



CHAPTER SUCCESS GUIDE

2023-2024

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FBLA MISSION STATEMENT

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

HISTORY AND REACH

Future Business Leaders of America, Inc. is the largest career student organization in the world and is located in Reston, Virginia.

Oregon Future Business Leaders of America (FBLA) is a state affiliate of Future Business Leaders of America. Oregon became a chartered member in 1964. Articles of Incorporation were filed with the Office of the Secretary of State in 1964.

FBLA, Inc., is an international professional association and the largest career student organization in the world serving students with career interests in the field of business. Each year FBLA serves over 196,000 members. FBLA, Inc., chartered its first chapter in 1940 in Johnson City, Tennessee, because of the efforts started in 1937 by Hamden L. Forkner of Teachers College, Columbia University in New York City.

SIZE

Each year, Oregon FBLA helps 1,133 members prepare for careers in business in chapters in high schools, middle and junior high schools, and private schools throughout the state.

ENDORSEMENTS

FBLA is endorsed by the U. S. Department of Education, Oregon Department of Education, National Business Education Association, Oregon Business Education Association, and over 50 other business-related partners and industry associations.

HIGH SCHOOL

FBLA HIGH SCHOOL

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

200,000+
Members



13,000+
Educators

5,200+
Chapters

50 States and territories

7 Countries

PROGRAMS

70+
Competitive Events

Leadership Development & Recognition

Business Achievement Awards • Champion Chapter Award

CONFERENCES



13,000+
attendees



3,000+
attendees

2 locations

WHY JOIN?



College Preparation



Scholarships



Academic Competitions



Career Exploration



Networking



Travel



Discounts

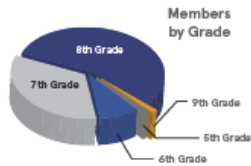
Learn more at fbla.org

FBLA MIDDLE SCHOOL

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

16,000+
Members



1,000+
Educators

650+
Chapters



PROGRAMS

 **20+**
Competitive Events



**Leadership
Development
& Recognition**

LEAD Awards • MERIT Award

FBLA COLLEGIATE

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

3,000+
Members

300+
Educators

250+
Chapters

36 States and territories


PROGRAMS



Competitive Events
 including case study competitions



Leadership Development & Recognition

Excellence Awards • Outstanding Chapter Award

CONFERENCES

NATIONAL LEADERSHIP CONFERENCE


1,000+
attendees

 **200+**
attendees
 Career Connections Conferences (CCC)

 2 locations



Connect with Oregon FBLA

Phone: 541.633.4287 • Fax: 971.404.0903 • oregonfbla.org

Oregon FBLA Finance Office
P. O. Box 1440 • Owasso, OK 74055

Follow Oregon FBLA on Social Media

facebook.com/oregonfbla • [@oregonfbla](https://twitter.com/oregonfbla) • youtube.com/oregonfbla

OREGON FBLA MANAGEMENT TEAM

State Adviser

Danielle Tolentino Tuason, MPA
stateadviser@oregonfbla.org

Development Director

Kyle DeVos
partner@oregonfbla.org

Senior Director

Ryan Underwood
ryan@oregonfbla.org

Finance Manager

Deb Thilges
finance@oregonfbla.org

Associate State Adviser

Gabrielle Cunningham
stateadviser@oregonfbla.org

Chapter Support Manager

Tiffany Perez
hello@oregonfbla.org

State Officer Leadership Coach

Blake Parker
coach@oregonfbla.org

Judge and Volunteer Coordinator

Jessica Malan
partner@oregonfbla.org

OREGON FBLA BOARD OF ADVISERS

Board Chair / Columbia Delta Rep.

Tonya Boustead
Canby High School FBLA

Cascade Representative

Benji Henslee
Mazama High School FBLA

Rogue Umpqua Representative

Sandy Edwards
Coffenberry Middle School FBLA

State Management Representative

Danielle Tolentino Tuason, MPA
Oregon FBLA State Adviser

State Chair

Ron Dodge
*Oregon Department of Education
Business & Management Specialist*

Blue Mountain Representative

Toni Zikmund
Baker Senior High School FBLA

Willamette Representative

Vacant

Student Representative

Maddie Baliey
*Oregon FBLA State President
Grant Union High School*



OREGON FBLA BOARD OF TRUSTEES

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Bill Graupp
Mentor Graphics
DFM Application Technologist

Board Vice Chair

Taylor Sarmon
Mohonia Public Affairs

Adviser Representative

Tonya Boustead
Oregon FBLA Board of Advisers Chair
Canby High School FBLA Adviser

Board Member

Phil Kailiuli
Roseburg Country Club
Director of Food and Beverage

Board Member

Loni Adams
Intel
Program Director - M&A Integration,
Digital Transformation

Board Member

Aimee Garcia
Oregon Health & Science University
Graduate Program Associate

State Chair

Ron Dodge
Oregon Department of Education
Business & Management Specialist
Ex-Officio

Board Secretary/Treasurer

Anthony Bailey
Retired Business Professional

Student Representative

Maddie Baliey
Oregon FBLA State President
Grant Union High School

Alumni Representative

Pete Sansone
Oregon FBLA Past-State President

Board Member

Teresa Stratton
Retired Educator

Oregon FBLA State Adviser

Danielle Tolentino Tuason, MPA
Ex-Officio

OREGON FBLA STATE OFFICER TEAM



Maddie Bailey

STATE PRESIDENT
president@oregonfbla.org



Tanner Rovey

VP OF SERVICE
servicevp@oregonfbla.org



Jorge Hernandez Aguilera

VP OF MEMBERSHIP
membershipvp@oregonfbla.org



Aimie Beutler

VP OF MEDIA
mediavp@oregonfbla.org



Owen Ritter

VP OF MIDDLE SCHOOL
middleschoolvp@oregonfbla.org



JJ Parsons

SECRETARY
secretary@oregonfbla.org



Cayman Campbell

VP OF DEVELOPMENT
developmentvp@oregonfbla.org



Addison Marshall

VP OF DEVELOPMENT
executivevp@oregonfbla.org



Connect with National FBLA

FBLA National Center • 12100 Sunset Hills Drive, Suite 200 • Reston, VA 20190
Phone: 800.325.2946 • Web: www.fbla.org

Follow National FBLA on Social Media

facebook.com/FutureBusinessLeaders • [@FutureBusinessLeaders](https://twitter.com/FutureBusinessLeaders)

NATIONAL FBLA STAFF



ALEX T. GRAHAM
PRESIDENT & CEO



MARY AIT
STAFF ACCOUNTANT



DIANA ARAGON
ADMIN. ASSISTANT



BRADLEY BROOKS
COLLEGIATE PROGRAM MANAGER



PRECIOUS COOPER
MEMBERSHIP SERVICES SPECIALIST



EVAN DEAN
DIGITAL MARKETING SPECIALIST



ROBERT HOLST
DIRECTOR OF FINANCE



MIKE HYATT
DEVELOPMENT MANAGER



ERIC JONES
COMMUNICATIONS SPECIALIST



SHARI WEINSTEIN, CMP
EVENTS & LOGISTICS
CONSULTANT



KATERA POMA
MEMBERSHIP SERVICES SPECIALIST



GAYLE ROBINSON
DIRECTOR OF EDUCATION
PROGRAMS



MARY LYNN J. RYNKIEWICZ
DIRECTOR OF COMMUNICATIONS
& MARKETING



LISA SMOTHERS
DIRECTOR OF MEMBERSHIP



ROBERT SMOTHERS
EDUCATION PROGRAMS
REGISTRAR



JEN STALEY
DIRECTOR OF AWARDS &
RECOGNITION



2023-2024 Calendar of Events

National Affiliation Opens – FBLA Connect Champion Chapter: Summer Starter Begins MERIT Awards Begins (Middle School) Dressed to Impress Scholarship Application Opens	August 1
National Fall Leadership Conference (NFLC) Registration Opens	August 30
Fall Stock Market Game Registration Opens	September 1
Oregon CTSO Adviser Conference Registration Deadline	September 15
Champion Chapter: Summer Starter Submissions Due	September 27
Champion Chapter: Shaping Success Begins	September 28
Intuit Social Innovation Challenge (Fall)	TBD
Virtual Business Challenge Registration Opens	October 2
Fall Stock Market Game Begins	October 9
Oregon CTSO Fall Leadership Experience Registration Deadline	October 13
ACTE Outstanding Business Education Student Award Application Deadline Dress to Impress Scholarship Application Deadline	October 15
Fall Life Smarts Competition Begins	October 16
Fall Virtual Business Challenge Begins	October 17
National Fall Leadership Conference Registration Deadline	October 18
<u>Oregon CTSO Fall Leadership Experience</u> Wildhorse Resort and Casino Pendleton, Oregon Salem Convention Center Salem, Oregon	October 23-24 October 25-26
Fall Stock Market Game Registration Deadline	October 27
Champion Chapter: Shaping Success Submissions Due	November 8

Champion Chapter: Service Season Begins	November 9
Fall Virtual Business Challenge & Fall LifeSmarts Competition Ends	November 10
<u>National Fall Leadership Conference:</u> Providence, RI Dallas, TX	November 10-11 November 17-18
American Enterprise Day	November 15
March of Dimes World Prematurity Day	November 17
Fall Stock Market Game Ends	December 15
Early Registration Closes Oregon FBLA Region Skills Conferences	December 7
Regular Registration Closes Oregon FBLA Region Skills Conferences	January 4
Early Bird Member Registration Deadline	December 31
Spring Stock Market Game Registration Opens	January 1
Testing Logging Credentials Sent to Chapters Oregon FBLA Region Skills Conferences	January 8
Testing Window Oregon FBLA Region Skills Conferences	January 9 - 16
Oregon FBLA Region Skills Conferences	TBD
Champion Chapter: Service Season Submission Deadline	January 10
Champion Chapter: CTE Celebration Begins	January 11
Spring LifeSmarts Competition Begins	January 29
Spring Virtual Business Challenge Begins	January 31
Intuit Social Innovation Challenge (Spring)	TBD
National Career & Technical Education Month	February 1-29

First Deadline for Lead4Change	February 9
FBLA Week	February 11 -17
Spring Stock Market Game Begins	February 12
SBLC Registration Opens	January 31
Spring Virtual Business Challenge & Spring LifeSmarts Competition Ends	February 23
Champion Chapter: CTE Celebration Submissions Due MERIT Award Submissions Due (MS)	February 28
National and State Dues Deadline	March 1
State Project Deadline	March 1
Spring Stock Market Game Registration Deadline	March 8
SBLC Registration Closes	February 21
SBLC Housing Window	February 22 –24
SBLC Testing Window (Objective Testing & Production Testing)	March 5 - 20
Award Submission Deadline for Recognition Awards (HS/MS) FBLA-National Technical Honor Society Scholarship Application Deadline National Bylaw Amendment Proposal Submission Deadline	April 1
SBLC Finalists Announced/Competitive Events Schedules Released	March 25
SBLC Conference Change Deadline	March 25
Award Submission Deadline for Recognition Awards (Collegiate) NLC – Scholarship Application Deadline Distinguished Business Leadership Scholarship Application Deadline National Dues Payment Deadline for NLC, National Officer Candidates, and Voting Delegates (Collegiate)	April 15
Spring Stock Market Game Ends	April 19
Spring State Officer Summit	April 27

Oregon FBLA State Business Leadership Conference	April 4 - 6
<u>NLC Deadlines</u> Intent to Compete Deadline Intent to Compete Roster Publish NLC Registration Deadline	April 12 April 16 April 23
Champion Chapter: Champion+ Submission Deadline	May 1
BAA Capstone Submission Deadline for Competitive Review	May 3
National Competitor Deadline (Tentative)	May 7
Second Deadline for Lead4Change	May 10
National Officer Candidate Application Submission Deadline (HS/Collegiate) MERIT Award Submission Deadline (MS) LEAD Awards Submission Deadline for NLC Recognition	May 15
BAA Deadline for NLC Recognition	May 30
National Leadership Conference: Collegiate Orlando, FL	June 24 - 27
National Leadership Conference: HS/MS Orlando, FL	June 29 – July 2



2023 National Leadership Conference Winners

EVENT	PLACE	STUDENT	SCHOOL
Exploring Technology	10 th	Dominik Jacobsen	John C. Fremont Middle School
Financial Literacy	2 nd	Owen Moran	Creswell Middle School
Graphic Design	9 th	Hannah Darrah	Mazama High School
Introduction to Event Planning	10 th	Carlie Palmer	Lost River High School



Guidelines to Success for Advisers

SUMMER

- ☐ Plan for upcoming FBLA Year
- ☐ Meet with chapter officers
- ☐ Develop chapter Program of Work
- ☐ Hold team building activities
- ☐ Develop paperwork for students, parents, and supporters about FBLA dues
- ☐ Begin Champion Chapter Summer Starter/Champion + Activities
- ☐ Register for the Adviser Conference

SEPTEMBER

- ☐ Hold first chapter meeting
- ☐ Hold recruiting event (like pizza night, bowling, etc.)
- ☐ Attend Oregon CTSO Adviser Conference
- ☐ Distribute information about Fall Leadership Experience Event
- ☐ Have students visit and review FBLA State and National Websites
- ☐ Start students in Business Achievement Awards
- ☐ Plan all competitive events with students (and start working on projects)
- ☐ Recruit members to attend one of the Oregon CTSO Fall Leadership Experience Event

OCTOBER

- ☐ Register for an Oregon CTSO Fall Leadership Experience
- ☐ Register members by October 20 to be recognized as an official chapter for fall publications
- ☐ Attend the Oregon CTSO Fall Leadership Experience Event
- ☐ Begin Champion Chapter Shaping Success Activities
- ☐ Receive and complete Regional Skills Conference (RSC) registration materials

NOVEMBER

- ☐ Celebrate American Enterprise Day
- ☐ Begin Champion Chapter Service Season Activities
- ☐ Plan and prepare for FBLA Week activities (FBLA week is February 11-17)
- ☐ Plan and prepare for CTE Month activities (CTE Month is February)

DECEMBER

- ☐ Submit membership by December 15 to receive winter publications and participate in Region Skills Conference (RSC)
- ☐ Register for Regional Skills Conference (RSC)
- ☐ Hold chapter holiday celebration
- ☐ Receive and review State Business Leadership Conference (SBLC) Registration materials

JANUARY

- ☐ Submit interview materials for Region Skills Conference
- ☐ Pay fees for Regional Skills Conference (RSC)
- ☐ Practice for Regional Skills Conference (speeches, topics, tests)
- ☐ Begin Champion Chapter CTE Celebration Activities

JANUARY / FEBRUARY

- ☐ Attend FBLA Regional Skills Conference
- ☐ Register for State Business Leadership Conference (SBLC)
- ☐ Finalize State Projects
- ☐ Celebrate CTE Month! (February)
- ☐ Celebrate FBLA Week! (February 11-17)

MARCH

March 1, 2024

- ☐ National Dues Payment Deadline for NLC Competitors, National Officer Candidates, and Voting Delegates (March 1)
- ☐ CTE Celebration Submissions + MERIT Award Submissions Due
- ☐ SBLC Registration Deadline
- ☐ Pre-judged Materials Deadline
- ☐ State Officer Candidate Deadline
- ☐ Online Submission of Award Forms
 - Oregon Individual Awards
 - Oregon Chapter Awards
- ☐ Conference and Competition Registration Opens for the 2024 National Leadership Conference (NLC) in Orlando, FL

March 4

- ☐ Online Testing/Production Testing Access to Advisers

March 4-5

- ☐ SBLC Hotel Reservation Window

March 4-18

- ☐ Online Objective Testing and Production Testing Window

March 8

- ☐ Spring Stock Market Game Registration Deadline

March 11-13

- ☐ State Officer Candidate Interviews

March 15

- ☐ Oregon FBLA Scholarship Deadlines
- ☐ SBLC Registration Payment Deadline

March 22

- ☐ State Officer Candidate Campaign Materials Deadline

March 27

- ☐ SBLC Registration Change Deadline

APRIL

- ☐ Attend the State Business Leadership Conference (SBLC)
- ☐ Complete National Leadership Conference (NLC) Intent to Compete Form
- ☐ Submit National Leadership Conference Registration (NLC) Materials

MAY

- ☐ Ensure that National Leadership Conference (NLC) payment has been made.
- ☐ Review and confirm national competition registration with state management.
- ☐ Submit projects/competition materials for National Leadership Conference (NLC)

JUNE

- ☐ Attend National Leadership Conference (NLC)
- ☐ Report success to local media outlets



Oregon FBLA Membership

FBLA DUES + FBLA CONNECT

State Dues	National Dues
\$19	\$10: <i>National dues have increased for the first time this year since 1989.</i>
Total Membership Dues: \$29	

To be eligible for **Chapter Grants**, **Deadline for Dues** is NOVEMBER 15. Chapters must have paid members in FBLA Connect (National Database System) by NOVEMBER 15.

Any chapters with **Outstanding Balances** at the start of the year may lose access to FBLA Connect and conference registration until all outstanding balances are paid.

Lastly, all chapters are required to submit an annual **Chapter Registration Form** to ensure their information is up to date in our database. This form must be completed by November 1, or the chapter may lose access to FBLA Connect and conference registration.

Final Deadline for Dues is MARCH 1 to be eligible for state and national competition.

Chapter's should submit their membership rosters and payment of dues through FBLA Connect (National Database System).

VOTING DELEGATES

As a volunteer-led association, the power to change, direct, and propel the association rests with student voting delegates. Voting delegates elect state officers and approve amendments to the Student Bylaws. At the State Business Leadership Conference, Voting Delegates are required to attend the opening session/campaign rally, visit campaign booths, and attend the Oregon FBLA Annual Business Meeting and Voting Session. Guests are welcome to attend the Annual Business Meeting but are seated in a separate section from the voting delegates.

Each chapter receives voting delegates in accordance with the table below. The number of voting delegates for each chapter is automatically calculated based on March 1 membership numbers.

Number of Chapter Voting Delegates

5-9 Members	1 delegate
10-29 Members	2 delegates
30-49 Members	3 delegates
50-69 Members	4 delegates
70-89 Members	5 delegates
90-109 Members	6 delegates
110+ Members	7 delegates

Key Events & Dates

Members looking to improve leadership skills, network with members across the state, and learn new ideas should mark their calendars for Oregon and National FBLA conferences throughout the year. Conferences are the highlight of the membership experience and access to the conferences is exclusive to FBLA members. You can learn more about our conferences on our website at <http://www.oregonfbla.org>

ADVISER CONFERENCE

September 22 | Salem, OR

Speakers and presenters will help you make the most of your FBLA program, share tips on integrating FBLA into your classroom, help you become an expert in competitive events, facilitate best practices and idea sharing, and much more! Recertification hours will be available for this event. Registration information will be released closer to the event.

FALL LEADERSHIP EXPERIENCE

October 23-24 | Pendleton, OR

October 25-26 | Salem, OR

Join members from your geographical region of the state to advance your leadership goals at this conference. Members will gain a competitive edge as students convene to learn about FBLA! Attendees at this conference do not have to be members, so it is a great opportunity to introduce FBLA to new members. It's also an amazing chance to increase the excitement in your chapter with current members. Please check the yearly calendar for the dates of these conferences to see what works best for your chapter.

NATIONAL FALL LEADERSHIP CONFERENCES (NFLC)

November 10-17 | Providence, RI

November 17-18 | Dallas, TX

Attend one of the two National Fall Leadership Conferences and learn more about what our **Better Together** has to offer. Hear from dynamic keynote speakers, attend exciting workshops, and network with members from across the country! Check out the NFLC Guide on the National website.

REGION SKILLS CONFERENCES

TBD

Around the state each respective region holds a Region Skills Conference. Members enjoy meeting different members in their region, participating in competitive events, and are awarded for their efforts at the end of the conference. Each region will qualify its top competitors to compete at the State Business Leadership Conferences. Please check the yearly calendar for the date of your region conference.



STATE BUSINESS LEADERSHIP CONFERENCE (SBLC)

April 4-6 | Portland, OR

This three-day conference is where the best and brightest students across Oregon compete in business and leadership events with the opportunity to qualify for the National Leadership Conference, network with students, and participate in workshops to prepare for their future career.

NATIONAL LEADERSHIP CONFERENCE (NLC)

June 27-July 2 | Orlando, FL

The National Leadership Conference is the culmination of the year for our members. If members place in the top ten at the State Business Leadership Conference, a member is then eligible to represent Oregon at the National Leadership Conference. Each state can send four (4) representatives from the high school division and two (2) representatives from the middle school division to compete at the national level. This conference is where over 12,000 students gather from around the United States, Germany, Canada, China, and the Virgin Islands to compete and gain leadership skills. For details on this year's National Leadership Conference visit www.fbla.org.



FBLA Competitive Events

2023-2024 MIDDLE SCHOOL TOPICS

The topics will be used for state and national competitive events.

BUSINESS ETHICS (MIDDLE SCHOOL)

Category: Objective Test & Presentation

Type: Individual or Team

Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

ELEVATOR SPEECH

Category: Presentation

Type: Individual

You and the other FBLA Middle School members at your school have been asked to speak at the next school board meeting about the benefits of Career and Technical Student Organization (CTSO) membership in middle school. In a 30-second elevator speech, share with the school board how you have benefited from membership in FBLA and why more public funding should be made available to allow more students to participate.

EXPLORING BUSINESS ISSUES

Category: Presentation

Type: Individual or Team

The traditional work environment is changing as technology provides employees with the ability to work from anywhere, including from their home. More Americans are working from home, for longer periods of time. Employees are looking to push companies to break down the long-established structures and policies that traditionally have influenced workdays.

Include answers to the following questions during your presentation:

- How does this trend positively affect businesses?
- How does this trend negatively affect businesses?
- Examples of trends to discuss include collaboration, environmental impact, productivity, etc. (additional points/topics can be added)

MULTIMEDIA & WEBSITE DEVELOPMENT

Category: Demonstration

Type: Individual or Team

You have been asked by a local small business in your community to develop a website that will promote their business. The website must include the following elements:

- Home Page/Navigation Menu
- A header that promotes the business and its products/services
- An "About Us/Contact" page
- A page to register for the business' rewards program

Feel free to include any other elements to enhance the website.

Note: Partnering with an actual local business is encouraged, but not mandated.



Category: Demonstration

Type: Individual or Team

Create an animated game, in any language or game/animation engine, with keyboard and/or mouse input.

The topics will be used for state and national competitive events.

BROADCAST JOURNALISM

Category: Presentation Event

Type: Individual or Team

You and your team are a part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following:

- Community service project highlights.
- College preparation tips.
- Career/military exploration information.
- Cafeteria offerings.
- A story of an inspiring person in your school or community.

BUSINESS ETHICS (HIGH SCHOOL)

Category: Objective Test & Presentation

Type: Individual or Team

Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

CODING AND PROGRAMMING

Category: Demonstration

Type: Individual/Team

Create a program that allows your school's Career and Technical Education Department to collect and store information about local business and community partners. This program should include information on at least 25 different partners, with details such as, but not limited to, type of organization, resources available, and direct contact information for an individual. The program should enable users to search and filter the information as needed.

COMPUTER GAME & SIMULATION PROGRAMMING

Category: Demonstration

Type: Individual or Team

Create an adventure game with a storyline. The game must:

- Be playable on the student device using Windows 10, Mac OS, or a modern web browser.
- Be compatible with a maximum ESRB rating of E10+.
- Be secure and bug-free.
- Include:
 - A hero that is an FBLA member.
 - At least one villain.
 - Storyline incorporating FBLA goals, concepts, and/or history.
 - Use of arrow keys for movement and can incorporate other keys for other actions.
 - Scoring.
 - Win/lose screens.
 - At least two levels of play.



DATA ANALYSIS

Category: Presentation Event

Type: Individual or Team

Sun Motor Company is a fictitious auto manufacturer selling internal combustion (gas-powered) vehicles primarily in the United States. Sun Motor Company executives have expressed interest in the growing field of electric vehicles and are interested in the potential they could bring to the business. As a consultant working on Sun Motor Company's data analysis team, you oversee making data-driven recommendations for Sun Motor Company's executives. Using the datasets given, in addition to your own supplemental research, analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business. Not all datasets need to be included in the analysis and you are encouraged to include outside research. (The datasets will be included in the guidelines when released.)

DIGITAL ANIMATION (FORMERLY KNOWN AS 3-D ANIMATION)

Category: Prejudged Projects & Presentation

Type: Individual or Team

Create an animated educational video that teaches a business concept related to any FBLA competitive event.

DIGITAL VIDEO PRODUCTION

Category: Prejudged Projects & Presentation

Type: Individual or Team

Create a video that instructs others how to use a technology tool found in a business setting. All video content must be original.

GRAPHIC DESIGN

Category: Presentation

Type: Individual or Team

You are interviewing for a graphic designer job at a new business in your community. Your interviewers have asked you to create a branding package that showcases your unique style and highlights your skills in today's design industry.

Included in your branding package will be:

- Brand and logo design.
- Infographic or brochure for your given business.
- Advertisements for the promotion of your business.
 - Magazine advertisement
 - Billboard
 - Two different social media posts

INTRODUCTION TO BUSINESS PRESENTATION (9TH & 10TH GRADERS)

Category: Presentation

Type: Individual or Team

Why do businesses fail? Develop a presentation exploring the reasons behind business failures and explain strategies that a business can use to avoid failures.



INTRODUCTION TO PROGRAMMING (9TH & 10TH GRADERS)

Category: Presentation

Type: Individual or Team

Create a program that allows students at your school to calculate their grade point average. Use your school's grading scale to calculate both weighted and unweighted grade point averages.

INTRODUCTION TO PUBLIC SPEAKING (9TH & 10TH GRADERS)

Category: Speech

Type: Individual

Develop and deliver a speech based on the following topic: What is essential for you to secure your first job?

INTRODUCTION TO SOCIAL MEDIA STRATEGY (9TH & 10TH GRADERS)

Category: Presentation

Type: Individual or Team

Your marketing firm has been asked to present a social media plan for your state FBLA community service project's online summer fundraising event. The online summer fundraising event is used to secure new donors and to increase existing donors' support to the service project. You are being asked to present your social media campaign idea to the state FBLA Board of Directors at their annual meeting.

Address the following in your social media strategy, focusing on ONE social media platform:

- A schedule of social media posts.
- An example of a social media post.
- A plan to develop an awareness of the community service project.

Do not create live accounts.

MOBILE APPLICATION DEVELOPMENT

Category: Demonstration

Type: Individual or Team

Create a mobile application that enables students to create a portfolio of their high school experiences. This app should allow students to showcase their academic achievements, athletic participation, performing arts experience, clubs and organization memberships, community service hours, honors classes, and other related items.

PUBLIC SERVICE ANNOUNCEMENT

Category: Presentation Event

Type: Individual or Team

There's more to FBLA than competitions! Create a public service announcement to share the benefits and opportunities around FBLA that are not a part of the Competitive Events Program.

PUBLIC SPEAKING

Category: Speech

Type: Individual

Develop and deliver a speech based on the following topic: What are the legal and ethical implications of cybercrime? What can be done to help combat cybercrime?



SOCIAL MEDIA STRATEGIES

Category: Presentation Event

Type: Individual or Team

Your marketing firm has been asked to create a social media campaign for the local animal shelter to promote adoptions.

Address the following in your social media strategy:

- A schedule of social media posts.
- Three examples of social media posts on multiple platforms.
- Promotional plan of the campaign.
- Plan to develop awareness of the animal shelter.

Do not create live accounts without permission from the animal shelter.

VISUAL DESIGN

Category: Presentation Event

Type: Individual or Team

Design a storefront display for a local business' holiday promotion. Include pictures or sketches of a window, door, and sidewalk display highlighting the promotion for the business.

WEBSITE CODING

Category: Presentation Event

Type: Individual or Team

A community business has approached your team and has asked you to develop a website that advertises open jobs at the business. The website must include the following:

- A page including information about benefits and/or reasons to work at the company.
- A page including at least three different job openings at the company.
- At least one online job application form that allows applicants to apply for jobs at the company.
- At least three graphic elements.

Do not create live websites without permission from the community business.

Category: Demonstration

Type: Individual or Team

You have been asked by a non-profit organization in your community to develop a website that promotes the benefits of partnering with them on an annual basis. In addition to promoting these benefits, the non-profit is sponsoring a gala in the next 90 days to help raise funds needed to support their mission. They have asked you to develop a website that will promote the non-profit organization and the gala.

The website should include the following elements:

- Navigation menu.
- A header that promotes the non-profit organization and its activities.
- A sub-section highlighting the gala and relevant information.
- An online form page to donate to the non-profit organization.
- An online form page to register for the gala.

Do not create live websites without permission from the non-profit organization.

The topics will be used for state and national competitive events.

BUSINESS ETHICS (COLLEGIATE)

Category: Objective Test & Presentation

Type: Individual or Team

Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

BUSINESS PRESENTATION

Category: Presentation

Type: Individual

Ten years from now, you are invited to a career day to present to students. Develop a presentation on your chosen profession. Include information that would be pertinent to someone considering this career.

EMERGING BUSINESS ISSUES

Category: Presentation

Type: Individual or Team

Technology is an integral part of today's workforce. Computers, smartphones, and the Internet of Things (IoT) have increased worker productivity. At the same time, some workers have found their jobs replaced by ever-improving technology. Discuss the positive and negative impact of technology on the workforce.

FUTURE BUSINESS EDUCATOR

Category: Presentation

Type: Individual or Team

AI and You. How does Artificial Intelligence impact students as they prepare for college and career? Develop a lesson that teaches students to understand the benefits and risks of artificial intelligence in their work.

CASE COMPETITIONS

Case studies for the case competitions will be released later.

HIGH SCHOOL – REGION LEVEL COMPETITIVE EVENTS

Participants can compete in up to two (2) events at the region level, with **NOT LIMITS** on performance events.

EVENTS WITH PERFORMANCE	EVENTS WITHOUT PERFORMANCE
<p>Role Play Events</p> <ul style="list-style-type: none"> Banking & Financial Systems Business Management Client Service Entrepreneurship Help Desk Hospitality & Event Management Impromptu Speaking International Business Introduction to Event Planning Management Information Systems Marketing Network Design Parliamentary Procedure Sports & Entertainment Management <p>Presentation Events</p> <ul style="list-style-type: none"> Business Ethics Graphic Design Introduction to Business Presentation Introduction to Public Speaking Job Interview Public Speaking Sales Presentation 	<p>Objective Test Events</p> <ul style="list-style-type: none"> Accounting I Accounting II Advertising Agribusiness Business Calculations Business Communication Business Law Computer Problem Solving Cyber Security Economics Health Care Administration Human Resource Management Insurance & Risk Management Introduction to Business Communication Introduction to Business Concepts Introduction to Business Procedures Introduction to FBLA Introduction to Financial Math Introduction to Information Technology Introduction to Marketing Concepts Introduction to Parliamentary Procedure Journalism Networking Infrastructures Organizational Leadership Public Policy & Advocacy (<i>Formerly Political Science</i>) Personal Finance Securities & Investments Supply Chain Management UX Design <p>Production Events</p> <ul style="list-style-type: none"> Computer Applications Database Design & Applications Spreadsheet Applications Word Processing



MIDDLE SCHOOL – REGION LEVEL COMPETITIVE EVENTS

Participants can compete in up to two (2) events at the region level, with **NOT LIMITS** on performance events.

EVENTS WITH PERFORMANCE	EVENTS WITHOUT PERFORMANCE
<p>Case Study Events Critical Thinking</p> <p>Presentation Events Business Ethics Elevator Speech FBLA Mission & Pledge</p>	<p>Objective Test Events Business Etiquette Career Exploration Digital Citizenship Exploring Computer Science Exploring Economics Exploring Technology FBLA Concepts Financial Literacy Interpersonal Communication Leadership Learning Strategies Running an Effective Meeting</p>

HIGH SCHOOL - STATE LEVEL COMPETITIVE EVENTS

Participants can compete in up to two (2) events at the state level. Participants can compete in one (1) chapter event and chapter events do not count towards the two (2) event limit.

Choose up to two (2) events from these columns (not to exceed two (2) events total):

Case Study Events

Banking & Financial Systems
Business Management
Client Service
Entrepreneurship
Help Desk
Hospitality & Event Management
Impromptu Speaking
International Business
Introduction to Event Planning
Management Information Systems
Marketing
Network Design
Parliamentary Procedure
Sports & Entertainment Management

Presentation Events

Broadcast Journalism*
Business Ethics
Financial Statement Analysis*
Business Plan*
Coding & Programming*
Computer Game & Simulation Programming*
Data Analysis*
Digital Animation*
Digital Video Production*
Electronic Career Portfolio*
Future Business Educator* - **NEW!**
Future Business Leader*
Graphic Design*
Introduction to Business Presentation
Introduction to Programming - **NEW!**
Introduction to Public Speaking
Introduction to Social Media Strategy*
Job Interview
Mobile Application Development*
Public Service Announcement*
Public Speaking
Visual Design* (Formerly Publication Design)
Sales Presentation
Social Media Strategies*
Website Coding & Development - **NEW!**
Website Design

Objective Test Events

Accounting I
Accounting II
Advertising
Agribusiness
Business Calculations
Business Communication
Business Law
Computer Problem Solving
Cyber Security
Economics
Health Care Administration
Human Resource Management
Insurance & Risk Management
Introduction to Business Communication
Introduction to Business Concepts
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Introduction to Marketing Concepts
Introduction to Parliamentary Procedure
Journalism
Networking Infrastructures
Organizational Leadership
Personal Finance
Political Science
Securities & Investments
Supply Chain Management
UX Design

Production Events

Computer Applications
Database Design & Applications
Spreadsheet Applications
Word Processing

OTHER EVENTS Events from this section do not count towards the two (2) event limit at state.

Chapter Events

Choose up to one (1) event maximum

American Enterprise Project*
Community Service Project*
Local Chapter Annual Business Report*
Partnership with Business Project*

Oregon Individual Awards

Administrator of the Year
Adviser of the Year
Alumni of the Year
Businessperson of the Year
Volunteer of the Year
National Business Honor Roll
Retiring Adviser Recognition
Who's Who in Oregon FBLA

Oregon Chapter Awards

Champion Chapter
Chapter Newsletter
Chapter Website
Digital Scrapbook
Government Program Promotion
March of Dimes
Super Service

MIDDLE SCHOOL - STATE LEVEL COMPETITIVE EVENTS

Participants can compete in up to two (2) events at the state level. Participants can compete in one (1) chapter event and chapter events do not count towards the two (2) event limit.

Choose up to two (2) events from these columns (not to exceed two (2) events total):		
Case Study Events Critical Thinking Presentation Events Business Ethics Career Research Elevator Speech Exploring Business Issues FBLA Mission & Pledge Marketing Mix Challenge Multimedia & Website Development Video Game Challenge	Objective Test Events Business Etiquette Career Exploration Digital Citizenship Exploring Computer Science Exploring Economics Exploring Technology FBLA Concepts Financial Literacy Interpersonal Communication Leadership Learning Strategies Running an Effective Meeting	
OTHER EVENTS Events from this section do not count towards the two (2) event limit at state.		
Chapter Events Choose up to one (1) event maximum Annual Chapter Activities Community Service Presentation	Oregon Individual Awards Administrator of the Year Adviser of the Year Alumni of the Year Businessperson of the Year Volunteer of the Year National Business Honor Roll Retiring Adviser Recognition Young Leader in Oregon FBLA	Oregon Chapter Awards MERIT Award Chapter Newsletter Chapter Website Digital Scrapbook Government Program Promotion March of Dimes Super Service



COLLEGIATE - STATE LEVEL COMPETITIVE EVENTS

Participants can compete in up to two (2) events at the state level.

EVENTS WITH PERFORMANCE Choose a maximum of one (1) event from this column:	EVENTS WITHOUT PERFORMANCE Choose up to two (2) events from this column:
Presentation Events Accounting Case Competition Business Ethics Business Presentation Community Service Project Emerging Business Issues Entrepreneurship Pitch Competition - NEW! Finance Case Competition - NEW! Future Business Educator Future Business Executive Hospitality Management Case Competition- NEW! Impromptu Speaking - NEW! Job Interview Management Case Competition - NEW! Marketing, Sales, & Communication Case Competition - NEW! Public Speaking State of Chapter Presentation Technology & Computer Science Case Competition - NEW!	Objective Test Events Foundations of Accounting Foundations of Communication - NEW! Foundations of Computer Science - NEW! Foundations of Economics - NEW! Foundations of Entrepreneurship - NEW! Foundations of Finance Foundations of Hospitality Management - NEW! Foundations of Management - NEW! Foundations of Marketing - NEW! Foundations of Selling - NEW! Foundations of Technology - NEW! Organizational Behavior & Leadership Parliamentary Procedure Project Management Retail Management Sports Management & Marketing Production Events Business Communication Computer Applications



National FBLA Programs

BUSINESS ACHIEVEMENT AWARDS

The Business Achievement Awards (BAA) is a high school leadership development program that is easy to integrate into your classroom. The co-curricular activities are aligned to the career clusters, NBEA standards, and FBLA goals.

Students enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school, community, and FBLA programs.

In 2022, national FBLA has modified the BAA program to follow a more curriculum-based structure in which students will complete modules in order to receive recognition. There are four levels of the BAA, with each level increasingly challenging your high school students to expand their leadership skills and showcase their talents:

BAA Level	Award	Deadline
CONTRIBUTOR	Certificate	March 1
LEADER	Certificate	March 1
ADVOCATE	Certificate	March 1
CAPSTONE	Certificate	March 1 State Recognition May 3 National Deadline for Competitive Review

Your students receive recognition when they complete each level. Students must be members of the FBLA division. Each level of the BAA covers these core activities and concepts:

Service—Uncover the link between a community and the success of a business. Your members focus on activities that improve the member's school, area businesses, community, and state.

Education—Understand business and the world of work. Your members focus on activities and curriculum that prepare them for corporate America, develop an appreciation of entrepreneurship, and understand the benefits of continuing education.

Progress—Explore the local, state, and national levels of FBLA and how they complement one another. Your members focus on activities that promote FBLA at the local, regional/district, state, and national levels.

Check out the official information at <https://www.fbla-pbl.org/divisions/fbla/fbla-education/>

FBLA MIDDLE SCHOOL LEAD PROGRAM

The LEAD Awards are a middle school leadership development program that is aimed to enhance leadership skills and familiarize themselves with the FBLA organization.

Participating students can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities.

LEAD Awards program follows a curriculum-based structure in which students will complete modules to receive recognition. There are two levels of the LEAD Awards program, with each level increasingly challenging your students to expand their leadership skills:



Members are introduced to the foundations of FBLA and learn how to best take advantage of the opportunities available to members through three courses:

Welcome to FBLA-Middle School
Making the Most of Your Experience
Introduction to Leadership

These 4-hour courses take a deep dive into specialized content areas. Courses may be repeated. New courses continue to be added throughout the year.

Currently available:
Time Management
Check out the official information in the FBLA-PBL Learning Center.

CHAMPION CHAPTER & GOLD SEAL CHAPTER

Champion Chapter is a series of membership engagement-focused challenges that chapters may complete for national recognition. By completing activities, chapters accrue points. Completing activities across four sections (to accrue points) will result in Champion Chapter recognition, with a banner for the adviser's classroom/meeting space or school award case. Additional incentives such as ribbons at conferences, national recognition in publications, and plaques are available.

- **Summer Starter**
August 1 to September 30
- **Shaping Success**
October 1 to November 10
- **Service Season**
November 11 to December 31
- **CTE Celebration**
January 1 to March 1
- **Champion Plus**
Deadline: May 1

Champion Chapter is open to all active chapters. The list of activities as well as more information is available on the [National FBLA Website](#).

Champion Chapter Activity List & Tracker – [Click to Download](#)

Note for State Level Recognition: To receive recognition for Champion Chapter in Oregon at the State Level, you must achieve at least the Bronze Level of Champion Chapter by March 1.

Note for Gold Seal Chapter Recognition: To be considered for the Gold Seal Chapter Award (top 15% of chapters throughout the state), you must meet the following criteria:

- Achieve at least the Bronze Level of Champion Chapter by March 1
- Complete at least one (1) State Program
 - Chapter Newsletter
 - Chapter Website
 - Chapter Digital Scrapbook
 - Chapter Government Promotion Program
 - Chapter March of Dimes
 - Chapter Super Service Award
- Submit a Local Chapter Annual Business Report for state competition

STUDENT CHALLENGES

Student challenges provide opportunities for students to compete in a variety of areas throughout the school year. Different from the official Competitive Events, student challenges are typically hosted by our partners throughout the year.

Currently Available Challenges

- Virtual Business Management Challenge (Fall 2023)
FBLA members are given the chance to be the boss of their own company in an online business simulation.
- Virtual Business Personal Finance Challenge (Fall 2023)
FBLA members test their financial literacy skills by making personal finance decisions for a simulated person.

Check out the official information through the FBLA Learning Center through FBLA Connect.

MARCH OF DIMES PARTNERSHIPS

Founded by President Franklin D. Roosevelt, the March of Dimes is a non-profit organization that has saved millions of premature babies over the course of the last 75 years through funding medical research and providing support for families in need.

Through the 40 years of partnership with the March of Dimes, FBLA has consistently ranked as the top organization's fund-raising partner, raising over \$15 million. March of Dimes has connected with hundreds of thousands of FBLA members across the nation with its inspiring mission, vision, and values.

Through our unique partnership with the March of Dimes, chapters have an opportunity to apply for the March of Dimes grant. The grant recognizes chapters with innovative ideas and projects that enhance the growth, recognition, and support of FBLA and the March of Dimes partnership. Local chapters may receive grants up to \$1,000. More information will be released by National FBLA.

Oregon FBLA has been a proud partner of the March of Dimes and continues to bring innovative ideas to their fundraising efforts. There are many opportunities for members to participate with the March of Dimes, such as the [March for Babies](#) event.

STATE OFFICER TEAM PROGRAM OF WORK OVERVIEW

2023 – 2024

GROW MEMBERSHIP

- Promote mock conferences and provide resources to help build members competitively.
- Reach out to homeschool charters and focus on helping them start FBLA chapters.
- Create an award for the highest percentage of middle schoolers continuing on to high school FBLA.
- Create an alumni pin and an alumni table at the state expo to encourage alumni membership.

GROW ENGAGEMENT

- Schedule an online meeting for Oregon members to connect with and ask questions to the state office team.
- Increase the number of state officer chapter visits through advertising and encouragement.
- Utilize social media to plan outreach activities such as game nights.
- Publicize the Oregon FBLA discord server and encourage discussion and activity.

GROW RECOGNITION

- Create a random member of the month spotlight on social media!
- Reach out to hard working chapters to congratulate them on their successes.
- Start recognizing seniors who register to be alumni.
- Personally congratulate winners from state and regionals!

GROW LEADERSHIP

- Put on virtual workshops for members to attend and learn about leadership.
- Create a guide to encourage members to run for state office and help them understand what responsibilities they will hold.
- Interview businesses about what has brought them success and share their advice via social media.
- Create a president's council and delegate some responsibilities to help them grow as chapter officers.

GROW ENTHUSIASM

- Create a weekly podcast in the weeks leading up to SBLC and invite guests to interview and share experiences.
- Handout spirit items during regionals (wristbands, stickers, etc.)
- Encourage and provide ideas for schools to do open houses and publicize FBLA within their own community.
- Focus on growing Oregon's FBLA week to have more things members can participate in and get excited about!



State Recognition and Awards

ADMINISTRATOR OF THE YEAR

The award is designed to recognize the outstanding support of a school administrator to the local chapter adviser and members of FBLA. An administrator may be nominated by a student, educator, colleague, or parent. The recipient will be awarded and recognized at the State Business Leadership Conference.

Procedure

The nominations will take place online. Letters of recommendation may be uploaded. Please have the following information available when completing the online nomination:

- Nominee's Name
- Nominee's Email
- Nominee's Position in School/District
- Chapter/School
- School Address/Phone
- Chapter Adviser
- Chapter Adviser Email

Submit nominations at <https://oregonfbla.org/oregon-fbla-administrator-of-the-year-nomination-form/>

ADVISER OF THE YEAR

The purpose of this award is to recognize an outstanding FBLA local chapter adviser of the year. The honoree is automatically nominated for recognition at the National Leadership Conference.

Eligibility

Nominations may come from a student, educator, colleague, or parent. When nomination forms are received in the state office, the nominees may be contacted by the state office for further information.

Procedure

The nominations will take place online. Letters of recommendation may be uploaded. Please have the following information available when completing the online nomination:

- Nominee's Name
- Nominee's Email Address
- Nominee Chapter/School
- School Phone Number
- Name of Principal
- Principal's Email Address
- Name of Nominator
- Nominator Email Address
- Name of Employer (if applicable)

Submit nominations at <https://oregonfbla.org/oregon-fbla-adviser-of-the-year/>

ALUMNI OF THE YEAR

Without the returning support and enthusiasm of our past members and state officers, our program would not have the same opportunities to grow and thrive. This award is to celebrate and recognize the volunteer contributions of FBLA alumni to their local chapters, regions, and the state chapter.

Eligibility

Nominations may come from a student, educator, colleague, or parent. When nomination forms are received in the state office, the nominees may be contacted by the state office for further information.

Procedure

A selection committee will review information according to stated criteria, with emphasis being given to that alumnus who:

- Has a deep commitment to FBLA and the members.
- Actively promotes interaction of FBLA activities.
- Supports business and career technical education through involvement and leadership in other activities.
- Serves as a role model, mentor, and champion of member and adviser success.
- Supports opportunities for members to participate in FBLA activities beyond the local level.

There will be an online form for nominating Alumni of the Year. Letters of recommendation may be uploaded at that time. Please have the following information ready:

- Name of nominating school
- Address and phone for nominating school
- Adviser of nominating school
- Email and phone of adviser nominating
- Name of nominee
- Brief description of purpose of nomination

Submit nominations at <https://oregonfbla.org/oregon-fbla-alumni-of-the-year-nomination-form/>

BUSINESS PERSON OF THE YEAR

This national event recognizes outstanding leaders from the business sector who have contributed to the success of Future Business Leaders of America on the local, state, or national levels.

Eligibility

Each chapter is **STRONGLY ENCOURAGED** to enter one or more persons in the Businessperson of the Year event. Nominees must be members of the business sector, not students or educators.

Regulations

1. The entry form must be completed by the chapter adviser or designee and must be submitted online via our online submission tool, with the nominee's biographical sketch, to include the bullets under the procedure section.



2. Nominees for state and national Businessperson of the Year will be selected in accordance with the regulations of the state chapter and national association.
3. Nominees must be members of the business community. Persons who are students or full-time employees of educational institutions are not eligible for this award; such nominees will be disqualified.

Procedure

The nominations will take place online. Letters of recommendation may be uploaded. Please have the following information available when completing the online nomination:

- Nominating Chapter
- Nominating Chapter Address and Phone Number
- Adviser of Nominating Chapter
- Email and phone for nominating adviser
- Nominee Name
- Nominee Company
- Nominee Position
- Nominee phone, email, and mailing address
- Brief bio of nominee
- Attach a biographical sketch of nominee.

The biographical sketch of the nominee should include:

- Years of participation in FBLA activities
- Promotion of FBLA through presentations and seminars
- Contribution to local or state chapter projects and activities
- Financial assistance to and sponsorship of activities for local and/or state chapter(s)

Submit nominations at <https://oregonfbla.org/oregon-fbla-businessperson-of-the-year/>

CHAPTER NEWSLETTER

This event is designed to encourage local chapters to publicize activities with other chapters, their own school districts, local business, and advisory committees.

Submit nominations at <https://oregonfbla.org/chapter-newsletter-submission/>

CHAPTER WEBSITE

This event is designed to utilize technology to communicate with other members and the general community and significantly enhance a chapter's ability to promote activities, membership, and the ideals of FBLA. Each chapter may submit one entry.

Submit nominations at <https://oregonfbla.org/chapter-website-submission/>

DIGITAL SCRAPBOOK

This event is designed to encourage local chapters to maintain a record of the yearly program of activities while utilizing technology. Digital Scrapbooks not only save time and money, but they will last forever. Keeping a record of students and their activities through mementos and photos aid in building local FBLA chapter spirit.

Submit nominations at <https://oregonfbla.org/digital-scrapbook/>



CHAPTER GOVERNMENT PROMOTION PROGRAM

This program is designed to promote FBLA and its values to members and leaders of the Oregon state government. Students will serve as ambassadors to rally legislative support and secure CTSO state funding.

Submit nominations at <https://oregonfbla.org/government-promotion-program/>

CHAPTER MARCH OF DIMES

This event is designed to encourage local chapters to work with the March of Dimes and promote awareness in their FBLA Chapter and community.

Submit nominations at <https://oregonfbla.org/oregon-fbla-march-of-dimes-participation/>

NATIONAL BUSINESS HONOR ROLL

We are happy to announce the additional opportunity for our members to become members of the National Business Honor Roll!

The National Business Honor Roll is designed to recognize those members of FBLA who truly excel in academic preparation for college and an eventual career in the business world. Oregon FBLA recognizes that in order to succeed as a true business leader, our members need to be well prepared in terms of their academics, career skills, and leadership development.

FBLA chapters are encouraged to nominate members to be recognized in the National Business Honor Roll who meet the following criteria:

- High School: Overall cumulative GPA of at least 3.5 on a 4.0 scale
- Demonstrated leadership potential through service as a chapter officer, committee leader, or other participation in chapter activities
- Clearly defined career objectives

Members accepted in the National Business Honor Roll will be recognized during the State Business Leadership Conference.

The National Business Honor Roll materials will be an online form to submit. When you submit the form, you will be required to attach an unofficial copy of your transcript as well as a one-page resume. Please have the following information ready when you apply for the National Business Honor Roll:

- Name
- Chapter
- Home Address
- Phone Number
- Email
- School Address
- Year in School
- Years in FBLA
- GPA

Submit nominations at <https://oregonfbla.org/national-business-honor-roll>



CHAPTER SUPER SERVICE AWARD

Submit nominations at <https://oregonfbla.org/oregon-fbla-super-service-award/>

VOLUNTEER OF THE YEAR

Submit nominations at <https://oregonfbla.org/oregon-fbla-volunteer-of-the-year/>

YOUNG LEADER AWARD IN OREGON FBLA

The Young Leader Award recognizes members with extraordinary commitment to leadership and community service. Members selected for this award will then be considered for the National Young Leader Award.

Submit nominations at <https://oregonfbla.org/oregon-fbla-young-leader-award/>

WHO'S WHO IN OREGON FBLA

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

Eligibility

Each chapter may enter one (1) participant who is a member of an active local chapter and is on record in the Oregon FBLA Online Registration System as having paid dues by the officially published deadline for the current school year.

Regulations

The entry materials must be submitted through the online submission application by the deadline. Do not mail anything to the state office.

Nominees will be selected in accordance with the regulations of the state chapter and the national association.

State and National officers automatically earn recognition in this event; therefore, chapters with State and National officers may submit another nominee. However, if a state officer wishes to be considered as the state chapter nominee at NLC, all materials need to be completed and submitted.

Each chapter's nominee will be recognized as a Who's Who in Oregon FBLA. The nomination form and criteria will be used to determine Oregon state chapter nominee.

Procedure

Each participant needs to complete a resume not to exceed two pages highlighting the following:

- Years of participation in FBLA activities
- Extent of participation in conference sponsored by the state chapter and national association
- Offices, chairmanships, and committee memberships held
- Contributions to local, state, and national projects
- Participation in other activities, academics, and career development
- Awards, honors, and achievements



Participants may also submit any supporting material with their resume.

Submit nominations at <https://oregonfbla.org/whos-who>

Dress Code

At any time during the conference while on-site (including hotels), attendees must be in casual or business attire.



DRESS CODE

Projecting a professional image in the workplace is vital for business leaders. It demonstrates seriousness of purpose and respect for clients, colleagues, and others. As Future Business Leaders of America who seek to lead and serve others, participants will dress in business attire and uphold the professional image of the association. Appropriate professional attire is required in all conference areas for all attendees—advisers, members, and guests—at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated.

Conference name badges are part of the Dress Code and must be worn for all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The Dress Code is gender-neutral.



ACCEPTABLE ITEMS

BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt with tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants (or) skirt
- Blazer
- Blouse (or) collared dress shirt with tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants (or) skirt
- Blouse (or) collared dress shirt with tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only available during sessions specifically noted in conference materials and is NOT appropriate for competitive events.

UNACCEPTABLE ITEMS

The following items are prohibited in all conference areas, including competitive events.



- ❌ Denim or flannel clothing
- ❌ Shorts
- ❌ Athletic clothing
- ❌ Leggings or graphically designed hosiery/tights
- ❌ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ❌ Swimwear
- ❌ Flip flops or casual sandals
- ❌ Athletic shoes
- ❌ Industrial work shoes
- ❌ Hiking boots
- ❌ Hats
- ❌ Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.