

# **Pennsylvania**

***FUTURE BUSINESS  
LEADERS OF AMERICA***



**2018  
OFFICER CANDIDATE  
HANDBOOK**

## MESSAGE TO THE CANDIDATE

Dear State Officer Candidate:

Congratulations on your decision to take on a leadership role in PA FBLA by submitting an application to run for state office at this year's State Leadership Conference.

This document, The State Officer Candidate Handbook, provides you with the essential information that is crucial to your candidacy and includes deadlines and action items that you need to complete in order to stay eligible in the process. In addition, it highlights some of your important responsibilities at the 2018 State Leadership Conference. The experience will be challenging and exciting. To put yourself in the arena with other state officer candidates, you will need determination, commitment, preparation and effort.

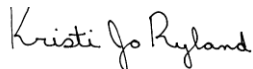
Once in the arena, your next challenge is to get elected. You will have to persuade the voting delegates at the State Leadership Conference that you are the best candidate for the job!

The preparation, campaigning and public speaking skills will all come together to form a learning experience you will use for the rest of your life. The education is invaluable, even if you are not elected. Remember, every candidate is a winner!

Earning a place on the State Executive Committee is definitely a rewarding event. Please read all the information in this State Officer Candidate Handbook carefully.

Good luck in your quest for state office. Please call 717.813.6388 or send me an e-mail at [kryland@pafbla.us](mailto:kryland@pafbla.us) if you have questions.

Sincerely,



Kristi Jo Ryland  
PA FBLA State Adviser

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# LEADERSHIP

## What is Leadership?

Leadership is the ability to inspire, direct or influence the actions of others. Successful leaders have a blend of leadership characteristics. While we expect state officers to come into this experience with some of the leadership qualities, you will also be provided with leadership training, if elected.

## Expectations

There are many expectations of a PA FBLA State Officer candidate, and even more expectations of those elected into office. We want you to take advantage of all opportunities that are put in front of you. While doing that, you will have time to recognize your skills and develop as a leader.

During your time as a state officer, if elected, you will be required to build a strong team dynamic. I always stress that the officer team is a team of 9. There are no weak links, and no position is more important than another. *You will work together, you will lead together, and you will grow as a team together!*



## Qualities of a Good Leader

There are many qualities that make good leaders – and all of these are expected of state officers.

- **Be respectful of others.** This is one of the most important qualities that we expect. Do not disrespect your peers, advisers, members from other chapters or states, or anyone else you encounter in your journey to and/or in state office. You only have one chance to make a first impression.
- **Take responsibility for your actions.** You need to know what is expected of you and take the appropriate action. Don't make excuses and know ahead of time what is required.
- **Show enthusiasm.** A good leader needs to enlist the help of others with zest and enjoyment, and help others have enthusiasm to get the job done. We want PA FBLA members to get the most out of each and every opportunity provided them. If you aren't enthusiastic about it, they won't be either.
- **Be optimistic.** A good leader believes a way can be found, obstacles removed, and problems solved.
- **Be a positive role model.** Being a state officer means being a member of a select group...select groups have select rules. You shall abide by our rules and our regulations as set forth by our Board of Directors.

### **High Expectations/Privilege**

It is a privilege to be a state officer – there are many people running for 9 positions. If elected, the PA FBLA Delegation has put their faith in you and your abilities. DO NOT TAKE ADVANTAGE OF IT AND DO NOT LET THEM DOWN.

Being a state officer of PA FBLA comes with very high expectations and should not be entered lightly. These high expectations come from many different groups of people. First and foremost, the members of PA FBLA expect you to be their voice and their representative when developing goals and ideas. Second, the PA FBLA Board of Directors and State Management team expect you to continue on the positive reputation that Pennsylvania has established in the FBLA organization. Finally, your adviser and school expect you to represent them with pride. You need to keep all these expectations in mind as you enter into the role of a PA FBLA State Officer, DO NOT DISAPPOINT OR EMBARRASS the people who have put their faith in you!

### **Select Group ... Select Rules**

As mentioned earlier, you are a select group with select rules set forth by the Board of Directors.

First, is the Delegate Code of Conduct. It is a privilege to attend an FBLA Conference and it is the responsibility of all delegates, especially state officers, to conduct themselves in a proper, businesslike manner AT ALL TIMES! Delegate conduct should make a positive contribution to the reputation that has been established. Make sure you are aware of the items covered in the Delegate Code of Conduct.

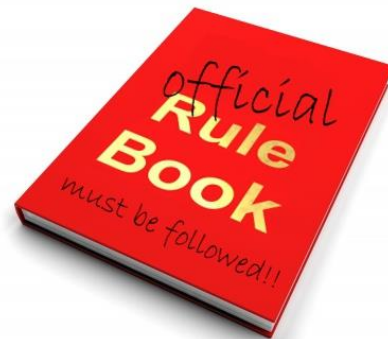
The Delegate Code of Conduct can be found in the Policy Leadership Handbook as well as under the downloadable section of the PA FBLA Website.

Second is the Code of Ethics. Be honest and sincere. Set high standards for yourself. Accept responsibility and duties. Profit from mistakes; take criticism well to improve. Abide by all rules/regulations of your school and PA FBLA. Dress appropriately at all times and act in a manner that will bring respect to you, your school and PA FBLA.

Third, are the regulations for an officer. Again, there are many students running for 9 positions and nothing pains me more than to have someone be elected to a position and then not be able to follow the rules and guidelines that have been established.

By signing your state officer application and once elected by taking your oath of office and by reciting the FBLA Pledge – you have stated that you will accept the responsibility for the office which you have been elected to.

Deadlines are very important and are set to be met. One thing I WILL NOT tolerate is missing a deadline. Work with your adviser to develop a plan for how to organize and manage your time.



### **Officer Accountability Guide**

As stated earlier, a state officer is expected to abide by all rules, regulations and policies adopted by the Board of Directors. The Board treats these policies with utmost importance and will take disciplinary action for violation. The Board has a right to discipline an officer in violation of policies, regardless of the action taken by the local school district.

Each officer is accountable for performing the mandatory duties and responsibilities of his/her office that is outlined in the Policy Leadership Handbook.

You will be expected to sign an Acceptance of Responsibility form once you are elected and your signature secures that you have read, understand and will abide by the Officer Accountability Guidelines.

### **Expectations for Advisers**

What is expected of a State Officer Adviser? It is expected that the state officer and state officer adviser have a good working relationship. There needs to be open and frequent communication between an officer and adviser. The two need to become a solid team. The adviser is there to guide and support the officer throughout their term and assure that deadlines are met.

A state officer adviser is also expected to enforce the rules and regulations that have been set forth for the state officer. These rules and regulations have been set through the bylaws and policy established by the Board of Directors, as well as the necessary rules and regulations that Mr. Boncal, Mrs. Skiles, Mr. Skerpon and I set.

Although advisers may not agree with all of the rules and regulations that have been established, you still need to abide by and enforce them. Every organization has rules – employers have rules. You do not need to like them or agree with them – but you must abide by them. If you don't like them, you need to consider whether or not you really want or need to be here. A lot has been invested in the future both with time through leadership training and monetarily.

### **Technology**

Today's world is full of technology that we take for granted—the Internet, smart phones, laptops, tablets, iPads and iPods, GPS's, digital TV, web pages, blogging, skype, wireless technology, Facebook, Twitter, and more.

Technology plays a critical role in our daily lives; it has become a central part of many people's lives. It has made us more efficient, organized, and creative. It has improved our ability to communicate. It builds bridges among people all over the world. It extends our realm of influence. For FBLA members across Pennsylvania, it can be the tool we use to bring our members together even though we are separated by many miles.

Technology access will be important if you are elected a Pennsylvania FBLA state officer. You will use technology to complete your FBLA duties at school; at home; at our meetings; and anywhere we travel to a conference. Whether the technology you use is your own or is borrowed from your school, be prepared to have technology with you or accessible to you during your years as an officer.

First and foremost, you will need a computer for your use—preferably a laptop that you will bring with you to all FBLA functions. PA FBLA will not provide a computer for you to use; that is your responsibility. PA FBLA will use Microsoft Windows as its computer operating system, but it recognizes that Apple/Mac computers are appropriate also. The platform that you use is not as important as your ability to create, open, edit, and save Microsoft Office documents and PDF documents across both Windows and Mac/iOS operating platforms.

If using a PC, your operating system should be Windows 7 or greater. Your computer must include Microsoft Office, and Office 2013 should be the minimum version to which you have access. PA FBLA will not provide a Microsoft Office software package, but there are ways you may purchase discounted Microsoft Office, which must include Microsoft Publisher, by presenting your school ID. If you need to purchase the software if you are elected, you will be provided web sites where you can purchase the discounted software.

Your computer must all include appropriate anti-virus protection so as to not infect other PA FBLA users with viruses; the latest version of the free Adobe Acrobat Reader; Java; Skype; and any other software designated by the state office. Microsoft Access is not necessary for any work in PA FBLA.

Second, you will need Internet access both at school and at home. While in school, you must abide by your school's Acceptable Use Policy. It will be your responsibility to seek access to all PA FBLA sites, including our web site, our e-mail site, our SharePoint site, and our FTP site. You will be provided the URLs of each site to ask your

technology staff to open those sites if they are blocked.

While you are on the Internet, you are to present yourself as a professional and not discredit yourself, your parents, your school, or PA FBLA. Social media such as Facebook and Twitter may play an important part in our daily routine and interactions with others, but you need to be careful to present yourself and FBLA in a positive light at all times.

Third, PA FBLA will provide you with an “official” PA FBLA e-mail account that you will use during your term of office. This account will be transferred to you from the officer who previously held your position, and it is to be used to complete PA FBLA business. You will use your FBLA account—not your personal account—to communicate in your role as an officer.

You will receive access to your FBLA e-mail account about 7-10 days after the close of the State Leadership Conference. Accessed from a link on the PA FBLA web site and provided through Comcast, it will be your responsibility to make sure you have access from home; from school; and from your Smartphone, if you have one. If elected, officers and advisers will need to work with their school system technology director to make sure access is open during the school day and is not blocked by your school's content filtering system.

You are to remain professional at all times in the use of your PA FBLA e-mail account. It is used for FBLA business—not personal business. Your e-mail is the property of PA FBLA and is subject to inspection at any time by the state office. Inappropriate content will not be tolerated.



If there is a violation of the professional expectations that we have of our state officers, it will be dealt with according to state officer accountability guidelines.

Our e-mail is hosted on a Microsoft Exchange server. It will be available via a web interface as well as an Exchange client that can be installed on your computer or on your smartphone.

Speaking of phones, if your school does not permit you to use a cell phone during the school day, it will not be necessary for you to seek approval to use your phone during the day.

Fourth, depending on your state officer goals, you may be asked to create podcasts or other online promotional materials.

Your goal will be to use technology efficiently and creatively to bring PA FBLA member together no matter how near and far they are.

### **State Officer/Adviser Funding**

Officer candidates and their advisers should have reviewed the anticipated state officer expenses that were posted in the downloadable section of the PA FBLA web site.

During your term in office, there will be mandatory meetings, and there will be optional meetings. The mandatory meetings are:

The May Board of Directors meeting for the President, First Vice President, and their advisers. Any other online Board of Directors meetings or in person Board of Directors meetings will also be mandatory.

The May Executive Committee meeting for all officers and their advisers.

The National Leadership Conference for all officers and their advisers.

The State Leadership Workshop in the fall and the Executive Committee meeting that immediately precedes it for all officers and advisers.

The January Board of Directors meeting for the President, First Vice President, and their advisers.

The January Executive Committee Meeting in for all officers and their advisers.

The State Leadership Conference and the two-day Executive Committee meeting which precedes it is also mandatory for officers and their adviser.

For all mandatory meetings, PA FBLA will cover nearly all expenses for the state officers based on the budget approved by PA FBLA. That may include lodging and meals and some other miscellaneous expenses, but in most cases, it will not include the cost of travel to the event except for the National Leadership Conference. Please refer to the Anticipated Expenses document published on the PA FBLA web site.

For all mandatory meetings, PA FBLA may cover some of the expenses for advisers, but not all expenses are covered. For most of the mandatory meetings, the Executive Committee portion of the meeting may include lodging and meals being covered for the adviser, but travel expenses will not be covered. Advisers should refer to the Anticipated Expenses published on the PA FBLA web site as a guide for what will and won't be covered for Executive Committee advisers.



For some events, the state officers will be given a cash advance to cover the cost of meals. When that occurs, the officers will be expected to collect and maintain receipts for all their expenditures and to submit the receipts and any unused money to the state office on the form provided in the state officer handbook.

For events such as the National Leadership Conference, it will be expected that the officer's chapter will register the officer and pay the registration fee. Based on the PA FBLA approved budget, the registration fee may be reimbursed by the state chapter after the event IF the officer completes a two-page written report and submits any other necessary required paperwork.

### **Campaign Guidelines--Interview**

The third step in the process of becoming a candidate for PA FBLA State Officer is to participate in a mandatory face-to-face interview. It is MANDATORY for the officer AND adviser of record to attend this interview. Professional Business Attire is required for the interview.

The interview will consist of the following:

- Face-to-Face Interview with candidate, adviser and interview panel, consisting of Miss Ryland, Mr. Boncal, and a representative from the PA FBLA Board of Directors
- FBLA Knowledge Exam which consists of 50 questions, multiple choice & fill in the blank about general FBLA knowledge, and PA FBLA Policy Leadership Handbook (this exam will be scored and included as part of the interview scoring rubric).

- Adviser Only Interview, while the candidates are taking the FBLA Knowledge Exam, the interview panel will conduct an interview with the adviser alone.

As stated on the state officer application, interviews are scheduled to take place at the Hershey Lodge & Convention Center on:

- ☐ February 3, 2018
- ☐ February 17, 2018

Since there are so many candidates it is necessary to use both dates. Interviews are generally scheduled between 8 a.m. and 5 p.m. but adjustments can be made if needed to go later in the day. What I will need to know from you all is if you have a conflict with either of the dates. Please indicate this when asked in the online questionnaire. If you can be flexible with either date, please let us know that as well. From the responses to this question on the online questionnaire, the schedule for interviews will be determined and sent out.

### **Campaign Guidelines—Campaign Materials & Campaigning**

Part of the state officer election process is campaigning on **Tuesday morning at the State Leadership Conference. This time period is no longer directly following the Opening Session.**

At this time all delegates and other members will be able to visit your campaign booth and learn more about why they should elect you to the position you are running for. There is a \$500 Monetary Limit for campaign spending. This means that in the process of preparing your campaign you need to document the cost of everything you use and will need to complete a financial statement that shows a breakdown of the cost of everything.

You must even include the market value of any items that you might have donated to your campaign. The total cost of planning your campaign CANNOT exceed the \$500 limit. If you have any questions about this, please don't hesitate to contact Miss Ryland or Mr. Skerpon.

Candidates must submit the following campaign materials by the established deadline prior to the SLC via an online upload:

- ☐ final copy of campaign speech
- ☐ final copy of campaign brochure or data sheet
- ☐ copy of candidate financial statement with ***copies of receipts***
- ☐ a picture of each campaign item and/or literature to be distributed
- ☐ a written description of any audio-visuals that will be used in your campaign booth (if applicable).

Details will be provided in future email correspondence regarding this mandatory submission item.

Please reference the Election Campaign Guidelines for more information regarding these requirements. Additional information will be provided during your face-to-face interview from Mr. Boncal and Miss Ryland.

As noted, one of the REQUIRED elements for submission is a final copy of your campaign speech. This must be the FINAL COPY of the candidate's speech that will be presenting during the Opening Session.

Each candidate for state office (excluding Parliamentarian candidates) will be given the opportunity to present a campaign speech during the Opening Session. Candidates shall limit their speeches to TWO (2) minutes. Timekeepers will be used to monitor

each speech. A warning will be given when 1 minute and 45 seconds has expired. At TWO (2) minutes time will be called, the gavel will be rapped and the speech must end immediately.

Speeches should deal with the candidate's qualifications, reasons seeking office, and goals, if elected. No skits will be permitted at the State Leadership Conference. Candidates should be dressed in professional business attire to present their speech (no costumes of any kind will be allowed). Speeches should be delivered in a professional speaking manner. Yelling and/or screaming part or all of a speech is NOT professional and may result in the candidate being gavelled and/or disqualified. The right to determine when a speech breeches the above professional standard falls solely on the state adviser and the members of the interview panel. All decisions are final and will not be appealed.

Candidates will be expected to follow the final copy of the speech that was presented in the Campaign Material Submission and deviation from the content of the speech will result in the candidate being disqualified and their name being removed from the ballot. It is the right of the State Adviser and interview panel to determine if there has been a deviation from the speech content and all speeches will be recorded to resolve any disputes.

### **CAMPAIGN GUIDELINES – CANDIDATE BRIEFING**

All candidates and their advisers must attend the candidate briefing meeting on Sunday evening at the State Leadership Conference. Each candidate and local chapter adviser of record on the application must attend this meeting. A roll call will be taken. Any candidate AND adviser that are not present at the scheduled meeting will

be disqualified (not allowed to present a speech or campaign). All campaign guidelines and procedures will be reviewed. Candidates may submit an updated financial statement with receipts at this meeting if it has changed since the earlier submission.

As far as items that may be given out at the campaign booth, no Hand Touched food items will be permitted (all food distributed must be in its factory packaging). Whistles or other noise-making devices (including musical instruments) will not be permitted.

A six-foot table will be provided for campaigning. When campaigning you need to show consideration to those around you as the tables will be up against each other. Due to the fact that there are so many candidates and the time factor for campaigning you WILL NOT BE ALLOWED to conduct any games or activities at your campaign table that could cause the line to back up. Delegates should be able to come through, pick up your information, ask you or your assistant's questions and then move on. You and your campaign assistants MUST stand behind the table AT ALL TIMES

The time element for setting up and tearing down campaign booths is:

- Set up: Tuesday morning from 6:30am—7:30am. Candidates may begin setting up at 6:30am. You must be finished and out of the booth area by 7:45am. I will review your campaign booths at this time in comparison with your posted financial record. Discrepancies between your contents and financial statement may cause immediate disqualification. Booths will be open from 8:00am – 12:00pm.
- Tear Down: 12:00pm on Tuesday.

Advisers MUST be present at campaign booths unless they have been assigned another duty by members of the State Management Team.

You will be allowed to have Campaign Assistants. These are other FBLA members who assist you during your booth setup and tear down as well as during the campaign process.

You ARE NOT permitted to distribute materials except from BEHIND your designated booth.

No campaigning, WHATSOEVER until Tuesday Morning at 8:00am and ALL CAMPAIGNING MUST STOP at 12:00pm Tuesday, when the campaign booths are torn down. You will be disqualified if it is determined that you are campaigning before or after the scheduled time.

### **CAMPAIGN GUIDELINES – VOTING**

Voting will take place on Tuesday at the SLC. At this time TWO (2) delegates from each school will be allowed to place their vote for the eight (8) elected state officer positions.

NO CAMPAIGNING IS PERMITTED IN THE VOTING AREA. If it is determined that a candidate is campaigning in the voting area he/she will be disqualified.

Announcement of the newly elected state officers will be made at the Business Session on Tuesday afternoon. All newly elected state officers will be required to attend the Orientation of New State Officers meeting with Cybis. This meeting takes place immediately following the Business Session. At this meeting Cybis will prepare the new officers for the Installation of Officer Ceremony that will be conducted on stage at the Awards of Excellence Program.

### **ADDITIONAL SLC REQUIREMENTS**

If elected as a new PA FBLA State Officer there are additional requirements.

- 1) Attendance at the National Leadership Conference Orientation meeting IMMEDIATELY following the Awards of Excellence Program on Tuesday. This must be attended by both officer AND adviser
- 2) Breakfast for Incoming/Outgoing State Officers & Advisers on Wednesday morning.
- 3) Orientation for New Officers & Advisers immediately following breakfast. This is MANDATORY FOR ALL so make necessary travel arrangements for your chapter. I can GUARANTEE that the meeting will not excuse early. Therefore if you are traveling with your chapter, they will not be able to leave before 11:00 a.m.

### **MAY MEETING – HERSHEY**

State Officer Leadership Training will take place at the May meeting, which is scheduled to be held at Kalahari Resort in the Poconos. You will arrive the evening of, Friday, May 18 and the meeting and activities will last until Sunday, May 20.

During this meeting the Officers will receive leadership training and expectations of a state officer will be explained in further detail. In addition, the officer's responsibilities at the May meeting include:

- Selection of the State Project for the upcoming school year
- Development of State Goals for the upcoming school year
- Begin development of ideas of Plans of Work to accomplish goals
- Make plans for activities/meetings at the National Leadership Conference

While I work with the officers on their responsibilities, the advisers will be busy as well. You may be asked to participate in some of the leadership training and provide feedback on State Project ideas, Goals, and Plans of Work. In addition you will work with Mr. Boncal and Mrs. Skiles on necessary items.

### **IMPORTANT ROLES**

There are numerous groups of people who play an integral part in making PA FBLA successful. One of these groups is the State Management Team. The people who make up the State Management Team and their roles are:

#### ***Mr. Bruce Boncal – Executive Director***

He basically runs PA FBLA. He provides guidance and instructions to everyone involved. In addition he manages and updates the PA FBLA Website.

#### ***Mrs. Janet Skiles – Conference Coordinator***

She organizes conferences, registration, etc. She works with the hotels in planning and organizing items needed for the State Leadership Workshop and the State Leadership Conference. Mrs. Skiles also serves as the travel agent for PA FBLA. She plans travel arrangements for the National Leadership Conference.

#### ***Me – Miss Kristi Ryland – State Adviser***

My role is to train the officers. I coordinate activities of the Executive Committee, which includes assisting state officers during meetings and all other FBLA functions. I also assist with the operations of the State Leadership Workshop and the State Leadership Conference

#### ***Mr. Derek Selleck – Competitive Events Coordinator***

Mr. Selleck organizes and plans the testing procedures for regional and state level. He also secures all of the judges for all of the competitive events.

In addition the State Officers and their Advisers play important roles.

#### Advisers

You are ultimately responsible for the officers. You need to be certain that all assignments are completed and that all documents are structurally sound and mailable. As stated in the beginning, officer and adviser must become a team. In addition, advisers you need to make sure that the officer is on time (for all meetings, curfews, and assignments).

#### Officers

You are an ambassador of PA FBLA. You are Out Front and On Stage AT ALL TIMES. You need to conduct yourselves as young ladies and gentlemen and follow the Code of Ethics as addressed earlier.

#### **REQUIRED DATES**

Last but certainly not least are the Required Dates. These dates were listed on your state officer application and therefore should be familiar to you. **ALL OF THESE DATES ARE MANDATORY—THERE ARE NO EXCEPTIONS.**

If you have an issue with any of these dates now, you need to reconsider entering this process.

**May 18-19:** Board of Directors Meeting  
This is required of ONLY the President, First Vice President and their Respective Advisers.

**May 18-20:** Executive Committee Meeting

This is required for ALL. As mentioned earlier, this is the weekend when state officers receive their training and make decisions for the upcoming year.

**June 27 – July 3:** National Leadership Conference.

This is required for ALL and more details will be provided at the SLC once elected.

**November 3:** Executive Committee Meeting prior to the SLW.

This will be held at Kalahari Resort in the Poconos and is where we finalize our plans for the SLW.

**November 4-5** – State Leadership Workshop. This is our first official PA workshop of the year where we provide leadership training and workshops as well as kick off the fundraising for the state project.

**January 25-26:** Board of Directors Meeting.  
This is required of ONLY the President, First Vice President, and their Respective Advisers.

**January 25-27:** Executive Committee Meeting.  
This is required of all officers, and their Respective Advisers.

**February:** CTSO Dinner/Recognition in Harrisburg.  
This is required of only the president and his/her respective adviser.

**April 6-7:** Executive Committee Meeting.  
These are the dates prior to the start of the State Leadership Conference where we make final necessary preparations for the State Leadership Conference.

**April 8-10** – State Leadership Conference

# TRAVEL POLICY

## **Appendix K** **PA FBLA Policy/Leadership Handbook**

A state officer must be accompanied by his/her adviser or another designated professional staff member from his/her school or a state Executive Committee adviser for all FBLA activities. *FBLA will not accept parents in lieu of an adviser or another faculty member.*

If the state officer's adviser cannot attend the function and another faculty member will attend in his/her place, the State Adviser and Executive Director/State Chairman must be notified in writing prior to the meeting, conference, etc., to receive approval.

Under no circumstances will a state officer travel alone.

Under no circumstances should an adviser accept the responsibility of a state officer from another school unless he/she has a written agreement between the administrations of the two schools involved and the parents.

A copy of this agreement must be submitted 24 hours prior to the event to the State Adviser and Executive Director/State Chairman so that they are aware of who is responsible for supervising and transporting the state officer.

Neither the PA FBLA State Adviser nor the Executive Director/State Chairman will be responsible for a state officer.





## QUALIFICATIONS FOR STATE OFFICE

Qualifications for state office are outlined as the following in the Pennsylvania FBLA Bylaws, Article III, Section 2, Section 3, Section 4:

**Section 2. Composition.** The executive committee shall be comprised of (a) the state president, (b) the state first vice president, (c) the state secretary, (d) the state treasurer, (e) the state reporter, and (f) the state parliamentarian. In addition, there shall be three vice presidents at large. The membership, therefore, shall consist of nine members. Local chapter advisers of the state officers and members of the Board of Directors shall serve in an ex-officio capacity.

**Section 3. Method of Selection.** The eight student members of the executive committee shall be elected to state office by plurality vote of the voting delegates at the State Leadership Conference. The highest scoring ninth, tenth, or eleventh grade member, who submitted an application for the parliamentary procedure written test, which is administered at the State Leadership Conference, shall be appointed by the chairman to act as parliamentarian.

### **Section 4. Qualifications**

- a. To be considered for state office, a candidate shall
  - (1) be recommended by the chapter's adviser;
  - (2) file an official application with the state office by the date designated;
  - (3) have at least one full year remaining as an active member in his/her business program if running for the office of president, first vice president, secretary, reporter or treasurer
  - (4) have at least two full years remaining as an active member in his/her business program if running for the officer of vice president at large;
  - (5) hold or have held an elective office in either his/her local or regional chapter or a comparable office in an organization on the approved list of national activities released by the National Association of Secondary School Principals if running for the office of president, first vice president, secretary, treasurer or reporter; and
  - (6) be approved by the orientation committee, at which time he/she may choose to run for another office
- b. Not more than one candidate for state office may compete from a local chapter.
- c. The candidate for office shall be present at the State Leadership Conference to be eligible for official nomination
- d. The state committee may appoint a student as a state officer if a vacancy exists after elections are held at the State Leadership Conference. The state committee may choose from among students not elected to other offices; students from schools with already elected state officers; or by advertising a vacancy.



## **DUTIES AND RESPONSIBILITIES OF ALL STATE OFFICERS**

1. All state officer candidates must complete the State Officer Accountability Regulations with all the required signatures.
2. Each officer must agree that should he/she enroll in a school in which there is not an active chapter, he/she will resign the office.
3. All state officers must pay their state and national dues.
4. All state officers are required to wear their official FBLA uniform at all functions when representing FBLA.
5. All state officers are required to submit a monthly progress report.
6. All state officers are required to contact the state office on a regular basis.
7. All state officers are required to submit a written report after each activity in which he/she formally represents FBLA.
8. All state officers are required to answer all phone messages, faxes, and e-mail immediately.
9. All state officers shall complete all projects by the stated deadlines dates.
10. All state officers are required to write an article for the state newsletter, the Penn Pal.
11. All state officers are required to attend ALL Executive Committee Meetings.
12. All state officers are requested to attend at least one Regional Leadership Workshop and/or Conference outside his/her own region.
13. All state officers are required to attend the National Leadership Conference, the State Leadership Workshop, the National Fall Leadership Conference (when PA is the host state), and the State Leadership Conference.
14. All state officer approved expenses must be submitted on the proper forms within two weeks in which they are incurred for reimbursement.
15. All state officers should maintain the standards for dress, conduct, attendance, courtesy, ethics, etc. for the entire delegation.
16. All state officers shall abide by the Delegate Code of Conduct, the Code of Ethics, and the FBLA Creed.
17. All state officers are expected to maintain a “positive attitude” at all times.
18. All state officers shall work closely with the local and state adviser and keep them informed of his/her activities at all times.
19. All state officers should communicate with other state officers.
20. All state officers should make contact with another state officer from one of the other seven Career/Technical Student Organizations during his/her term in office.
21. All state officers should communicate with as many FBLA members as possible.
22. All state officers shall participate in their local and regional chapter activities.
23. All state officers should have a good working knowledge of parliamentary procedure.
24. All state officers are expected to use correct grammar and display good public speaking skills.
25. All state officers should have a clear understanding of the FBLA goals.
26. All state officers shall be able to recite the FBLA Pledge.
27. All state officers shall always arrive 10-15 minutes early for all events.
28. All state officers shall have voting privileges at all meetings of the State Executive Committee.

## CAMPAIGN TIPS

One of the highlights of FBLA conferences is the election of officers. In order to determine the best candidate for each office, information must be gathered on all candidates. Campaigning is a series of organized, planned actions necessary for electing a candidate. It is a very efficient way to provide information on the qualifications and characteristics of a candidate.

Organization is of great importance if accurate and efficient information outlining the positive characteristics and goals of a candidate is to be available. It is a good idea to develop a schedule outlining specific tasks which need to be done so that ideas and plans can and will be accomplished.

### **Some campaigning suggestions include:**

- Having a theme on which it will be easy to build a lot of different, attractive ideas and which will have a positive, memorable effect on the delegates
- Integrating the campaign theme throughout the candidate's speech to the delegates
- Developing some way to state the candidate's qualifications, ideas, and goals (such as a fact sheet or brochure)
- Having give-aways (candies, stickers, pens, etc.)
- Having a colorful, organized campaign with plenty of factual materials
- Having the members of the candidate's team visible and prepared to talk to people and answer questions
- Selecting a committee to organize your campaign table
- Developing a campaign budget and adhering to it
- Practicing your campaign speech in front of others

# ELECTION CAMPAIGN REGULATIONS

## Appendix J

### PA FBLA Policy/Leadership Handbook

1. All candidates and their advisers must attend the State Officer Candidate Interview.
2. All candidates **must submit** the following campaign materials, **prior** to the State Leadership Conference, online (using the directions provided):
  - a. Final copy of campaign speech.
  - b. Final copy of campaign brochure/data sheet
  - c. Candidate financial statement with receipts
  - d. A picture of each of the campaign items and literature (stickers, flyers, sample design of campaign signs, etc.). These items must be properly identified with the name of the candidate and office sought.
  - e. Candidates must include a description of any items, which will be given away at the campaign booth to generate name recognition. In addition, candidates must provide a written or geographical description of any banners, posters, or other decorations in the campaign booth. Please remember that items may not be pinned, taped, tacked, or in any way adhere to the walls, floors, ceiling or furniture. Money, alcohol, and tobacco may not be distributed. Any food items that are distributed must be professionally sealed and packaged.
  - f. A written description of any audio-visuals that are planned to be used must be included with the campaign material. It is the responsibility of the candidate to bring or rent his/her own equipment. Equipment costs (rental services, electrical access, etc.), if any, must be listed on the financial statement. Candidates who choose to use electricity in their campaign booths will be required to pay a service charge. The Hershey Lodge rate for electricity is \$15 per candidate. A form to order electricity at the candidate's campaign booth will be provided by the State Adviser at the State Officer Candidate Interview.

**All Materials MUST BE RECEIVED BY APRIL 1, 2016 at 9:00PM.**
3. All candidates and their advisers **must attend** one of the Candidate/Campaign Briefing Meeting at the State Leadership Conference.
  - a. Each candidate and local chapter adviser (on record on the state officer application) must attend.
  - b. A roll call will be taken. Any candidate AND adviser that is not present at one of the scheduled meetings will be disqualified unless prior arrangements have been made with a member of the state officer screening panel.
  - c. The State Adviser, Staff Assistant/ML Coordinator, and current state officers will conduct the Candidate Briefing Session.
  - d. Campaign guidelines will be reviewed
  - e. Campaign booth assignments will be discussed
  - f. Handouts and campaign rules will be distributed

- g. Candidates may submit an updated financial statement (with copies of receipts) at this meeting if it has changed from the statements submitted prior to the SLC.
4. Candidate Financial Statement. A candidate may not spend or have received donated materials (at “fair market” value) and/or money totally more than \$500 in the campaign for a state office. Substantiated documentation for donations and receipts for all campaign materials must accompany the financial statement. Income plus Donations must equal Expenses. For example, if you have \$275 income and \$225 in donations, the total expenses must equal \$500. Any additional income must be returned to whoever donated it. Audio-visual equipment rented or loaned to the candidate should be reported at either the actual rental rate or “fair market” estimation. You may use your own computer or speakers (as well as your schools) but any items donated from other people must be reported at “fair market” value. Candidates must use the financial reporting form that will be provided by the State Adviser.
5. Specific Campaign Regulations that will be reviewed at the Candidate/Campaign Briefing meetings are as follows:
- a. Campaign literature shall not be mailed to other members prior to the State Leadership Conference
  - b. No literature shall be distributed prior to OR after the conclusions of the campaign booth campaign time. Any material distributed outside of the campaign booth area is considered a violation of the state officer election process and will result in disqualification.
  - c. Campaign clothing or campaign booth buttons may NOT be worn prior to or enroute to the State Leadership Conference. They may only be worn during the campaign booth campaign time and after.
  - d. Campaign guidelines will be reviewed.
6. All campaign materials will be approved by the state officer screening panel via the online submission prior to the SLC. Members of the state officer screening panel will also review campaign booths at the conclusion of the set-up time to assure that all items were included.
- a. Campaign literature shall be placed on the table in the assigned location and shall not be distributed outside the campaign booth area, such as in dining rooms, in meeting rooms, under doors, on doors, or in hallways. No literature may be distributed before campaign booths officially open (as listed in the SLC program) and no literature may be distributed after campaign booths officially close.
  - b. Whistles or other noise-making devices (including musical instruments) shall not be permitted. Nothing may be thrown from the stage.
  - c. Campaign hats, shirts, buttons, etc. may be worn outside the campaign area after the campaign booth time.
  - d. Candidates may present only a speech during the campaign rally, and no props (or costumes) of any kind will be permitted with the exception of the candidate’s copy of the campaign speech.

7. The campaign rally will be held as a part of the Opening General Session on the first evening of the conference. At this time, **ALL** candidates for state office will be allotted two (2) minutes to present their speeches. Candidates for all offices shall limit their campaign speeches to two (2) minutes. Timekeepers will be used to monitor each speech. A warning will be given when 1 minute 45 seconds has expired. Speeches should deal with the candidate's qualifications, reasons for seeking office, and goals, if elected. No skits will be permitted at the State Leadership Conference. Campaign managers are not permitted to introduce the candidate at the campaign rally. Campaign speeches must be presented from the stage podium.
8. An area shall be designated for campaign booths.
  - a. These booths shall be uniform in size for each candidate
  - b. One table shall be placed in each booth
  - c. Booths shall be set up according to office. For example: President #1-5, First Vice President #6-10, etc. (depending upon the number of candidates). Campaign booth assignments will be distributed at the Candidate/Campaign Briefing Meetings.
  - d. Candidates are permitted to use approved materials in their designated booth.
  - e. Candidates and campaign assistants are not permitted to distribute any materials except from **BEHIND** the table in their designated campaign booth.
  - f. Candidates must place a copy of their financial statement on the lower right hand corner of the campaign booth table.
9. There will be a specified time period and location for all registered voting delegates to cast ballots. Announcement of the newly elected officers will be made at the Business Session. In an event of a tie, a secret ballot will be conducted of all present eligible voting delegates at the Business Session. In the event of an additional tie, additional secret ballots will be conducted until the tie is broken.
10. Any supplies, such as tape and pins needed to set up campaign materials, must be supplied by the candidate.
11. No candidate is permitted to campaign in the voting area while the voting is taking place.
12. All candidates must dismantle campaign booths by the time indicated in the program

**ANY CANDIDATE FOUND IN VIOLATION OF THESE  
REGULATIONS MAY BE DISQUALIFIED  
(NAME REMOVED FROM THE BALLOT)  
BY THE BOARD OF DIRECTORS**

## IMPORTANT RESPONSIBILITIES AT THE STATE LEADERSHIP CONFERENCE

**All state officer candidates must attend the following sessions at the State Leadership Conference:**

➤ *State Officer Candidate Briefing/Approval of Campaign Materials*

When: Sunday, April 8, 2018  
Where: Hershey Lodge (Room TBD)  
Time: 7:00 p.m. – 8:00 p.m.  
Who: Candidate & Candidate's Adviser  
Re: All candidates and their advisers must report during this time for candidate briefing and approval of campaign materials.

**This is where you must turn over a final copy of your financial statement.**

➤ *Orientation of State Officer Candidates*

When: Monday, April 9, 2018  
Where: Great American Hall Stage Area  
Time: 6:15 p.m. – 6:45 p.m.  
Re: Orientation session and practice session using the microphone

***Reminder:*** Those running for the offices of president, first vice president, secretary, treasurer, reporter, and vice president(s) at large give their campaign speeches during the Opening Session before the entire assembly. You must deliver the speech that you provide to the state adviser in your campaign material submission and ALL speeches must be delivered in a professional manner or candidate MAY be disqualified. Candidates for parliamentarian will be introduced during this session. Also, check campaign regulations for time limits on speech. Time is strictly enforced.

➤ *State Officer Candidate Campaign Booth Set-Up*

When: Tuesday, April 10, 2018  
Where: TBD  
Time: 6:30 a.m. – 7:30 a.m.  
Who: Candidate, Candidate's Adviser, Campaign Manager  
Candidate's Assistant (maximum 10)

➤ *Campaign Booths*

➤ When: Tuesday, April 10, 2018  
➤ Where: TBD  
Time: 8:00 a.m. – 12:00 p.m.

➤ *Business Session*

When: Tuesday, April 10, 2018  
Where: Great American Hall  
Time: 3:15 p.m. – 4:00 p.m.  
Re: Candidates are expected to be present during this session. If you are scheduled for a competitive event and not able to attend the Business Session, please notify Kristi Ryland, State Adviser.  
Announcement of the 2018-2019 State Officer Team will be made before adjournment

➤ *Orientation of New State Officers*

When: Tuesday, April 10, 2018  
Where: Great American Hall Stage Area  
Time: 4:00 p.m. – 4:30 p.m.  
Re: Practice session for newly elected state officers to prepare for the Installation of Officer Ceremony that will be conducted later Tuesday evening.

➤ *Awards Program*

When: Tuesday, April 10, 2018  
Where: Great American Hall  
Time: 6:45 p.m. – 10:00 p.m.  
Re: If elected, please plan to wear semi-formal or formal attire. (Gentlemen may wear a suit with a shirt and tie)

➤ *National Leadership Conference Orientation*

When: Tuesday, April 10, 2018  
Where: Cocoa Ballroom  
Time: Immediately following the Awards Program (10:30 p.m. – 11:30 p.m.)  
Re: If elected, you will be attending the National Leadership Conference in Baltimore, Maryland from **June 27 – July 3.** You and your adviser are **REQUIRED** to attend this meeting.

➤ *Breakfast for Incoming and Outgoing State Officers and Advisers*

When: Wednesday, April 11, 2018  
Where: Cocoa Suite 1  
Time: 8:30 a.m. – 9:15 a.m.  
Re: Learn more about the duties of your office and pick up the files from your outgoing counterpart. Casual attire is acceptable.



➤ *Orientation Meeting for New State Officers and Advisers*

When: Wednesday, April 11, 2018  
Where: Cocoa Suite 2  
Time: Immediately following the Breakfast for Incoming and Outgoing State Officers and Advisers (9:15 a.m. – 11:00 a.m.)  
Re: **Mandatory orientation program** for all newly elected officers and their adviser(s). An overview of your responsibilities while in office will be given. Casual attire is acceptable.

**Candidates, should you be elected, you and your adviser are required to attend the Orientation Meeting for New State Officers and Advisers.**

**Please remind your adviser(s) that you CANNOT leave until 11 a.m.**

**NO ONE IS EXCUSED from this meeting.**

**WRAP UP**

I hope this handbook has been both educational and informative to all candidates and advisers.

Now that you have completed reviewed and read through this document, you will need to answer some questions based on the material covered. You have received an email with details of how to complete the process.

If you have any questions relating to any items covered in this handbook, please feel free to email me at [kryland@pafbpa.us](mailto:kryland@pafbpa.us).

Thank you for your time and I look forward to meeting you all at the interviews.



**Tentative Dates/Locations**  
**(Subject to Change)**

- ☐ **May 18-19, 2018 – Kalahari Resort—Pocono Mountain, PA**  
Board of Directors Meeting  
(President, First Vice President, and Respective Advisers only)
- ☐ **May 18-20, 2018 – Kalahari Resort—Pocono Mountain, PA**  
Executive Committee Meeting
- ☐ **June 27-July 3, 2018 – Baltimore, Maryland**  
National Leadership Conference
- ☐ **November 3-5, 2018 – Kalahari Resort—Pocono Mountain, PA**  
State Leadership Workshop
- ☐ **January 25-27, 2019 – Hershey, PA**  
Board of Directors Meeting  
(President, First Vice President, and Respective Advisers only)
- ☐ **January 27-29, 2019 – Hershey, PA**  
Executive Committee Meeting
- ☐ **April 6-7, 2019 – Hershey, PA**  
Executive Committee Meeting
- ☐ **April 8-10, 2019 – Hershey, PA**  
State Leadership Conference
- ☐ **Other Online Meetings as Necessary**