



**STATE BUSINESS
LEADERSHIP CONFERENCE 2024**

REGISTRATION GUIDE | [OREGONFBLA.ORG/SBHC](https://oregonfbla.org/sbhc)



State Business Leadership Conference Registration Guide

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CONFERENCE OVERVIEW

Oregon Future Business Leaders of America is excited to invite your FBLA chapter to the annual **Oregon FBLA State Business Leadership Conference (SBLC), April 4-6, 2024** in **Portland, Oregon**. During the conference, Oregon's finest middle school and high school members will have the opportunity to:

- Test business knowledge and career skills in competitive events
- Compete to advance to the National Leadership Conference in Orlando, Florida
- Celebrate years of FBLA history, success, and excellence
- Earn recognition and attend stimulating leadership sessions
- Campaign for State Office and elect their State Leaders
- Participate in fun entertainment and activities
- Network with members, advisers, business and community leaders at the eXpo
- Enjoy spectacular and inspiring general sessions
- Earn honors and scholarships as one of the best in education

LOCATION

Oregon FBLA is privileged to celebrate the capstone of the FBLA experience in Portland! In addition to the incredible opportunities in competition and leadership development, FBLA members will enjoy the following amenities in the Lloyd Center District with easy access to the MAX Light Rail and all of the activities, entertainment, and excitement offered by the city. The main locations for the conference include:

- **Oregon Convention Center**
777 NE Martin Luther King Jr. Blvd, Portland, OR 97232
- **DoubleTree by Hilton Hotel Portland**
1000 NE Multnomah St., Portland, OR 97232
- **Hyatt Regency Portland at the Oregon Convention Center**
375 NE Holladay St. Portland, OR 97232



CONFERENCE REGISTRATION

Conference Fees

- Attendee Registration Rate
(Students, Advisers, Chaperones, Guests) \$170.00 per attendee
- Conference T-Shirt \$15.00 per t-shirt
- Hotel Lodging
(Two-Night and Three-Night Options Available)
 - DoubleTree by Hilton Hotel Portland \$187.00/room/night + taxes/fees
 - Hyatt Regency Portland \$215.00/room/night + taxes/fees

Policy note: It is Oregon FBLA policy that all conference attendees should stay at official conference hotels during the State Business Leadership Conference. Attendees not staying at an official conference hotel will be responsible for an additional \$75 registration fee to cover associated facility fees.

Registration Timeline

Monday, February 12, 2024

Friday, March 1, 2024

Monday, March 4, 2024

Tuesday, March 5, 2024

Wednesday, March 13, 2024

Friday, March 15, 2024

Friday, March 31, 2024

Registration Opens

Registration Deadline

Hotel Lodging Registration Opens @ 8:00 a.m.

Hotel Lodging Registration Closes @5:00 p.m.

Hotel Lodging Assignments Announced by Oregon FBLA

Late Registration Deadline (\$25 fee per late entry)

Change Deadline

(\$5 fee per change for registration, competition, and hotel lodging)

Where to Register

Conference Registration | Blue Panda: <https://app.gobluepanda.com/>

The system allows for viewing registrations and competitions in multiple ways while the registration window is open. Changes can be made at any time during this period.

Hotel Lodging Registration | Oregon FBLA: www.oregonfbla.org/sblc

Hotel assignments on a first come, first served basis. The registration is where chapters indicate their hotel preference. 1st choice hotel not guaranteed. Hotel lodging invoices will be sent to chapters from Oregon FBLA.

Registration Changes | Oregon FBLA: www.oregonfbla.org/sblc

After the registration deadline, Blue Panda will be closed and so changes are submitted through the change form. Changes include registration, competition, and hotel lodging changes.



Registration Tips!

- Avoid Common Registration Frustrations! Read this registration packet in detail! Assign it for extra credit to chapter officers to ensure that multiple members of your chapter are familiar with SBLC requirements and procedures.
- Refer to the National Competitive Events Guide for rating sheets, topics, and other information.
- **Make registration checks payable to: Oregon FBLA**
Credit card payment option will be available after the registration deadline when final invoices are sent out.
- **Carefully review FBLA Dress Code Policy and Code of Conduct standards with your students before you arrive for the SBLC disqualifications or losing of points.**

WHO TO CONTACT

Have questions? Our Oregon FBLA team is here to serve! These are the individuals who are available to support you and answer questions leading up to the conference:

General Conference Questions: stateadviser@oregonfbla.org

Danielle Tolentino Tuason, State Adviser
Gabrielle Cunningham, Associate State Adviser

Registration and Technical Support: hello@oregonfbla.org

Tiffany Perez, Chapter Support

Financial Questions: oregon@ctsofinance.org

Lane Scarbrough, Finance Manager

State Officer Candidates: coach@oregonfbla.org

Blake Parker, Officer Leadership Coach

Development Team: partner@oregonfbla.org

Jessica Malan, Judge Coordinator
Kyle DeVos, Development Manager

IMPORTANT DATES

| | |
|-------------|---|
| February 12 | SBLC Registration Opens (in BluePanda) https://app.gobluepanda.com/ |
| February 15 | State Officer Candidate Information Session @ 7 p.m. https://oregonfbla.org/run-for-office/ |
| March 1 | SBLC Conference Registration Deadline Conference Registration in Blue Panda https://app.gobluepanda.com/ Pre-Judged Materials Deadline Online submission of PDF Materials (Upload in BluePanda by Adviser) |

| | |
|-----------------------------|--------------------------------------|
| American Enterprise Project | Digital Video Production |
| Business Ethics | Future Business Leader |
| Business Financial Plan | Job Interview |
| Business Plan | Local Chapter Annual Business Report |
| Community Service Project | Partnership with Business Project |
| Digital Animation | |

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| March 1 | Online Submission of Award Forms https://www.oregonfbla.org/sbhc Oregon Individual Awards <ul style="list-style-type: none">• 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 Award in Oregon FBLA (Middle School)• Who's Who in Oregon FBLA (High School) Oregon Chapter Awards <ul style="list-style-type: none">• Chapter Newsletter• Chapter Website• Digital Scrapbook• Government Program Promotion• March of Dimes• Super Service |
|---------|--|

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|---------------|---|
| March 1 | State Officer Application Deadline Run for Office Information https://oregonfbla.org/run-for-office/ |
| March 1 | National Membership Dues -- Online and Receipt Deadline Membership dues deadline to be eligible for competition at SBLC and NLC – any members added for the two weeks prior should be paid via credit card to ensure they will be able to participate in SBLC. Register members through the National FBLA database: https://connect.fbla.org/ |
| March 4 | Online Testing / Production Testing Access to Advisers |
| March 6 | Adviser Huddle @ 3:45 p.m. http://leadable.info/HUDDLE |
| March 4 – 5 | Hotel Lodging Online Registration Window Opens March 4 at 8:00 a.m, Closes March 5 at 5:00 p.m. <i>Hotel assignments on a first come, first served basis. Submit Hotel Registration form & preference. 1st choice hotel not guaranteed.</i> https://oregonfbla.org/sblc/ |
| March 4 – 18 | Online Objective Testing and Production Testing Window <ul style="list-style-type: none">• All Objective Tests• Production Tests (Computer Applications, Database Design & Applications, Spreadsheet Applications, Word Processing) |
| March 11 – 13 | State Officer Candidate Interviews |
| March 15 | Registration Payment Deadline Late Registration Deadline (Additional \$25 per late registration) Oregon FBLA Scholarship Deadline <ul style="list-style-type: none">• Oregon FBLA Foundation Scholarship• Oregon FBLA OSU Lucille Borigio Scholarship |
| March 21 | State Officer Candidate Meeting |
| March 28 | State Officer Candidate Campaign Materials Deadline |
| March 31 | Conference Registration Deadline Change Deadline (\$5 per change) Only drops/substitutions will be accepted. No registration refunds. |
| April 3 | Adviser Huddle @ 3:45 p.m. http://leadable.info/HUDDLE |



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| April 4 – 6 | State Business Leadership Conference! |
| April 17 | NLC Intent to Compete Forms Due by 5:00 pm |
| May 1 | Adviser Huddle @ 3:45 p.m. http://leadable.info/HUDDLE |
| June 5 | Adviser Huddle @ 3:45 p.m. http://leadable.info/HUDDLE |
| June 27– July 3** | FBLA National Leadership Conference (NLC) Location: Orlando, Florida |

**Note: The travel package is set for arrival on June 27 and departure July 3. This package includes Oregon state-specific activities, lodging, spirit items, and conference registration fees. This package does not include flights or ground transportation. More information about NLC registration packages will be released soon.



TENTATIVE AGENDA

THURSDAY, APRIL 4, 2023

| | |
|------------------------|----------------------------------|
| 9:00 a.m. – 1:00 p.m. | Registration Conference Check In |
| 10:00 a.m. – 7:00 p.m. | Competitive Events |
| 3:00 p.m. – 7:00 p.m. | Scholarship Interviews |
| 8:00 p.m. – 10:30 p.m. | Opening Session |
| 11:30 p.m. | Curfew |

FRIDAY, APRIL 5, 2023

| | |
|------------------------|---|
| 7:30 a.m. – 5:00 p.m. | Competitive Events |
| 9:30 a.m. – 2:15 p.m. | Workshops |
| 10:00 a.m. – 3:00 p.m. | SBLC eXpo! Hosted by the Oregon FBLA State Officers <i>Exhibits, Leadership Activities, and Candidate Booths</i> |
| 3:00 p.m. – 4:30 p.m. | Voting Delegates Briefing & Annual Business Meeting |
| 6:00 p.m. – 10:00 p.m. | State Activity |
| 11:00 p.m. | Curfew |

SATURDAY, APRIL 6, 2023

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|------------------------|--|
| 8:30 a.m. – 10:45 a.m. | Awards of Excellence Session |
| 11:00 a.m. | State Officer Orientation Meeting <i>(For incoming and outgoing State Officers)</i> |

Note: Official times will be posted on the digital program



DRESS CODE

DELEGATES ATTENDING OREGON FBLA SPONSORED ACTIVITIES

The following guidelines have been developed to clarify the dress code used at all FBLA conferences (regardless of locations).

ACCEPTABLE CASUAL ATTIRE

(Travel to/from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals, denim in good taste is allowed at FBLA conferences)

Males: Slacks, cords, knee length walking shorts, sports shirts, and FBLA t-shirts and sweatshirts. NO gang related clothing or accessories allowed. All clothing must be in good repair and proper size. Undergarments may not show outside of over garments.

Females: Slacks, cords, skirts, blouses, sports shirts, knee-length walking shorts, and FBLA T-shirts and sweatshirts. No gang related clothing or accessories allowed. All clothing must be in good repair and proper size Undergarments may not show outside of over garments.

ACCEPTABLE BUSINESS ATTIRE

(Opening/ Closing Sessions, event competition, scholarship interviews, state/national officer interviews, workshops)

Males: Dress slacks, dress shirt, tie, dress shoes and socks, (no tennis shoes or flip-flop sandals), sweater and/or sport coats. A dress suit or FBLA blazer is always appropriate. Shirts are to be tucked in. Belted pants.

Females: Dress (professional business), dress slacks, skirt (not to exceed 3 inches above knees), blazer, dress blouse or collared shirt, coordinated shirt/ blouse, city shorts, dress shoes, (professional business) (no tennis shoes or flip-flop sandals). A dress suit or a FBLA blazer is always appropriate. Nylons are recommended with all professional dress.

Activities such as swimming, sunbathing, jogging, or tennis warrant appropriate recreational attire for that activity.

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



COMPETITIVE GUIDELINES & EVENTS

PARTICIPANT ELIGIBILITY

Participants can compete in up to two (2) competitive events at the state level, including events that require a regional qualification, not including Chapter Events. Participants can compete in one (1) chapter event, in addition to their two (2) competitive events. Chapter events include:

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

Chapter and Individual Recognition programs do not count as part of the competition limits.

Oregon FBLA will not institute limits to the number of competitors a chapter can register for each competitive event. Chapters can register an unlimited number of members per event. This does not include chapter events which are limited to one (1) entry per chapter.

COMPETITOR CONDUCT

Any participants found to be sharing event topics, scenarios, or test questions with any other person (including guests, advisers, chaperones, members from other schools) will be disqualified from ALL competitions. Depending on the severity, the participant may be removed from the conference or in certain cases the entire chapter may be disqualified from competition.

COMPETITIVE EVENT GUIDELINES

For competitive event guidelines, please refer to the National FBLA website:

FBLA Guidelines: <https://www.fbla-pbl.org/divisions/fbla/fbla-competitive-events/>

FBLA Middle Level Guidelines:
<https://www.fbla-pbl.org/divisions/fbla-middle-level/competitive-events/>

Oregon Specific Guidelines (Reference Chapter Success Guide): <https://oregonfbla.org/wp-content/uploads/2023/11/OR-FBLA-Chapter-Success-Guide-2023-2024.pdf>

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* - **NEW!**
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* - **NEW!**
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 |



ONLINE REGISTRATION AND SUBMISSION STEPS

For the State Business Leadership Conference, all registration will be online through BluePanda.

Step 1 – Gather Chapter Information

Create your own master registration list for SBLC. This should include names, cell phone numbers for all advisers and chaperones, and all competitive events /activities that your students and chapter will be participating in.

IMPORTANT NOTE: The system allows you to view registrations and competitions in multiple ways while the registration window is open. You can make changes at any time during this period. After the registration window closes, changes and additions will need to be processed by completing the registration change form at www.oregonfbla.org/sblc. We will only accept changes or additions or drops, and do not provide refunds for any participants.

There will be a \$25 additional late registration fee for any additional student, chaperone or adviser registering late. Late registrations only accepted until March 15. There will be a \$5 per change. Changes will only be accepted until March 31.

Step 2 – Bookmark Webpage

Visit www.oregonfbla.org/sblc for information.

On this page, you will find links to all of the needed forms and information links. Bookmark this page, as you will be visiting it multiple times during the registration process.

Step 3 – To register, login to BluePanda

Visit <https://app.gobluepanda.com/>.

You may login to BluePanda using your FBLA Connect Login. If you need assistance with accessing your BluePanda login, contact hello@oregonfbla.org.

Follow the process to enter chapter information, advisers, attendees and then competitions.

TIP: To register students for individual competition, you have to save after moving each student to the competitor column for that event. Be sure to include students competing in the chapter events!

Step 4 – Upload your Chapter Statement of Assurance in BluePanda.

The Statement of Assurance Form (and all conference forms) are available at www.oregonfbla.org/sblc.



Step 5 – Verify

Using the submission document from BluePanda and the reports online, verify all the registration and competition information.

Visit <https://app.gobluepanda.com/>.

Step 6 – Help your students submit their pre-judge materials through online submission in BluePanda.

Visit <https://app.gobluepanda.com/>.

Step 7 – Submit SBLC Award Forms

Submit the SBLC award forms through our website at www.oregonfbla.org/sbhc. This includes:

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 Award in Oregon FBLA (Middle School)
- Who's Who in Oregon FBLA (High School)

Oregon Chapter Awards

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

ADDITIONAL INFORMATION

KEYNOTE SPEAKER, ALEX MORRISSEY

At age 18, during his senior year of high school, Alex was elected to serve as a CTSO president in Oregon where he traveled the country speaking to audiences as large as 20,000 and facilitating leadership workshops and conferences for high school students across the country.

Since then, he has continued his work in leadership development through jobs as a leadership trainer, conference facilitator and speaker in over 30 different states. He has been heavily involved in serving as a Young Life Leader in San Luis Obispo, CA where he also regularly worked with local ASB groups and coached high school track and field.

He has worked under Dr. Tim Elmore, President of Growing, global speaker, and author of over 30 books, including Generation iY and the Habitudes leadership training series. Alex graduated from Azusa Pacific University with a degree in Organizational Leadership.

Ultimately, Alex has a desire to share a message of hope in a broken world in need of healing. He works to create leaders who will transform the world through compassion, empathy, and understanding. Whether young or old, we all play a part in this mission. It is Alex's goal to better equip those around him through developing and delivering meaningful learning experiences.



GENERAL SESSION CHAPTER SPIRIT

Each chapter is encouraged to show its spirit for the SBLC General Sessions! Show FBLA pride and enthusiasm.

JUDGES NEEDED

The Oregon FBLA competitions require an extraordinary amount of effort, work, and volunteer spirit to be successful and truly prepare students for career achievement. The more volunteers available, the more efficient the conference is for everyone. If you have chaperones, contacts, or colleagues who can judge events, we would love to get them involved. Please encourage interested volunteers to sign up at www.oregonfbla.org/judge or you can contact our judge coordinator, Jessica Malan, at partner@oregonfbla.org with their information, and we will contact these individuals.



ADVISER ASSIGNMENTS

Please be prepared to assist as an event proctor or monitor. Your support will continue to ensure a smoothly running conference. You will be asked to sign up for two events to work with after we have a full registration database and event schedules finalized. These assignments will be made available as soon as possible.

ONCORPS

OnCorps participants will be the heart of the SBLC. They are FBLA members wanting to also volunteer to support conference operations. They can assist with workshop set-up, conference activities, competitive event set-up, workshop hosting, state officer rehearsals, exhibitor hosting, and much more.

Each chapter is to designate at least one student who will participate as your OnCorps representative. (If you have more than one student interested in serving on OnCorps, sign them up as part of your conference registration in Blue Panda.) As we get closer to the conference, you will be able to assign your registered OnCorps students in a conference volunteer slot.

PROJECTORS

A standard projector with an HDMI connection will be available for all final performance events that are open to audiences this year. You are still encouraged to have a plan B in case your computer isn't compatible. If your computer does not have an HDMI output, you will need to bring your own adapters. Please note that this is a change and reflects the National Policy. All preliminary events will NOT have a projector, power or screen available. And only those events that are open to an audience and have a presentation will have a screen, power and projector provided. These will be posted one week prior to the conference.

BUS PARKING

If your chapter needs Bus Parking, please indicate your need in BluePanda registration. Oregon FBLA will coordinate Bus Parking for all buses and will be sharing at a later date the bus parking rates. There are limited bus parking spaces available at the Hilton DoubleTree, and all bus parking at the DoubleTree MUST be coordinated through Oregon FBLA, not directly with the hotel. If your bus attempts to park their bus at the DoubleTree without working with Oregon FBLA, your bus may be asked to vacate the parking spot.



VOTING DELEGATES

As a volunteer-led association, the power to change, direct, and propel the association involves student voting delegates. Voting delegates elect state officers and approve amendments to the Student Bylaws. Voting Delegates are required to attend the Opening Session, Campaign Booths, and Oregon FBLA Annual Business Meeting and Voting Session.

Voting delegates meet on the second day of the SBLC for the Oregon FBLA Annual Business Meeting. Voting delegates will be seated in a special section. Guests are welcome to attend the Annual Business Meeting and will be seated in a separate section from voting delegates.

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

| <u>Number of Chapter Voting Delegates</u> | |
|--|-------------|
| 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 |

| | |
|----------------|-------------|
| 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 |