



CREATING connections

Future Business Leaders
of America

2020 - 2021



Adviser Resource Book
Arizona Chapter

WELCOME BACK TO ANOTHER OUTSTANDING YEAR IN FBLA!

Wow! What an unplanned ending to the 2019-2020 school year. We definitely did not see the COVID-19 pandemic coming and cancelling our State Leadership Conference.

However, as we start the 2020-2021 school year, we know things will be different with possible virtual conferences and other changes, but I can tell you we are working hard and looking for ways to meet the needs of our FBLA community the best way we can.

This book will serve as a resource guide for you to utilize throughout the year. As of the date of print, the CDC is suggesting no field trips for the Fall, so our Fall schedule is going to be virtual conferences or cancellations. We are hopeful that Spring will bring more normalcy and that in-person conferences can still be held. However, in the event that we cannot meet in person, virtual options will be looked at and implemented where we can. Additional and updated information about FBLA can be found at azfbla.org. We will also send changes out to you as soon as we get them.

Whether in person or virtually, there are many opportunities for your students to be involved in FBLA on the local, state and national level. Whether it be the online testing tournament in October or the National Leadership Conference in Anaheim, CA next summer, there is something for everyone!

Before the onset of COVID-19, 2019-2020 was a strong year for our organization. We know things will look different this year but with your help 2020-2021 can be another solid and successful year!

Thank you for all that you do for FBLA and your students. Get ready because this year FBLA Arizona is going to be “creating connections” with new ideas and adapting to the changes we all will be facing! We are excited to see what 2020-2021 has in store. Help us by getting involved. Have a wonderful year!

Missey Boucher-Goodman, FBLA State Adviser



TABLE OF CONTENTS

FBLA Arizona Calendar & Due Dates	Page 1
Local Chapters by Region	Page 2-4
2020-2021 FBLA Membership.....	Page 5
Chapter Awards Program	Page 6
Business Achievement Awards	Page 7-22
FBLA Community Service Awards	Page 23-24
Online Testing Tournament.....	Page 25-26
Leadership Camp	Page 27
FBLA on Ice!.....	Page 27
Fall Leadership Extravaganza (FLEX).....	Page 27
National Fall Leadership Conference (NFLC).....	Page 27
Regional Conferences	Page 27
State Leadership Conference (SLC)	Page 28-29
National Leadership Conference (NLC)	Page 29
National Competitive Event Updates	Page 30
2021 SLC and NLC Event Topics.....	Page 31-32
FBLA Arizona Competitive Event List – Regionals.....	Page 33
FBLA Arizona Competitive Event List – State Leadership Conference	Page 34-35
FBLA Arizona Governing Bodies & Staff	Page 36
FBLA-PBL National Dress Code	Page 37
2020 NLC Press Release	Page 38
2020-2021 State Officers.....	Page 39-40



FBLA ARIZONA CALENDAR & DUE DATES

September 18 OR 19, 2020: Adviser Leadership Conference (**Virtual**)

October 1, 2020: Co-Curricular Membership 1st deadline

October 1, 2020: Online Testing Tournament Opens

October 2020 Kickoff: Fall Leadership Experience (**Virtual**)

November 30, 2020: All Regional Conference registration opens

December 4, 2020: Adviser Competitive Event Training

December 18, 2020: Online Testing Tournament closes

January 7, 2021: Skills Events due by 5:00 p.m.

January 8, 2021: All Regional Conference registration closes

February 1, 2021: State Leadership Conference (SLC) registration opens

February 13, 2021: Middle Level Competition – ASU Polytechnic Campus – Mesa, AZ

February 25, 2021: State Officer Interviews – Phoenix, AZ

March 1, 2021: State Leadership Conference (SLC) – Online Testing opens

March 17, 2021: Skills Event Testing must be completed by 5:00 p.m.

March 18, 2021: All prejudged material, awards due – uploaded to website by 5:00 p.m.

March 19, 2021: State Leadership Conference (SLC) – registration closes

April 2, 2021: State Leadership Conference (SLC) – Online Testing closes at 5:00 p.m.

April 5-7, 2021: State Leadership Conference – Westin La Paloma – Tucson, AZ

June 6-11, 2021: State Officer Training (SOT) – Phoenix, AZ

June 29-July 2, 2021: National Leadership Conference – Anaheim, CA

****Please note: Due to COVID-19 and school restrictions in the Fall on field trips and other school district concerns, some of our Fall events have been either cancelled or changed to virtual conferences. As of now, we are still planning for in-person regional and state conferences. If anything changes, we will post them on our website and send out notifications.**



2020-2021 FBLA ARIZONA – CHAPTERS BY REGION

Region 1

Amphitheater High School
Andrada Polytechnic High School - Media
Benson High School
Buena High School
Catalina Foothills High School - Media
Catalina High School
Catalina High School – Media
Canyon Del Oro High School
Cholla High School
Cienega High School
Cienega High School - Media
Douglas High School
Duncan High School
Empire High School
Flowing Wells High School
Ft. Thomas High School
Morenci High School
Mountain View High School - Marana
Nogales High School
Pierson High School
Pima High School
Pima JTED SERVICE Banner South
Pima JTED SERVICE U of A
Rincon High School
Rio Rico High School
Sabino High School
Safford High School
Santa Rita High School
St. David High School
Sunnyside High School
Sunnyside High School - IT
Sunnyside High School - Media
Tanque Verde High School
Thatcher High School
Tombstone High School
Tucson High School
University High School - IT
Vail High School
Valley Union High School
Walden Grove High School - Media

Region 2

Alchesay High School
Blue Ridge High School
Blue Ridge High School - Media
Campo Verde High School
Campo Verde High School - IT
Casteel High School
Casteel High School - Media
Chandler High School
Chaparral High School
Chinle High School

Combs High School
Combs High School - Media
Coolidge High School
Corona Del Sol High School
Corona Del Sol High School - Media
Desert Mountain High School
Desert Ridge High School
Desert Vista High School
East Valley Institute of Technology
Eastmark High School
Florence High School
Fountain Hills High School
Globe High School
Hamilton High School
Highland High School
Higley High School - Media
Holbrook High School
Holbrook High School - Media
Joseph City High School
Maricopa High School
McClintock High School
McClintock High School - Media
Mesa High School
Mesa High School - IT
Mesquite High School
Mogollon High School
Mountain Pointe High School
Mountain Pointe High School - Media
Mountain View High School - Mesa
North Canyon High School
Paradise Valley High School
Paradise Valley High School - Media
Payson High School - IT
Perry High School
Pinnacle High School
Pinon High School
Poston Butte High School
Poston Butte High School - Media
Queen Creek High School - Media
Red Mountain High School
Round Valley High School
Round Valley High School - Media
San Tan Foothills High School
Show Low High School
Show Low High School - Media
Skyline High School
Snowflake High School
St. Johns High School
Superior High School
Tempe High School
Tuba City High School
Westwood High School
Williams Field High School
Winslow High School

2020-2021 FBLA ARIZONA – CHAPTERS BY REGION

Region 3

Apollo High School
Barry Goldwater High School
Barry Goldwater High School - IT
Barry Goldwater High School - Media
Boulder Creek High School
Boulder Creek High School - IT
Cactus High School
Centennial High School
Centennial High School - IT
Centennial High School - Media
Cortez High School - IT
Deer Valley High School - IT
Deer Valley High School - Media
Flagstaff High School
Glendale High School
Greenway High School
Greenway High School - IT
Independence High School
Ironwood High School
Ironwood High School - IT
Ironwood High School - Media
Jefferson Preparatory
Liberty High School
Liberty High School - IT
Liberty High School - Media
Mayer High School
Mingus High School
Moon Valley High School
Mountain Ridge High School - IT
Mountain Ridge High School - Media
Peoria High School
Peoria High School - Media
Raymond S. Kellis High School
Sandra Day O'Connor High School
Sandra Day O'Connor High School - IT
Sandra Day O'Connor High School - Media
Sunnyslope High School
Sunrise Mountain High School - IT
Sunrise Mountain High School - Media
Thunderbird High School
Washington High School
Washington High School - IT

Region 4

Agua Fria High School
Alhambra High School
Betty H. Fairfax High School
Camelback High School
Canyon View High School
Canyon View High School - IT
Canyon View High School - Media
Canyon View High School - Media 2

Central High School
Cesar Chavez High School
Copper Canyon High School
Copper Canyon High School - Media
Desert Edge High School
La Joya Community High School
Maryvale High School
Maryvale High School - Media
Metro Tech High School
Metro Tech High School - IT
Millennium High School
North High School
Sierra Linda High School
Sierra Linda High School - Media
South Mountain High School
Tolleson High School
Tolleson High School - IT
Trevor Browne High School
Verrado High School
West-MEC - Central Campus
West-MEC - North East Campus
West Point High School
Westview High School

Region 5

Antelope Union High School
Aztec High School
Bagdad High School
Bradshaw Mountain High School - Media
Buckeye Union High School
Buckeye Union High School - Media
Cibola High School
Cibola High School - Media
El Capitan High School
Estrella Foothills High School
Kingman High School
Kofa High School
Lake Havasu High School
Lee Williams High School
Mohave High School
Mohave Accelerated Learning Center
Parker High School
Prescott High School
Salome High School
San Luis High School
San Luis High School - Media
Tonopah Valley High School
Vista Alternative High School
Wickenburg High School
Youngker High School
Youngker High School - Media
Yuma High School

2020-2021 FBLA ARIZONA – MIDDLE LEVEL CHAPTERS

Middle Level

Bagdad Middle School
Camp Verde Middle School
Cheyenne Elementary School
Coatimundi Middle School
Coolidge Junior School
Copperwood Elementary
Cotton Boll Elementary
Country Place Leadership Academy
Desert Harbor Elementary
Desert Valley Middle School
Eastmark Junior High School
Greenfield Junior High School
J.O. Combs Middle School
Liberty Elementary School
Magma Ranch K-8
Marshall Ranch Elementary School
Oakwood Elementary School
Old Vail Middle School
Pioneer Elementary School
Prescott Middle School
Queen Creek Middle School
Rincon Vista Middle School
Round Valley Middle School
San Tan Heights K-8
Show Low Junior High
Sossaman Middle School
Vail Academy
Vistancia Elementary
Willow Creek Charter
Zuni Hills Elementary



2020-2021 FBLA ARIZONA – MEMBERSHIP

Submitting your Membership. You will submit your membership on the National website. If your school has multiple chapters, you will need to register them with Nationals SEPARATELY; however, the state will consider you one chapter and you can have the option to be added as one chapter for enrollment pricing. You will need to let the state know how you would like your membership billed. This will be an added question to your Program of Work.

How do I Register my Students for FBLA Membership?

- ◆ Go to FBLA-PBL.org.
- ◆ Login using your chapter log in information and go to your chapter to add and manage your members (if you need help please contact the State Office).
- ◆ Now add your students.
- ◆ Once you hit submit, you will receive an invoice in your email. **New this year, you WILL pay nationals for your membership.**

Please Note: Click on the steps to verify correct information is provided for school and adviser.

- All Advisers will need to register for the Professional Division (\$25 per Adviser)

How do I Register for the Professional Division?

- ◆ Go to FBLA-PBL.org.
- ◆ Login using your chapter log in information and go to your chapter to add and manage advisers (if you need help please contact the State Office).
- ◆ Now add your advisers.
- ◆ Once you hit submit, you will receive an invoice in your email. **New this year, you WILL pay nationals for your membership.**



FBLA ARIZONA CHAPTER AWARDS

Based on the addition of a CTSO for an approved CTE program, each FBLA Chapter is required to reach the Bronze Chapter Award. This program is designed to provide recognition for our Chapters while ensuring that our membership is strong and active. All documentation for awards will be due on **March 18**. Go to azfbla.org website, under **Adviser Resources**.

Bronze Chapter (required for all Chapters)

1. Local Chapter Constitution/Bylaws on record with State Office.
2. Minimum membership requirements (currently five paid members).
3. Provide list of Local Officers along with email addresses to State Office.
4. Submit Program of Work (POW) to State Office.
5. Hold at least four meetings per school year (submit minutes).

Bronze Level Chapters will receive an official certificate and their name will be listed on the FBLA Arizona website.

Silver Chapter (Bronze Level plus the activities below)

1. Attend at least two FBLA Arizona events.
2. Have at least 10% of members achieve a Business Achievement Award. Each level will count as one student.
3. Conduct a Chapter Community Service Project.
4. Officer team creates a Chapter Budget.
5. Complete an FBLA scrapbook and enter into State Leadership Conference (SLC) competition. (Can be an electronic scrapbook.)

Silver level chapters will receive an official certificate, their chapter name on our website, and Silver Chapter ribbons at the SLC.

Gold Chapter (Silver Level plus the activities below)

1. Recruit a school administrator to attend a local or state FBLA event.
2. Have at least 5% of members achieve a Community Service Award. Each level will count as one student.
3. Have at least 25% of members achieve a Business Achievement Award. Each level will count as one student.
4. Conduct at least one FBLA PR presentation (school board, civic group, etc.).
5. Complete one of the following National FBLA Chapter Awards. Go here <http://www.fbla-pbl.org/fbla/programs/recognition-awards/>:
 - a. Chapter Challenge: Super Sweeps, Non-Stop November, and Action Awareness
 - b. Big Ten
 - c. 100 Percent Class Participation
 - d. Membership Achievement Award
 - e. FBLA Outstanding Chapter
6. Chapter contributes \$100 to the FBLA Arizona Scholarship fund or \$175 to the Sponsorship fund to sponsor and present one objective test event at State Leadership Conference. (This is for 1st, 2nd, and 3rd place winners in one event). Please email Missy.Boucher-Goodman@azed.gov for an invoice.

Gold Level Chapters will receive a plaque presentation at the State Leadership Conference, Gold Chapter ribbons, reserved seating at SLC Closing Session, and an entry as a Gold Seal Chapter at the National level.

BUSINESS ACHIEVEMENT AWARDS (BAA)



The FBLA [Business Achievement Awards \(BAA\)](#) is an intensive leadership development program that recognizes FBLA members for achievements in a variety of career-related projects, goals, and programs. High school students create a portfolio of real-world accomplishments and develop their business and leadership skills across four levels: [Future](#), [Business](#), [Leader](#), and [America](#).

INSTRUCTIONS FOR ADVISERS

Registering Students:

1. Log into your chapter membership record.
2. Click on the National Programs button.
3. To register students for any level of the BAA, Click on *View Students for BAA*.
4. A list of your active and inactive students will be displayed (25 student record show on each page – click the page number at the top of the screen to go to additional pages).
5. In order to register a student for any level of the BAA, the student must either have a pending membership order or be paid (inactive or active in the database).
6. Click on award level button (*Future, Business, Leader, or America*) under the name of the student that you want to register.
7. You will receive a URL to the student portal.
8. Copy paste the URL and give it to your student. They will need this URL, their FBLA Membership ID (which is included by the URL), and your FBLA Chapter number (located on your membership record under account or in the box in the upper right hand corner in the adviser area) in order to login and track their progress.

Reviewing Student Work:

1. Log into your chapter membership record.
2. Click on the Adviser Area (*Access web.fbla-pbl.org Adviser Area*).
3. Click on FBLA Business Achievement Awards-BAA Online.
4. Click on Review Award Registrations for the level that you want (i.e. Future Award).
5. Click on KEY/REVIEW to the left of the student name of the student you want to review.
6. Once a student has completed all activities, you will see a submit button.
7. Submit entry so that award is coded.

INSTRUCTIONS FOR STUDENTS

1. Review the [Overview](#) of the Business Achievement Awards.
2. Log into the [Student Portal](#)
 - Chapter Number
 - FBLA Membership Number
3. Select and work on your activities.
4. Upload your activities in the program.
5. Inform your adviser when you are done.

About the Business Achievement Awards

The Business Achievement Awards (BAA) is a leadership development program for high school students that is easy to integrate into your classroom. The cocurricular activities are aligned to the career clusters, NBEA standards, and [FBLA goals](#). [View the alignments](#).

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](#).

Chapter advisers direct students through each level, while students work at their own pace to independently complete projects. 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:

- Future
- Business
- Leader
- America

Each level builds upon previous work, and your students receive recognition when they complete each level. Students must be members of the FBLA division. [Join today](#).

BUSINESS ACHIEVEMENT AWARDS (BAA)

Service, Education, Progress: The Foundation of the BAA

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. With input from business educators, industry professionals, and college educators, your members will be more prepared for their futures at college and at work.
- **Progress**—Explore the local, state, and national levels of FBLA-PBL and how they complement one another. Your members focus on activities that promote FBLA-PBL at the local, regional/district, state and national levels.

BAA Level 1: Future

The BAA **Future** level focuses on basic business skills, introduces your members to community service, and emphasizes the importance of FBLA involvement at the local level.

- **Recognition:** Pins presented at a local awards [ceremony](#) or FBLA event by adviser.
- **Deadline:** March 1
- **Activities:** [Future Award](#)

BAA Level 2: Business

The BA **Business** level focuses on local and district/regional and state FBLA involvement, helps your members develop intermediate business skills, and highlights community leadership.

- **Recognition:** Pins presented at a local awards [ceremony](#) or FBLA event by adviser.
- **Deadline:** March 1
- **Prerequisite:** Future Award
- **Activities:** [Business Award](#)

BAA Level 3: Leader

The BAA **Leader** level focuses on local, district, regional, state, and national FBLA involvement, develops advanced business skills for your members, and helps your members become community leaders.

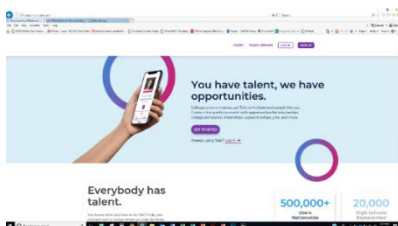
- **Recognition:** Pins presented at State Leadership Conference.
- **Deadline:** March 1
- **Prerequisite:** Future and Business Awards
- **Activities:** [Leader Award](#)

BAA Level 4: America

The BAA **America** level focuses on FBLA leadership at all levels, helps your members hone advanced business skills, and instills a spirit of community involvement in your members.

- **Recognition:** Pins presented at the [National Leadership Conference](#).
- **Deadline:** April 25
- **Prerequisite:** Future, Business, and Leader Awards
- **Activities:** [America Award](#)

Student Login: <https://www.tallo.com/>



BUSINESS ACHIEVEMENT AWARDS (BAA)

National Standards for Business Education

- The BAA program meets the following National Standards for Business Education.

Accounting Standards

- Prepare a budget for planning purposes.
- Use a spreadsheet or accounting software to maintain accounting records for short or long-term assets.

Career Development Standards

- Identify personal strengths and weaknesses.
- Formulate and implement a plan to address identified weaknesses.
- Use a variety of research tools in the career exploration process.
- Identify community business people and learn about career opportunities.
- Develop a pictorial and/or written document using career information.
- Demonstrate appropriate interpersonal skills when working with others, in small groups, and in local chapter activities.
- Demonstrate the ability to work as part of a team through projects, activities, and meetings.
- Demonstrate the ability to work independently.
- Describe the culture of a particular country and its relationship to a potential career choice.
- Describe different cultural behaviors and expectations.
- Research a variety of career clusters.
- Identify examples of work to be included in a portfolio.
- Enhance portfolios through revisions (e.g., resume, examples of work and technical skills, community service.)
- Demonstrate appropriate interviewing techniques (e.g., portfolio presentation, questioning, dress, and etiquette.)
- Describe the benefits of participating in school and community service activities.

Communications Standards

- Select and use modes of communications appropriate to specific situations.
- Use critical thinking, decision-making, and problem-solving techniques to promote sound, effective business communications.
- Participate in group discussion and role-playing.
- Plan and give short presentations individually or as a member of a group.
- Use the proper techniques to make a formal oral presentation.
- Deliver impromptu and planned speeches with confidence.
- Expand scope of reading materials to include business-related publications.
- Use basic research techniques. Compose simple requests for information, reports, and summaries.
- Edit and revise written work.
- Write coherent business correspondence, instructions, descriptions, summaries, and reports using appropriate formats.
- Proofread documents to ensure correct grammar, spelling, and punctuation.
- Compose and produce a variety of business letters, memorandums, and reports using correct style, format, and content.
- Demonstrate confidence through participation in group activities.
- Participate in a shadowing or mentoring program with a positive, professional role model.
- Select appropriate business attire and demonstrate good grooming.
- Assume a leadership role in the school, community, and/or volunteer activities.
- Use leadership abilities in a business setting.
- Apply team skills in a business environment.
- Demonstrate basic keyboarding and computer functions.
- Use basic software applications (word processing, spreadsheets, etc.)
- Refine documents using electronic spell checker, thesaurus, and grammar checker.
- Use a wide variety of references and research resources such as electronic bulletin boards and information services.
- Write a simple application letter and resume for simulated job opportunities.
- Role-play interview situations for simulated job opportunities.
- Identify effective leadership characteristics.
- Write short-term and professional goals.
- Demonstrate proper parliamentary procedures.
- Prepare and distribute an agenda prior to an FBLA meeting.

BUSINESS ACHIEVEMENT AWARDS (BAA)

Economics Standards

- Develop a business plan.

International Business Standards

- Analyze international business blunders resulting from ineffective or incorrect communications and propose corrective actions.

Career Clusters

The Education category of each BAA level addresses the following Career Clusters.

Education Category	NBEA Standard	Career Cluster
Accounting	Accounting & Computation	Business & Administrative Services Finance Government & Public Administration
Entrepreneurship	Career Development Communication Entrepreneurship	Business & Administrative Services Finance Government & Public Administration
International Business	Economics & Personal Finance International Business Finance	Business & Administrative Services Finance Government & Public Administration
Technology	Career Development Communication Information Technology Management	Business & Administrative Services AV Technology & Communication Information Technology
Communications	Communication	Business & Administrative Services
Marketing	Economics & Personal Finance Entrepreneurship International Business Marketing	Business & Administrative Services Government & Public Administration Retail/Wholesale Sales & Services



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF FUTURE AWARD ACTIVITIES

Members must complete 10 activities. The form must be submitted by the local adviser by **March 1**. Pins are sent to local chapter advisers to present at a local awards ceremony or FBLA event.

SERVICE

Complete three (3) activities from this section. The first two (2) are required.

☒ **Activity 1 (Required): Communications/Service Learning**
Donate five (5) hours of community service. (Track your hours and service activities).

☒ **Activity 2 (Required): Communications/FBLA Organization and National Programs**
Prepare a bulletin board, poster, flyer, social media graphic, or display promoting FBLA. (Save a copy).

☐ **Activity 3: Communications/FBLA Organization and National Programs**
Help your chapter adviser(s) with activities to celebrate American Enterprise Day or FBLA-PBL Week. (Write a [news release](#)).

☐ **Activity 4 Communications/Service Learning**
Participate on your chapter's community service project committee.

☐ **Activity 5 Service Learning/FBLA Organization and National Programs**
Participate in a promotional or fund-raising project for the [March of Dimes](#) with your local chapter. (Complete the [March of Dimes report form](#) if you did a fundraising activity or a [news release](#) about your project if it was not a fundraising activity).

☐ **Activity 6 Communications/Service Learning**
Become a pen pal with a senior citizen, a child in a hospital, a child in another country, or a soldier in the military. (Save a copy of at least two letters/emails).

☐ **Activity 7 Communications/Service Learning**
Write and save a one-page report on a service on the [March of Dimes](#) or for your State Service community service project and present it at a chapter meeting or in a business class.

☐ **Activity 8 Service Learning**
Other-As designated by local adviser.



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF FUTURE AWARD ACTIVITIES

EDUCATION

Complete 3 activities from this section. The first 2 are required.

☒ **Activity 9 (Required): Technology/FBLA Organization and National Programs**

Complete the [FBLA Knowledge Quiz](#) with a score of 92 percent or higher.

☒ **Activity 10 (Required): FBLA Organization and National Programs**

Create a Tallo [online leadership profile](#). Click [here](#) for instructions as to what to include.

☐ **Activity 11: Accounting**

Using a spreadsheet, create a one-month budget for yourself or for your local chapter. (Save a copy of the spreadsheet).

☐ **Activity 12: Career Awareness and Exploration**

List at least five (5) goals (related to school, career, and personal) and include a description of how you plan to accomplish each one. (Save a copy of your goals).

☐ **Activity 13: Communications/FBLA Organization and National Programs**

Read a business article or story from [Tomorrow's Business Leader](#), FBLA's national publication for members. (Write and save a one-page letter in proper business format summarizing and reacting to this article. Address the letter to your local chapter adviser).

☐ **Activity 14: Career Awareness and Exploration**

Write and save a one-page paper on a business career.

☐ **Activity 15: Career Awareness and Exploration**

List five (5) personal strengths and one personal weakness. Write and save a 100-word summary on what you can do to overcome the weakness.

☐ **Activity 16: Technology/FBLA Organization and National Programs**

Participate in the Fall [Stock Market Game](#). (Write and save brief summary about what you learned—include a photo of your team).



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF FUTURE AWARD ACTIVITIES

PROGRESS

Complete 4 activities from this section. The first 2 are required.

- ☒ **Activity 17 (Required): Communications/FBLA Organization and National Programs**
Bring a friend who is a nonmember to a local chapter FBLA meeting.
- ☒ **Activity 18 (Required): Communications/FBLA Organization and National Programs**
Attend at least three (3) local chapter meetings and prepare and save a one-page paper that includes the date of each meeting and a bulleted list of meeting highlights.
- ☐ **Activity 19: Communications/FBLA Organization and National Programs**
Complete the [programs worksheet](#).
- ☐ **Activity 20: Communications/Career Exploration**
Invite a business leader or FBLA alumni members to speak at a meeting. Write and save a letter inviting this businessperson or FBLA alumni member to your meeting.
- ☐ **Activity 21: Communications/FBLA Organization and National Programs**
Attend a local chapter activity or event. Prepare and save a 100-word summary describing this event or activity.
- ☐ **Activity 22: Communications/FBLA Organization and National Programs**
Recite the FBLA Creed at a chapter meeting or event and explain your understanding of the Creed as it relates to your future and to the business world in a memo to your local chapter adviser. (Save a copy of the memo).
- ☐ **Activity 23: Communications/Technology**
Text five (5) friends and invite them to the next FBLA meeting. (List the names on the [interactive form](#).)
- ☐ **Activity 24: Communications**
Prepare and save a copy of an invitation for students to attend the next FBLA meeting.
- ☐ **Activity 25: Communications/Marketing**
Recruit one (1) Professional Division member.



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF BUSINESS AWARD ACTIVITIES

Members must complete 12 activities and complete the Future level to continue to the Business level. The form must be submitted by the local adviser by **March 1**. Pins are sent to local chapter advisers to present at a local awards ceremony or FBLA event.

SERVICE

Complete three (3) activities from this section. The first two (2) are required.



Activity 1 (Required): Technology/FBLA Organization and National Programs

Make a 1–3 minute oral informational presentation about FBLA to a business, a class, or at a chapter meeting. (Record and save a copy of the presentation).



Activity 2 (Required): Communications/FBLA Organization and National Programs

Design a social media graphic, Instagram post, or Twitter post with #FBLA – (New Theme). (Post to one of your chapter's social media outlets).



Activity 3: Communications/Service Learning

Research community service grants that are available. Present your findings and any recommendations on grants to pursue to the FBLA Local Officer Team and Local Adviser(s) in a one-page memo. (Save a copy of your memo).



Activity 4: Communications/FBLA National Organization and Programs

Prepare a print ad and an audio podcast about American Enterprise Day or FBLA-PBL Week. (Save a copy of the print ad and podcast).



Activity 5: Communications/Service Learning

Participate in a community service project that your chapter is sponsoring. (Prepare and save a summary about the project and what you learned).



Activity 6: Communications/FBLA National Organization and Programs

Help plan and conduct one of the [FBLA Ceremonies](#) (FBLA [Emblem Ceremony](#), [Chapter Installation](#), [Officer Installation](#), or [New Member Induction Ceremony](#)) at a local chapter meeting, an Open House, a local chapter event, or for a new or reactivated FBLA chapter. (Post a photo on your chapter's Facebook, Twitter, or Instagram Account).



Activity 7: Communications/FBLA Organization and National Programs

Help organize an activity or event for your local chapter to promote American Enterprise Day or FBLA-PBL Week. (Prepare a [news release](#)).



Activity 8: Communications/Service Learning

Participate in a literacy project i.e. visit a kindergarten classroom and read a book, tutor an after-school reading program, or help plan a chapter book drive. (Post of photo of you participating in the project to one of your chapter's social media tools i.e. Instagram, Facebook, You Tube, Twitter. Include a brief description of the project).



Activity 9: Technology/FBLA Organization and National Programs

Prepare a local calendar of activities for your local chapter with at least two ideas for chapter activities each month. (Save a copy of your calendar).



Activity 10: Communications/Service Learning

Create and present a skit that teaches safety or environmental awareness to elementary students. (i.e. Halloween safety, emergency in case of a fire or 911 calls, home safety, internet safety, the importance of the environment and going green, etc.) Prepare a [news release](#).



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF BUSINESS AWARD ACTIVITIES

EDUCATION

Complete five (5) activities from this section. The first two (2) are required.

- ☒ **Activity 11: (Required): Marketing/Technology/FBLA Organization and Programs**
Update your online leadership profile at [Tallo](#). Click [here](#) for instructions as to what to include.
- ☒ **Activity 12: (Required): Entrepreneurship/Career Awareness and Exploration**
Prepare a resume, cover letter, and complete the [job application form](#) applying for your dream job. Download the job application form, print it, and complete in black ink. (Save your resume and cover letter. Scan and save your job application form).
- ☐ **Activity 13: Technology**
Complete the interactive Internet Ethics and Safety Quiz.
- ☐ **Activity 14: Entrepreneurship**
You have just been hired at the XYZ Corporation. Your first task is to develop a new green product or invention.
- ☐ **Activity 15: Accounting**
Explain the importance of high ethical standards in the preparation of financial statements and what FBLA-PBL goal that this could tie to. (Save a copy of the memo).
- ☐ **Activity 16: Business/Career Exploration**
Successfully complete one (1) grading period in a business course with a grade of 'B' or better.
- ☐ **Activity 17: Communications**
Prepare an agenda for two (2) chapter meetings. (Save copies of the agendas that you prepared).
- ☐ **Activity 18: Entrepreneurship/Career Exploration**
Visit and tour a business dressed in business attire. (Write a brief summary about the tour and include a photo of you and your members in front of the business that you toured. Save this document).
- ☐ **Activity 19: Communications**
Complete a one-page report on a local, state, or national business leader. (Save a copy of the report).
- ☐ **Activity 20: Technology/Marketing**
Read an article from the internet or a business magazine on a new trend in technology. (Prepare and save a brief summary of the article).



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF BUSINESS AWARD ACTIVITIES

PROGRESS

Complete four (4) activities from the list below. The first one (1) is required.

- ☒ **Activity 21: (Required): Information Technology/Communications**
Prepare a recruitment brochure for your local FBLA chapter. (Save a copy of the brochure).
- ☐ **Activity 22: Communications/FBLA Organization and Programs**
FBLA's parliamentary authority is Robert's Rules of Order-Newly Revised. Complete the interactive crossword puzzle
- ☐ **Activity 23: FBLA Organization and National Programs**
Plan an icebreaker for your local chapter members and present it at a local chapter meeting or in a class. (Record and save a copy of the icebreaker presentation).
- ☐ **Activity 24: FBLA Organization and National Programs**
Recruit one (1) new Professional Division member.
- ☐ **Activity 25: Communications/FBLA Organization and National Programs**
Submit an article/news release about your chapter's activities to Tomorrow's Business Leader, our national publication, and include at least one scanned or digital photo/image.
- ☐ **Activity 26: Technology/FBLA Organization and National Programs**
Participate in the [Virtual Business Challenge](#) or [Virtual Finance Challenge](#). (Write a one-page paper about what you learned. Save a copy).
- ☐ **Activity 27: Communications/FBLA Organization and National Programs**
Write a letter to your school superintendent or principal about the benefits of FBLA. (Save a copy of the letter).
- ☐ **Activity 28: FBLA Organization and National Programs**
Participate in a task that is assigned by your local chapter adviser.
- ☐ **Activity 29: Communications/Technology**
Use FBLA's various social media tools. Follow @FBLA_national on Twitter, like the FBLA National Center Facebook page, follow @fbla_pbl on Instagram, and watch a video from the FBLA-PBL YouTube channel (youtube.com/fblapblinc).
- ☐ **Activity 30: Communications**
Attend a community or school meeting, such as Rotary Club, Chamber of Commerce, School Board, Jaycee's, Kiwanis, PTA, etc.
- ☐ **Activity 31: National Programs**
Participate in the Spring Stock Market Game. Contact your adviser to be included in your chapter's team.



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF LEADER AWARD ACTIVITIES

Members must complete 14 activities and must have completed the Future and Business levels to continue to the Leader level. The form must be submitted by the local adviser by **March 1**. Pins are sent the state adviser to present at state conference awards ceremony or FBLA event.

SERVICE

Complete five (5) activities from this section. The first three (3) are required.



Activity 1 (Required): FBLA Organization and National Programs

Run for local, state, or national office, serve as a campaign manager for an officer candidate on any level, or serve in a leadership role, i.e., committee chairman. (Create a flyer or brochure for either running for office or for your committee. Save a copy).



Activity 2 (Required): FBLA Organization and National Programs

Participate in a national FBLA service program (e.g., Prematurity Awareness Month, FBLA-PBL National Community Service Day, Career Safe Online, NOYS – National Organization of Youth Safety or Lead4Change.)



Activity 3 (Required): Communications/Leadership

Prepare a 1-3 minute electronic presentation, movie, or podcast promoting FBLA. (Save a copy of the presentation, movie, or podcast).



Activity 4: FBLA Organization and National Programs

Design three new items for [FBLA MarketPlace](#).



Activity 5: Communications/Service Learning

Help your chapter organize and conduct an environmental service project, i.e., litter clean-up, donate energy efficient light bulbs to senior citizens, celebrate Earth Day, volunteer to help teachers “clear the clutter” and clean up their classrooms, sponsor a coloring contest (using an environmental picture) for elementary students after presenting a skit or presentation about the environment, etc. (Prepare a news release. Be sure to include a photo).



Activity 6: FBLA Organization and National Programs

Prepare a feature story with at least two photos about your local chapter's community service project for [Tomorrow's Business Leader](#), FBLA's national publication for members. (Save a copy).



Activity 7: Communications/Service Learning

Volunteer to be a teacher's aide during your study hall. (Prepare a summary about what you learned. Include a selfie of yourself and the teacher that you worked for. Save copies).



Activity 8: Service Learning

Volunteer at least 10 hours of service to a charity or service organization of your choice. (Track and save your hours on spreadsheet).



Activity 9: Service Learning/Communications

Research volunteer organizations or service businesses in or near your community (Big Brothers, Big Sisters, Habitat for Humanity, leadership groups, community colleges, AARP, senior centers, nursing homes, Kiwanis Clubs, Chamber of Commerce, Rotary Clubs, etc.) and prepare a proposal concerning partnering with them on a project. (Save a copy of the proposal).



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF LEADER AWARD ACTIVITIES

EDUCATION

Complete five (5) activities from this section. The first three (3) are required.



Activity 10 (Required): Marketing/Technology/FBLA Organization and Programs

Update your [Tallo](#) online leadership profile. (Click [here](#) for instructions as to what is included or added to your profile at this level).



Activity 11 (Required): Communications/Technology

Create a travel brochure and a movie or podcast (no more than one minute in length) about the NLC. Include the following information: facts about the city, how to get around, two panel spread (at least four places of interest—landmarks, attractions, etc.), historical information or a map, at least four photographs/images of the city, a brief FBLA NLC promo, and any other information for the traveler. (Save copies).



Activity 12 (Required): International Business

Create an electronic presentation or video on a foreign country of your choice (which will include an outline of your topic) to be presented at an FBLA meeting. Presentations must include: Name of country, country information, things to know before traveling, making appointments, business dress, addressing others, gift-giving, entertaining, etc. (Save a copy of the presentation and your outline).



Activity 13: Career Development/Entrepreneurship

Complete a half-day job shadow experience. (Complete the [job shadow form](#) and a [news release](#). Include at least one photo of you on the job site with the news release).



Activity 14: Technology/Information Processing

Design an environmental newsletter for chapter members. Include 'green' tips for students, information on 'green' chapter projects, an article on the importance of recycling, an article on Earth Day including the history of the day, an article on an important environmental issue, an article about the importance of saving the rainforest, and an article about an endangered species. You must include at least one graphic and at least one photo and at least two additional environmental or green articles of your choice.



Activity 15: Accounting

Take one of the [MBA Research](#) or Isograd [TOSA](#) certifications. (Save a copy of your certification certificate).



Activity 16: Marketing

Identify the different ways that businesses compete with one another. Present your findings in a chapter meeting or in a business class. Include how FBLA can use some of these ideas to promote the organization. (Prepare and save a 1-page memo to your local chapter adviser about your findings and post a photo of you presenting your findings and a brief description of what you learned on one of your chapter's social media outlets i.e. Instagram, YouTube, Facebook, Twitter, etc.)



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF LEADER AWARD ACTIVITIES

PROGRESS

Complete four (4) activities from the list below. Activity 17 and Activity 24 are required.



Activity 17 (Required): FBLA Organization and National Programs

Complete Membership Madness. [Go to Membership Madness Award](#) (There is a digital badge available for this for your Tallo Profile. Make sure to request your badge).



Activity 18: FBLA Organization and National Programs

Serve as a voting delegate at a district/regional, state, or national conference. (Take a selfie at the conference and post on one of your chapter's social media outlets with #FBLAVotingDelegate).



Activity 19: Communications

Prepare and present a workshop at a local meeting or state conference. Include evaluations for each participating. The topic must relate to leadership. (Prepare and save an outline of your workshop and copies of any presentations and/or handouts).



Activity 20: Communications

Write a letter to a government official about the benefits of FBLA.



Activity 21: Communications

Write a letter that secures a donation—i.e. chapter members attending the [National Leadership Conference](#), etc.—to attend the [National Leadership Conference](#), for a chapter scholarship, etc. (Save a copy of the letter).



Activity 22: Communications/Information Technology

Design an advertisement and a PSA promoting FBLA national competitive events program. (Save a copy).



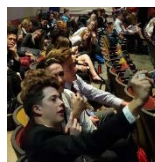
Activity 23: FBLA Organization and National Programs

Participate in a task that is assigned by your local chapter adviser.



Activity 24: (Required): Communications/Marketing

Recruit one (1) [Professional Division](#) member.



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF AMERICA AWARD ACTIVITIES

Members must complete 15 activities and must complete the Future, Business, and Leader levels to continue to the America level. The form must be submitted by the local adviser by **April 25**. Pins are presented at the National Leadership Conference (NLC).

SERVICE

Complete four (4) activities from this section. The first three (3) are required.



Activity 1 (Required): Communications/Information Technology

Complete the FBLA International Recruitment Project. You will use the country and the information that you compiled for the Leader Level.



Activity 2 (Required): Communications/Information Technology

Create an autobiographical scrapbook presentation (video or slide show) highlighting your life – this must include FBLA activities, community service activities, and demonstrate leadership skills.



Activity 3 (Required): Service Learning/Communications

Participate on a committee to plan a free enterprise project for elementary or junior high students. As part of this project, design a free enterprise board game or card game (i.e. bingo, etc.) to help students learn these concepts. Make sure to include a photo.



Activity 4: Service Learning/Communications

During FBLA-PBL Week, do something special for your local or state adviser for Adviser Appreciation Day. (Take a selfie with your adviser and post the photo on your chapter's Instagram, Facebook, or Twitter page with #We Appreciate Our FBLA Adviser).



Activity 5: Service Learning

Plan and participate in leadership project of your choice that is designed to help your local chapter recruit and retain members and that has been approved by your local chapter adviser. (Prepare and save a one-page memo to your adviser describing your project and what you learned).



Activity 6: Communications

Contact local businesses to find door prizes for members for drawings for local chapter meetings. (Prepare and save a copy of a letter asking businesses for donations).



Activity 7: Communications/Service Learning

Help your local chapter sponsor an environmental slogan contest and an environmental project of your choice for your school. (Prepare a [news release](#) with at least one photo).



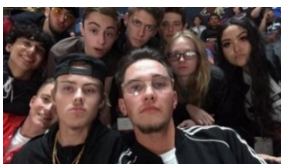
Activity 8: Communications

Work with your local chapter adviser to plan a special Power Lunch meeting with chapter members. Invite a guest speaker from business. (Prepare and save a copy of a program. Take a group selfie and post of one of your chapter's social media outlets with #Networking).



Activity 9: Communications

Help prepare a skit about financial literacy and present to middle level students. Plan a project where students use the information that you taught them. (Prepare a [news release](#) with at least one photo).



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF AMERICA AWARD ACTIVITIES

EDUCATION

Complete six (6) activities from this section. The first three (3) are required.



Activity 10 (Required): Information Technology

Go to one of the popular blog sites such as edublog.com or blogger.com and start your own blog using FBLA and leadership as topics. (Save a link to your blog).



Activity 11 (Required): Information Technology/Communications

Complete the E-Portfolio project by using TALLO profile. You must also include a sales pitch about yourself. Click on the link in the resource section below for additional details.



Activity 12 (Required): Informational Technology/Communications

Create a TBL Magazine cover and feature story about the upcoming NLC with at least three photos and two quotes for the spring issue of Tomorrow's Business Leader, FBLA's national magazine. Include at least one photo on the cover as well as a bulleted list of articles that are inside this edition. Check out the Conferences page on the FBLA-PBL web site to find out about the next NLC. (Save copies).



Activity 13: Communications/Social Media

Create a LinkedIn profile that includes your photograph (a headshot), a summary about you which includes a link to your autobiographical scrapbook, education background, job experiences, skills, honors, and awards. (Save a link to your profile).



Activity 14: Communications/Information Technology

Develop a FBLA game show, a FBLA music video, or a reality show about FBLA. Prepare a story board using electronic media such as video, YouTube, podcast, etc. (Save a copy of your game show, music video, or reality show).



Activity 15: Technology/Communications

Develop and post a video about how FBLA has helped you prepare for your future career. (Save a link to your video).



Activity 16: Communications

Plan and prepare a report for district/regional, state, or national competition (i.e., Business Plan, American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, or Partnership with Business Project.) Save a copy of the report.



Activity 17: Technology

Research virtual reality, artificial intelligence, and holographic entertainment worlds. Discuss how this technology will reshape economics and marketing and how FBLA can use some of this information in a two-three page report. (Save a copy of your report).



BUSINESS ACHIEVEMENT AWARDS (BAA)

PREVIEW OF AMERICA AWARD ACTIVITIES

PROGRESS

Complete five (5) activities from the list below. Activities 18, 19, and 27 are required.

- ☒ **Activity 18 (Required): FBLA National Organization and Programs**
Complete Membership Mania. [Go to Membership Mania Award](#). Don't forget to request your digital badge from [Tallo](#).
- ☒ **Activity 19 (Required): FBLA National Organization and Programs**
Secure a letter of recommendation about your leadership skills and why you are deserving of the America award from your local or state adviser. (Save a copy of the letter of recommendation).
- ☐ **Activity 20: Career Development/Business**
Complete the Etiquette quiz with a score of 92% or higher.
- ☐ **Activity 21: FBLA National Organization and Programs**
Participate in the [National Fall Leadership Conference](#). (Take a selfie of you and any of your members at the National Fall Leadership Conference and post on one of your chapter's social media outlets with #NFLC 2020).
- ☐ **Activity 22: FBLA National Organization and Programs**
Submit an application for the [FBLA Distinguished Business Leader Scholarship](#).
- ☐ **Activity 23: FBLA National Organization and Programs/Recruitment**
Help plan an activity for your local chapter in which you participate in a joint project or social event with an FBLA-Middle Level chapter. (Prepare a [news release](#)).
- ☐ **Activity 24: FBLA National Organization and Programs/Recruitment**
Visit at least one school that does not have an active FBLA chapter or FBLA-Middle Level chapter. Meet with school officials to encourage them to charter or reactivate a chapter. (Complete the [Good Neighbor entry form](#)).
- ☐ **Activity 25: Communications**
Invite a school administrator to a chapter meeting, a state meeting, or a state/national sponsored FBLA conference. (Take a selfie with the school administrator at the event. Save a copy of the photo and write a brief description of the event underneath the photo).
- ☐ **Activity 26: Communications/Marketing**
Make a personal visit to an elected official. Research and discuss [Perkins Funding](#). Take a photo with the official. (Post the photo on one of your chapter's social media outlets i.e. Twitter, Instagram, or Facebook with a brief description of the experience).
- ☒ **Activity 27 (Required): Communications/Marketing**
[Recruit](#) two (2) [Professional Division](#) members.



FBLA COMMUNITY SERVICE AWARDS (CSA)

The FBLA Community Service Awards (CSA) recognizes FBLA members for their extraordinary commitment to community service. It has three levels of recognition, based on the cumulative number of hours a member contributes to community service activities:

- CSA Community—50 hours
- CSA Service—200 hours
- CSA Achievement—500 hours

CSA hours are cumulative and build throughout an FBLA member's career.

Recognition for the FBLA CSA

The Community and Service award winners receive a certificate of recognition, which the local chapter adviser prints when a CSA is submitted. The CSA Achievement awards are presented at the National Leadership Conference (NLC).

How to Register and Submit Hours for the FBLA CSA

Chapter advisers must register their members for the Community Service Awards. Advisers will receive an email containing student login credentials. When a member logs enough hours to reach one of the CSA levels, the adviser must login to the CSAs' adviser area, review the member's hours and submit the Award.

Deadlines for the FBLA CSA

Community and Service awards must be submitted by **March 1**. Achievement awards must be submitted by **March 1**. Students may continue logging hours after the submission deadline. However, after the deadlines members cannot submit new community service hours until August 1 of the next school year.

Please direct all questions about the CSA program to membershipdir@fbla.org.

INSTRUCTIONS FOR ADVISERS

Registering Students:

- Log into your chapter membership record.
- Click on the National Programs button.
- To register students for any level of the CSA, Click on *View Students for CSA*.
- A list of your active and inactive students will be displayed (25 student record show on each page – click the page number at the top of the screen to go to additional pages).
- In order to register a student for any level of the CSA, the student must either have a pending membership order or be paid (inactive or active in the database).
- You will receive a URL to the student portal.
- Copy paste the URL and give it to your student. They will need this URL, their FBLA Membership ID (which is included by the URL), and your FBLA Chapter number (located on your membership record under account or in the box in the upper right hand corner in the adviser area) in order to login and track their progress.

FBLA COMMUNITY SERVICE AWARDS (CSA)

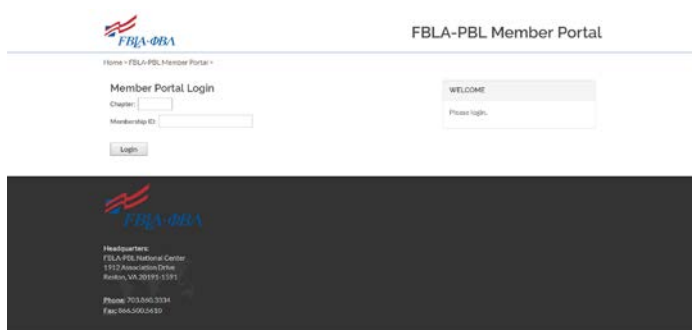
Reviewing Student Work:

1. Log into your chapter membership record.
2. Click on the Adviser Area (*Access web.fbla-pbl.org Adviser Area*).
3. Click on FBLA Community Service Awards-CSA Online.
4. Click on Review Award Registrations for the level that you want (i.e. Community Award).
5. Click on KEY/REVIEW to the left of the student name of the student you want to review.
6. Submit entry so that award is coded.

Instructions for Students:

1. Log into the [Student Portal](#)
 - Chapter Number
 - FBLA Membership Number
3. Select and work on your activities.
4. Upload your activities in the program.
5. Inform your adviser when you are done.

Student Login: <https://web.fbla-pbl.org/portal/default.asp?p=login>



2020 ONLINE TESTING TOURNAMENT

FBLA Arizona is excited to launch the 8th Annual Online Testing Tournament! This exciting opportunity allows FBLA members to test their knowledge, experience a collection of online tests and compete against other members in the state.

Who:

All Chapters and members are encouraged and invited to participate. The Online Testing Tournament is free for all members!

What:

The FBLA Online Testing Tournament encompasses some awesome opportunities.

First, it's online testing. During the two-month tournament, students have the opportunity to take as many online tests as they would like.

Second, it's an individual competition! Each event will have winners—first place through fifth place. The winners will receive a certificate and the winners list will be published at the conclusion of the tournament.

Third, it's a Chapter competition! The top three Chapters from each region will be recognized on stage at their respective Regional Conference. Additionally, the top three statewide Chapters will be recognized on stage at the State Leadership Conference in April. Top Chapters will be determined based on the point system below.

1 st Place	5 points
2 nd Place	4 points
3 rd Place	3 points
4 th Place	2 points
5 th Place	1 point

Where:

Online! For the Online Testing Tournament, the only requirement is that tests be taken in your school environment. We will follow the same proctor rules that we do for the State Leadership Conference. The adviser must complete the Online Testing Proctor Certification for each testing date. Failure to do so will result in disqualification. They may not be completed at home.



2020 ONLINE TESTING TOURNAMENT

Testing:

During the Online Testing Tournament, each and every test is taken as an individual – there are no collaborative or team events during the Online Testing Tournament. At the conclusion of the tournament, your adviser will receive your scores so that you determine which events you would like to compete in at the Regional and State Conferences.

When:

Registration will be accepted during the entire tournament. Testing will be open from 7:00 a.m. – 5:00 p.m. unless otherwise requested. The tournament will be open from October 1 – December 18, 2020.

Results will be available sometime during the third week of December. The following tests will be offered (additional tests may be added after the CPR Team meeting in August).

Accounting I	Introduction to Business
Accounting II	Communication
Advertising	Introduction to Business Procedures
Agribusiness	Introduction to FBLA
Banking & Financial Systems	Introduction to Financial Math
Business Calculations	Introduction to Information Technology
Business Communication	Introduction to Parliamentary
Business Law	Procedure
Computer Applications	Journalism
Computer Problem Solving	Management Decision Making
Cyber Security	Management Information Systems
Digital Photography	Marketing
Economics	Network Design
Entrepreneurship	Networking Concepts
Future Business Leader	Organizational Leadership
Global Business	Parliamentary Procedure
Health Care Administration	Personal Finance
Help Desk	Political Science
Hospitality Management	Securities & Investments
Insurance & Risk Management	Sports & Entertainment Management
Introduction to Business	Word Processing

Testing will launch on October 1.
Contact the State Office with any questions. Good luck!

FBLA ARIZONA CONFERENCES & EVENTS

Throughout the year, FBLA Arizona hosts conferences both in and out of state to enhance the leadership skills of its members and provide opportunities for competition.

Go to www.azfbla.org and click “Conferences” to see a full schedule of events along with additional helpful information!

Fall Leadership Experience

Due to COVID-19 this event has been changed to a virtual format. More information to come. Visit the AZFBLA website for more information.

- **Cost:** Based on students enrolled in your program
 - **5 to 20 - \$200**
 - **21 to 40 - \$400**
 - **41 to 60 - \$600**
 - **61 to 80 - \$800**
 - **81 to 100 - \$1000**
 - **101+ - \$1200**

Regional Conferences

Five Regional Conferences will be offered across the state: one for each of the five regions of FBLA Arizona. These conferences are held at college campuses across the state and allow members to experience the college campus life first-hand! At the conferences, members will network, attend workshops, and compete in over 60 competitive events.

One Middle Level Regional Competition will be offered for all middle level members at a college campus. At the conference, middle level members will network, attend workshops, and compete in over 20 competitive events.

These conferences are the first opportunities for competition during the FBLA year and are a great way for members to find the FBLA event that is suitable to their business and leadership skills. **Please see pages 2-3 to see what region your local chapter is listed in.**

The dates and locations for the 2021 Regional Conferences are:

Region 1 Conference – Eastern Arizona College – Thatcher, AZ – January 28, 2021

Region 2 Conference – ASU Polytechnic Campus – Mesa, AZ – February 6, 2021

Region 3 Conference – Grand Canyon University – January 16, 2021

Region 4 Conference – Arizona State University West, Glendale, AZ – January 23, 2021

Region 5 Conference – Arizona State University West, Glendale, AZ – January 30, 2021

Middle Level Competition – ASU Polytechnic Campus – Mesa, AZ – February 13, 2021

- **Cost:** \$25 – Student
\$0 – Working Advisers/Chaperone
\$10 – Non-Working Advisers/Chaperones
- **Registration:** Opens – November 30, 2021
Closes – January 8, 2021

FBLA ARIZONA CONFERENCES & EVENTS

State Leadership Conference (SLC)

The State Leadership Conference is held at the Westin La Paloma in Tucson, AZ in April. This conference is the culmination of a leadership-filled year of FBLA! We're expecting over 1,800 attendees as members participate in 60+ events, leadership development workshops, Arizona-only events, social activities, networking opportunities, plus much more! The top four winners from each event will also have the opportunity to represent Arizona at the National Leadership Conference in Anaheim, CA!

Highlights:

- Leadership Development workshops.
- Over 60+ competitive events.
- The Annual FBLA AZ Dance!
- BINGO!
- A "Dive-In" movie at the famous Westin La Paloma pool!
- World-class Hypnotist show.
- Plus, much more.

Cost:

- Conference registration is \$80 for high school student (includes t-shirt), \$55 for Middle Level Student (includes t-shirt), \$40 for Adviser (includes t-shirt), and \$0 for Chaperone/Guest (no T-shirt).
- Hotel rooms are \$165 per night plus tax and will hold up to four per room.
 - Room reservations will be handled directly through the Westin La Paloma via a link found at www.azfbla.org.

Important Dates:

- **February 1, 2021:** SLC Registration Opens
- **March 1, 2021:** SLC Online Testing Opens
- **March 17, 2021:** Skills Event Testing must be completed by 5:00 p.m.
- **March 18, 2021:** All SLC Prejudged Material/Awards Due –
Uploaded to Website by 5:00 p.m.
- **March 19, 2021:** SLC Registration Closes
- **April 2, 2021:** SLC Online Testing Closes
- **April 5-7, 2021:** State Leadership Conference

Key Information:

- **Dress Code:** Dress code will be strictly followed. Please refer to www.azfbla.org for the current FBLA dress code.
- **Advisers:** We will assign all advisers from each Chapter to assist with the facilitation of our competitive events.
- **Winners:** Top four in qualifying events attend the National Leadership Conference. Go to www.azfbla.org and click on Competitive Events.
- **Food:** Pre-purchased food packages will be available for sale through the registration website.

FBLA ARIZONA CONFERENCES & EVENTS

Important Dates:

- **February 1, 2021:** SLC Registration Opens
- **March 1, 2021:** SLC Online Testing Opens
- **March 17, 2021:** Skills Event Testing must be completed by 5:00 p.m.
- **March 18, 2021:** All SLC Prejudged Material/Awards Due – Uploaded to Website by 5:00 p.m.
- **March 19, 2021:** SLC Registration Closes
- **April 2, 2021:** SLC Online Testing Closes
- **April 5-7, 2021:** State Leadership Conference

Key Information:

- **Dress Code:** Dress code will be strictly followed. Please refer to www.azfbla.org for the current FBLA dress code.
- **Advisers:** We will assign all advisers from each Chapter to assist with the facilitation of our competitive events.
- **Winners:** Top four in qualifying events attend the National Leadership Conference. Go to www.azfbla.org and click on Competitive Events.
- **Food:** Pre-purchase food packages will be available for sale through the registration website.

National Leadership Conference (NLC)

FBLA members have the competitive edge as the best and brightest of FBLA who convene to compete in leadership events, share their successes, and learn new ideas about shaping their career future through workshops and exhibits. This conference is considered the pinnacle of the FBLA experience. Those who qualify in their competitive event at the State Leadership Conference will receive an automatic invitation to this conference though it is open to all members.

- **What:** National Leadership Conference (NLC)
- **When:** June 27 – July 2, 2021
- **Where:** Anaheim, CA
- **Who:** Top four in each NLC-qualifying event at the SLC.
- **Registration:** FBLA Arizona will have an NLC Package put together that will include lodging, activities, and meals. Those attending the NLC will have the option of purchasing this package or attending the conference completely on their own. More information will be posted on our website as it becomes available.
- **Highlights**
 - 13,000+ FBLA members and advisers!
 - Compete against the best of FBLA!
 - Explore Anaheim, CA!
 - Arizona-only activities!
 - Institute for Leaders!
 - It's FBLA at its best!
 - Leadership development and networking opportunities!

FBLA NATIONAL AWARDS PROGRAM COMMITTEE COMPETITIVE EVENT CHANGES FOR 2020-2021 (ANAHEIM NLC)

RETIRE EVENT:

Emerging Business Issues.

NEW EVENT:

Supply Chain Management--objective test, individual event.

Introduction to Event Planning--9th/10th grade event, individual/team event, preliminary round objective test, final round role-play for top 15 in objective test.

Social Media Strategies--individual/team event, topic posted on website, preliminary round presentation for all competitors at NLC.

MODIFICATION:

Hospitality Management: Change to Hospitality and Event Management--individual/team event, preliminary round objective test, final round role-play for top 15 in objective test.

Social Media Campaign: Change to Introduction to Social Media Strategy--9th/10th grade event, individual/team event, topic posted on website, preliminary round presentation for all competitors at NLC.

Sales Presentation: Will now be an individual/team event.

Digital Video Production and Public Service Announcement: These videos must be original content; competitors may not use previously published video clips in the videos they submit for competition.

Global Business: Change name of Networking Concepts to International Business.

Networking Concepts: Change name of Networking Concepts to Networking Infrastructures.



2020 FBLA NLC COMPETITIVE EVENT TOPICS

Some FBLA events allow you to begin working on them right away. Below are the topics for events that allow for early preparation. Successful Chapters can turn these events into assignments for their business and IT classes. Students that enter these events have a greater chance at placing as these events typically receive the fewest entries. Refer to your new Chapter Management Handbook for additional information regarding the events and visit www.azfbla.org and click on “Resources” then “Competitive Events” for more information.

3-D Animation

Often, members’ lives have been changed because of their involvement in FBLA. Create a 3-D animation video that describes how FBLA has impacted them for the future. Cite at least two testimonials or quotes from current or past FBLA members.

Broadcast Journalism

You and/or your team are a part of your school’s broadcast team. Deliver a **LIVE** broadcast event that includes the following:

- Teacher spotlight
- Local community event
- A unique story about your school; include history and/or statistics about your school

Business Ethics

Social media companies often utilize personal information and collect data from their users. Anti-trust laws are designed to protect consumers and encourage free enterprise. Have these companies become too intrusive, and do they now fall under anti-trust law considerations?

Business Financial Plan

Create a Business Financial Plan for a new school store/school-based enterprise. You need to identify a specific objective for the store (i.e. to fund/promote a specific club, organization, program, event, or cause). The new store should be specifically targeted for your school or campus and demographics. The Business Financial Plan should include but is not limited to equipment, inventory, facilities, and operations management.

Coding and Programming

Develop an original computer program to randomly generate a five-question FBLA quiz from a database. The program must complete a minimum of the following tasks:

- Have at least 50 questions in the database with the ability to see correct answers
- Include at least 4 types of questions (i.e. multiple choice, T/F, fill-in-the-blank, matching, and dropdown, etc.).
- Inform the user which questions were correctly answered
- Calculate the total correct on the five-question quiz
- Generate a printable report on quiz results
- Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON, or XML files.
- All data entry must be validated with appropriate user notifications and error messages including the use of required fields.

Computer Game & Simulation Programming

Create an original game designed around a puzzle concept.

- The game should be a standalone and executable game
- The game should contain a scoreboard
- The game should contain a leaderboard and celebratory messages
- The game should have a minimum of three levels
- The game should have lives
- The game should have an instructional display

2020 FBLA NLC COMPETITIVE EVENT TOPICS

Digital Video Production

Create a video promoting your school to the community. The video should include co-curricular, extra-curricular organizations, and points of pride. All video content must be original.

E-Business

Create an E-Business website for a new school store/school-based enterprise at your school that will also do business online. The new store should specifically address the demographics of the community. The site should include:

- Store name and logo
- Items for sale, including pictures and descriptions
- Purchasing and delivery/pick up information
- A shopping cart
- Social media links

Graphic Design

You have been hired by your chamber of commerce to present a new sports team proposal to the city council. The informational presentation should include a name, slogan, logo, and colors. Three unique branded promotional items should be developed for the presentation.

Introduction to Business Presentation

Prepare a presentation discussing how social media posts will affect career opportunities, the opportunity to be accepted into a higher education institution, or how it affects one's future in general.

Introduction to Social Media Strategy

Develop a social media strategy or campaign to increase engagement and presence for career and technical education (CTE), school district, or local government entity. *No new social media account(s) should be created for the campaign without written consent from the entity.

Mobile Application Development

Create the next NEW professional social media app (i.e. LinkedIn, Tallo, etc.). The app must be rated for all ages.

Public Service Announcement

Create a public service announcement for your school and community on the health risks of vaping. All video content must be original.

Publication Design

Create publications for a monthly subscription service (Apple Music, Netflix, Dollar Shave Club, Hello Fresh, etc). The service must be an original idea that is not currently on the market. Include different types of printable, online, or direct mailing promotional materials. Create three unique publications or promotional materials.

Social Media Strategies

Develop long-term branding strategies to increase awareness and membership engagement for your local or state FBLA chapter using multiple social media platforms. *No new social media account(s) should be created for the campaign without written consent from the entity.

Website Design

Create a website for a new photographer. The website must include:

- Photographer name, photo, and bio
- Portfolio (previous work)
- Ability to book and schedule an appointment
- Ability to view package options and pricing
- Social media links

2020-21 Arizona FBLA Competitive Event List-Regionals-3 events MAX

Step 1: Select UP TO THREE objective tests. Tests are an individual competition. Regionals has onsite testing.

	Grades 9 and 10 only	Grades 9 - 12
Objective Test (75 %s; 45 min for regionals-On Site Testing)	<p>Introduction to Business</p> <p>Introduction to Business Communication</p> <p>Introduction to Business Procedures</p> <p>Introduction to FBLA</p> <p>Introduction to Financial Math</p> <p>Introduction to Information Technology</p> <p>Introduction to Parliamentary Procedures</p>	<p>Accounting I</p> <p>Accounting II</p> <p>Advertising</p> <p>Agribusiness</p> <p>Business Calculations</p> <p>Business Communications</p> <p>Business Law</p> <p>Computer Problem Solving</p> <p>Cyber Security</p> <p>Digital Photography</p> <p>Economics</p> <p>Health Care Administration</p> <p>Insurance & Risk Management</p> <p>Journalism</p> <p>Networking Infrastructures</p> <p>Organizational Leadership</p> <p>Personal Finance</p> <p>Political Science</p> <p>Securities & Investments</p> <p>Supply Chain Management</p>

Step 2: In place of 1 written test, you can compete in 1 Skill Event, but can't do more than 1 test from this category. Skill event materials must be submitted prior to Regionals. Skill Test at Regionals.

Skill Event	<p>Skill Event (85%) + Test (15%)</p> <p>Computer Applications **</p> <p>Word Processing **</p>
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Step 3: Without going over the Max of 3 events, you can pick TWO performance events, but can't be from same Quad.

	Individual – QUAD A	Team – QUAD B
Performance	<p>Client Service *</p> <p>Coding and Programming **~</p> <p>Digital Photo: Professional Business Portraits**~</p> <p>Electronic Career Portfolio **~</p> <p>Impromptu Speaking ~</p> <p>Job Interview **</p> <p>Public Speaking *</p> <p><u>Grades 9 and 10 only:</u></p> <p>Introduction to Public Speaking**~</p>	<p><u>Team of 1-3 students:</u></p> <p>Broadcast Journalism**~</p> <p>Business Ethics **~</p> <p>Computer Game & Simulation Programming**~</p> <p>Digital Photo: Commercial Photography Portfolio**~</p> <p>Digital Video Production **~</p> <p>E-Business **~</p> <p>Graphic Design **~</p> <p>Publication Design **~</p> <p>Public Service Announcement **~</p> <p>Sales Presentation **~</p> <p>Social Media Strategies**~</p> <p>Website Design **~</p> <p><u>Grades 9 and 10 only: Team of 1-3 students:</u></p> <p>Introduction to Business Presentation **~</p> <p>Introduction to Social Media Strategy**~</p>
Performance (100%) Test-OPTIONAL	<p>Individual – QUAD C</p> <p>Future Business Leader **</p> <p>Help Desk #</p>	<p>Team – QUAD D</p> <p><u>Team of 1-3 students:</u></p> <p>Banking and Financial Systems #</p> <p>Entrepreneurship #</p> <p>Hospitality and Event Management #</p> <p>International Business #</p> <p>Management Info Systems #</p> <p>Marketing #</p> <p>Network Design #</p> <p>Sports and Entertainment Management #</p> <p><u>Grades 9 and 10 only: Team of 1-3 students:</u></p> <p>Introduction to Event Planning#</p> <p><u>Team of 4-5 students:</u></p> <p>Parliamentary Procedures ~</p>

+ prepared prior to competition / *topic provided annually / ~ presentation / # role play / *submission prior to Regionals

Team tests are completed collaboratively by team members

Highlights indicate changes made for 2020-21 competitive events year.

New National Event for 20-21

Step 4: In addition, you can compete in CHAPTER EVENTS. These events are not part of the Student's Event Limit.

Arizona Only Events (non-qualifying for NLC)

Battle of the Chapters
Business Graphics
Chapter Sign

Please note the chapter limits per EVENT based on Conference Registration-NOT Membership.

Teams/Individuals going over limits will be disqualified.

Conference Student Attendees	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
QUAD A & C (each quad)	2	3	4	5	6	7	8	9
QUAD B & D (each quad)	1	2	3	4	5	6	7	8

Read about events & view sample materials online:

AZFBLA - <https://www.azfbla.org/competitive-events>

National FBLA Division - <https://www.fbla-pbl.org/fbla/competitive-events/>

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

(Updated: 6-18-20)

2020-21 Arizona FBLA Competitive Event List

STATE LEADERSHIP CONFERENCE (SLC)-5 Events Max Per Student

Step 1: Select UP TO THREE objective tests. Tests are an individual competition. Testing is prior to SLC.

	Grades 9 and 10 only-Objective Tests	Grades 9 – 12-Objective Tests
Objective Test (100 ?s; 60 min for SLC-Pre-submitted)	<p>Introduction to Business</p> <p>Introduction to Business Communication</p> <p>Introduction to Business Procedures</p> <p>Introduction to FBLA</p> <p>Introduction to Financial Math</p> <p>Introduction to Information Technology</p> <p>Introduction to Parliamentary Procedures</p>	<p>Accounting I</p> <p>Accounting II</p> <p>Advertising</p> <p>Agribusiness</p> <p>Business Calculations</p> <p>Business Communications</p> <p>Business Law</p> <p>Computer Problem Solving</p> <p>Cyber Security</p> <p>Digital Photography</p> <p>Economics</p> <p>Health Care Administration</p> <p>Insurance & Risk Management</p> <p>Journalism</p> <p>Networking Infrastructures</p> <p>Organizational Leadership</p> <p>Personal Finance</p> <p>Political Science</p> <p>Securities & Investments</p> <p>Supply Chain Management</p>

Step 2: In place of 1 written test, you can compete in 1 Skill Event, but can't do more than 1 skill test. **Skill Production will be completed at SLC;** written test will be done before SLC. See AZFBLA website for all information about testing and production at SLC.

Skill Event	<p>Skill Event (85%) + Test (15%)</p> <p>Computer Applications **</p> <p>Database Design & Applications **</p> <p>Spreadsheet Applications **</p> <p>Word Processing **</p>
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Step 3: Without going over your Max of 5 events, you can pick TWO performance events, but can't be from same Quad.

	Individual – QUAD A	Team – QUAD B
Performance	<p>Client Service #</p> <p>Coding and Programming ^A~</p> <p>Digital Photo: Professional Business Portraits*~*</p> <p>Electronic Career Portfolio ^~</p> <p>Impromptu Speaking ~</p> <p>Job Interview *#*</p> <p>Public Speaking *</p> <p><u>Grades 9 and 10 only:</u></p> <p>Introduction to Public Speaking*~</p>	<p><u>Team of 1-3 students:</u></p> <p>3D Animation ^A~</p> <p>Broadcast Journalism*^A~</p> <p>Business Ethics ^A~</p> <p>Business Financial Plan ^A~</p> <p>Business Plan **~</p> <p>Computer Game & Simulation Programming*^A~</p> <p>Digital Photo: Commercial Photography Portfolio*~*</p> <p>Digital Video Production ^A*~</p> <p>E-Business ^A~</p> <p>Graphic Design ^A~</p> <p>Mobile Application Development ^A~</p> <p>Publication Design ^A~</p> <p>Public Service Announcement ^A</p> <p>Sales Presentation*~</p> <p>Social Media Strategies ^A~</p> <p>Website Design ^A~</p> <p><u>Grades 9 and 10 only: Team of 1-3 students:</u></p> <p>Introduction to Business Presentation ^A~</p> <p>Introduction to Social Media Strategy ^A~</p>
Performance (40%) + Test (60%)	<p>Individual – QUAD C</p> <p>Future Business Leader *#*</p> <p>Help Desk #</p>	<p>Team – QUAD D</p> <p><u>Team of 1-3 students:</u></p> <p>Banking and Financial Systems #</p> <p>Entrepreneurship #</p> <p>Hospitality and Event Management #</p> <p>International Business #</p> <p>Management Info Systems #</p> <p>Marketing #</p> <p>Network Design #</p> <p>Sports and Entertainment Management #</p> <p><u>Grades 9 and 10 only: Team of 1-3 students:</u></p> <p>Introduction to Event Planning #</p> <p><u>Team of 4-5 students:</u></p> <p>Parliamentary Procedures ~</p>

Please note the chapter limits per EVENT. Teams/Individuals going over limits will be disqualified.

Conference Student Attendees	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
QUAD A & C (# from each quad)	2	3	4	5	6	7	8	9
QUAD B & D (# from each quad)	1	2	3	4	5	6	7	8

Step 4: Students can compete in National CHAPTER EVENTS. These events count as part of the Student's Event Limit. All Chapter Reports will present at SLC.

<p>NLC Qualifying Events American Enterprise Project +*~ Community Service Project +*~ Local Chapter Annual Business Report +*~ Partnership with Business +*~</p>
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Step 5: Students can compete in CHAPTER EVENTS. These events are not part of the Student's Event Limit.

<p>Arizona Only Events (non-qualifying for NLC) Arizona Business Leadership Empowerment (ABLE) Battle of the Chapters Business Graphics Chapter Scrapbook Professionally Printed+ Chapter Scrapbook Traditional+ Chapter Awards Program +* Chapter Shirt Chapter Sign</p>
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Step 6: The Specialty Events below do not take place at SLC and do not impact event limits, recognized only at NLC.

Life Smarts	<div><h1>LifeSmarts</h1><p>Learn it. Live it.</p></div> <p>LifeSmarts is an interactive consumer literacy education program that teaches students the skills they need to be consumer savvy in today's marketplace. The LifeSmarts competitive event encourages FBLA members to learn about economics, personal finance and consumer issues. Two Challenges periods are offered during the school year. Round 1 takes place in the fall, and Round 2 is in January/February.</p> <p>http://lifesmarts.org/coaches/new-coaches-fbla/fbla-lifesmarts-competitive-event/</p>
Virtual Business	<div><div><p>VB CHALLENGE MANAGEMENT</p></div><div><p>VB CHALLENGE PERSONAL FINANCE</p></div></div> <p>The FBLA Virtual Business Management Challenge encourages FBLA members to test their skills at managing either a bicycle manufacturing business or a blue jeans manufacturing business. Students will be limited as to which concepts they are able to control during each of the qualifying rounds. What participants control will include various combinations of the following concepts: recruiting/hiring/supervising employees, risk management, organizing floor layouts, bidding on orders and more. For each round, teams will be ranked based on their business' cumulative profit after running the simulation for six virtual months.</p> <p>The Virtual Business Personal Finance Challenge encourages FBLA members to test their financial literacy skills. Participating teams will be making personal finance decisions for a simulated person. The concepts students will be managing include opening bank accounts, paying bills, filing taxes, applying for jobs, enrolling in educational courses, paying for goods, applying for credit cards, determining schedules, budgeting, and more. For each round, teams will be ranked based their person's net worth after running the simulation for two virtual years.</p> <p>For more information and to compete, go online to: http://vbc.knowledgematters.com/fbla/</p>

<p>* prepared prior to competition / *topic provided annually / ~ presentation / # role play / *submission prior to SLC / ~ Top teams from pre-submission will present at SLC Team tests are completed collaboratively by team members Highlights indicate changes made for 2020-21 competitive events year. New National Events added for 2020-21. New event for Arizona (non-NLC Qualifier) for 2020-21. Retired Event for 20-21: Emerging Business Issues NOTE New for NLC-no Super Teams, all team members competing at NLC MUST be from the same school</p>

Read about events & view sample materials online:
AZFBLA - <https://www.azfbla.org/competitive-events>
National FBLA Division - <https://www.fbla-pbl.org/fbla/competitive-events/>
National FBLA Middle Level Division - <https://www.fbla-pbl.org/middle-level/competitive-events/>
(Updated: 6-10-2020)

FBLA ARIZONA GOVERNING BODIES & STAFF

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Board Elect-Chair – Laurie Ulrich
Past Chair – Debbie Cross
Board Secretary – Sue Turner
Board Treasurer – Debbie Cross
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FBLA Region Rep. – Tamara Melton
FBLA Region Rep. – Gregg Pelka
FBLA Region Rep. – Sue Turner
FBLA Middle Level Rep. – Brandon Le Blanc
PBL Local Chapter Adviser Rep. – Linda Friedel
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Industry Rep. – Steve Gonzalez
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Industry Rep. – Laurie Ulrich
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PBL State Adviser – Mike Manion
PBL State President – Josephine Vidal
PBL Local Chapter Adviser – Linda Friedel
Professional Division State Adviser – Debbie Cross
Professional Division State President – Donald Sheldon
ADE – Julie Ellis
ADE – Tracy Rexroat
ADE – Elena Sobampo

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VP of Media Relations – Kianna Bungard
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FBLA Adviser – Jeffrey Baker
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FBLA Adviser – Tiffany Kurtz
FBLA Adviser – Brandon LeBlanc
FBLA Adviser – Gregg Pelka
FBLA Adviser – Jennifer Piercy
FBLA Adviser – Mona Rutherford
FBLA Adviser – Donald Sheldon
FBLA Adviser – Brian Snow
FBLA Adviser – Jeff Sweet
CTSO State Director – Julie Ellis
FBLA State Adviser – Missey Boucher-Goodman
FBLA State Staff – Lupita Simbron
Retired FBLA Adviser – Debbie Cross

FBLA Arizona Staff

CTSO State Director – Julie Ellis
FBLA State Adviser – Missey Boucher-Goodman
Program Specialist Business & Marketing Education – Elena Sobampo
Program Specialist IT Education – Tracy Rexroat
Assistant to the State Adviser – Lupita Simbron
CTSO Program Project Specialist – Alvin Todd

Contact Information

Missey Boucher-Goodman – State Adviser

Phone: 520.364.2339

Fax: 602.364.4035

Email: Missey.Boucher-Goodman@azed.gov

Mailing:

1535 West Jefferson Street, Bin 42
Phoenix, AZ 85007

Physical (Mail not deliverable here):

3300 North Central Avenue, 16th floor
Phoenix, AZ 85012





National Dress Code

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

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 stated in the conference program.

Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Dress for Success



ACCEPTABLE

- Business suit with:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Dress pants or skirt with:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Business dress
- Blazer with dress pants and:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Dress shoes/dress boots

UNACCEPTABLE

- Jewelry in visible body piercing, other than ears
- Denim or flannel clothing of any kind
- Shorts
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Boat shoes
- Any canvas or fabric shoes
- Hats
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

No dress code can cover all contingencies, so FBLA-PBL 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 or state adviser.

No dress code can cover all contingencies, so FBLA-PBL 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 or state adviser.

FBLA NATIONAL LEADERSHIP CONFERENCE PRESS RELEASE

FBLA Arizona did not attend the State Leadership Conference this year due to the cancellation of our State Leadership Conference and the COVID-19 pandemic. However, we were recognized for the following National Achievements this year.

Congratulations to our Arizona Members and Chapters for these accomplishments

Event

Big Ten Chapter
Largest Local Chapter Membership
Market Share
FBLA Connect Ten
Largest State Chapter Membership PD
Largest State Membership (Western Region)
State Recruitment of Chapters
Most BAA Submissions (Region/Nation)

Place/Participant

9th Nogales High School
2nd Nogales High School
1st Valley Union High School
3rd FBLA Arizona
2nd FBLA Arizona
1st FBLA Arizona
1st FBLA Arizona
1st FBLA Arizona

Virtual Business Challenge Management and Finance

The JoeMo
Big Juicy Lemons
Somin Park
Subeen Park

VBC – Finance Sunnyslope High School
VBC – Finance Apollo High School
VBC – Management Mountain Point High School
VBC – Management Mountain Point High School

Super Sweeps

Estrella Foothills High School
Sandra Day O'Conner High School
Wickenburg High School

Gold Seal Chapters

Estrella Foothills High School
El Captain High School
Metro Tech High School
Sunnyslope High School
Poston Butte High School
San Tan Foothills High School
Lake Havasu High School
Valley Union High School
Youngker High School - Business
Wickenburg High School

Non-Stop November

Sunnyslope High School

Action Awareness

Sandra Day O'Conner
Sunnyslope High School

FBLA Chapter Challenges

Sunnyslope High School

Who's Who

Rex Dacoco

Local Outstanding Chapter Adviser

Laura Denny



CSA's Achievement

Ryan Dickner
Sankia Naik
Simon Suminiski
Stephanie Uriostegui
Fernandez
Susan Papadopoulos
Taitem Petersen
Tate Coggins
Taylor Stills
Tompson Young
Treyton Williams
Tristen Sextro
Tuesday Thompson
Vedika Tripathi
Victoria Armijo

Wendy Gomez Ortiz
Alan Serrano
Alveto Marmolejo
Amelia Brackett
Ananise Toth
Ava Gitsch
Brana Enriquez
Carlos Exparza
Damallanty Maduena
Daniel Quintero-Saldana
Danny Smith
Felicity Cauthen
Geneva Raber
Hallie Santos
Haylee Schultz

Hayley Bartrel
Henry Calkins
Isidro Rodriguez Santana
Issac Valenzuela
James Clay
Jared Guthrie
Jonathan Pursley
Julian Acevedo
Kaylee Goodwin
Kianna Bungard
Lily Deaskin
Logan Goulette
Logan Goulette – Morse
Lorena Calderon
Luis Angel Manriquez

Lyndsy Skeels
Madison McBride
Madison Placencio
Mario Piccirilli
Mark-Anthony Niro
Mason Anway
Micheal Brown
Natalie Mandujano
Olivia Shippy
Pitika Ravindran
Rose Ampadu-Slaw
Roshni Patel
Roxana Del Toro Miranda

BAA's America

Amelia Brackett
Camille McKillip
Jacquelyn Mitchell
Jordan Yee

Mark Anthony Niro
Michael Hummel
Patrick Bontrager
Rex Dacoco

Madison Placencio
Emily Crothers
Victoria Armijo

2020-2021 STATE OFFICER TEAM



ALAN SERRANO

Tolleson Union High School

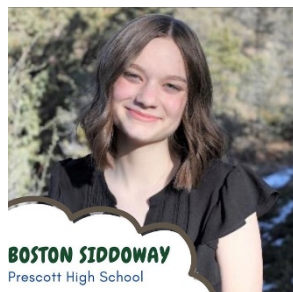
PRESIDENT



AMELIA BRACKETT

Lee Williams High School

EXECUTIVE VICE PRESIDENT



BOSTON SIDDOWAY

Prescott High School

VP OF MIDDLE LEVEL
DEVELOPMENT



COLLEEN GATELY

Vail Academy and High
School

VP OF LEADERSHIP
DEVELOPMENT



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Florence High School

VP of Communication



JASMYN NORIEGA

Tucson High School

VP OF PUBLIC RELATIONS



KIANNA BUNGARD

Wickenburg High School

VP OF MEDIA RELATIONS



LOGAN GOULETTE

Centennial High School

VP OF FINANCE



LORENA CALDERON

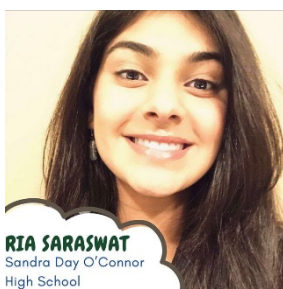
Metro Tech High School

VP OF COMMUNITY SERVICE

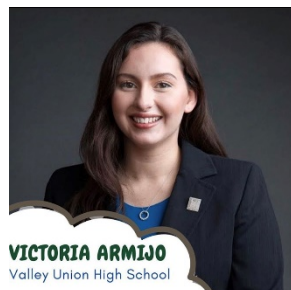
2020-2021 STATE OFFICER TEAM



VP OF ALUMNI



VP OF CHAPTER DEVELOPMENT



VP OF STATE & NATIONAL
PROGRAMS



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