA if greater than 3.0) (PBL)

EMPLOYMENT EXPERIENCE

Sales Associate for Dip and Dots, Jupiter, Florida, May 2007 October 2007

Engaged customers and promoted ice cream; answered customer questions, and provided additional information as needed; processed cash, check and credit card transactions; cleaned store on a daily basis, and opened and closed store as needed

Jupiter Marketing Office, Jupiter, Florida, January 2013-June 2013 (internship)

Analyzed marketing objectives and developed a training manual for new employees; generated over 300 new customer leads; wrote, designed, and created annual fundraising brochures; collaborated with office staff and produced quality work; and completed 400+ internship hours

REFERENCES

Available Upon Request



TABLE OF CONTENTS

Top Margin: 2"
Side Margins: 1"

TABLE OF CONTENTS (DS)

Preface.....	ii
(DS)	
Alphabetical List.....	iv
(DS)	
Introduction	
Philosophy.....	2
Purpose (SS).....	3
Software Comparison	
Cost Factors.....	5
Hardware Requirements.....	6
Implementation Plan.....	7
Training Needs.....	12
Miscellaneous Factors.....	15
Summary and Recommendations	
Summary.....	18
Recommendations.....	22
Bibliography.....	28
Appendices	
Appendix A: Glossary of Computer Terms.....	31
Appendix B: Organizational Chart.....	35

Note:

Page numbers should be right aligned with leader lines.