



**TO:** FBLA Advisers

**FROM:** Kelly Todd, Arkansas FBLA Finance Director  
Morgan Ruff, FBLA State Adviser

**DATE:** February 12, 2024

**SUBJECT:** 2024 Arkansas FBLA Middle School Division State Leadership Conference  
April 29, 2024, Little Rock

The Arkansas Middle Level State Leadership Conference will be held April 29, 2024, in Little Rock. Join Arkansas FBLA advisers from across the state to:

- Take part in an interactive session with the fabulous speaker – TBD
- Hear from a National Officer (Which Officer TBD)
- Participate in competitive events
- Cheer on all competitive award winners!

Mark your calendars and plan to attend! This packet has all the information you will need to register members for the conference, enter competitors in events, etc. Please refer to the individual handouts for additional information.

## Deadlines to Remember

### **All Information MUST BE RECEIVED in the State Office by the Deadline**

DATE	✓	ITEM AND INSTRUCTIONS
February 14 <sup>th</sup> -28 <sup>th</sup>		Middle School Division Conference Registration window opens
March 8 <sup>th</sup>		All forms should be <b>uploaded</b> to Blue Panda
March 4 <sup>th</sup> -15 <sup>th</sup>		Online testing window.
March 20 <sup>th</sup>		All registration payments must be received at the address listed in this packet on page 4.

# Contents

Deadlines to Remember.....	1
Contents .....	2
Conference Overview.....	3
Conference Packet Pick Up.....	3
Name Badges .....	3
Conference Conduct Guidelines.....	<b>Error! Bookmark not defined.</b>
Conference Schedule.....	3
Advisers' Assignment Sheet.....	3
Student/Adviser Assignment .....	3
Conference Dress Code.....	3
Infractions of the Conduct Rules .....	4
Public Etiquette .....	4
Registration Information .....	4
Registration Fee.....	4
Competitive Event Information.....	5
Competitive Event Information .....	5
School-Site Online Objective Testing Events .....	5
Outstanding Chapter Awards .....	5
Conference Agreement Form .....	6
Conduct Rules and Regulations .....	7
Special Needs Form .....	8
Outstanding Chapter Award of Merit .....	9
Tentative Schedule.....	10
Arkansas FBLA-PBL Dress Code .....	11
In This Packet Review Page.....	12

## Conference Overview

**Conference Packet Pick Up** – Packet pick up will be in the **foyer area of the Marriott Hotel – 2<sup>nd</sup> Level** on Monday from 7:00 – 8:30 a.m. The adviser responsible for the delegation must come to this area to pick-up registration materials. **DO NOT BRING YOUR ENTIRE DELEGATION TO THE REGISTRATION AREA.**

**Name Badges** – Because of security concerns, name badges **must** be worn to gain admittance to any activity. Students, advisers, and guests must all have name badges to enter workshops, general sessions, and competitive events. **It is imperative that all guests who are attending with your delegation be registered.** There will be people stationed at the doors of the conference, competitive events, and awards ceremony to check for name badges. However, caution students not to wear their name badges when leaving the conference area to go downtown or to one of the restaurants in the area.

**Conference Conduct Guidelines** – In order for a conference of this size to run smoothly and to be effective, guidelines must be established and followed. Carefully read the Conduct Rules on page 9. This document should be duplicated and distributed to each delegate and their parents or guardians. By registering your students in Blue Panda and submitting the registration you and your students are agreeing to follow the rule and accept the consequences if they do not follow the guidelines.

**Conference Schedule** – A tentative conference schedule is included with this packet. A detailed copy of the workshop schedule and any changes in the conference schedule will be distributed closer to the conference. **Check your conference program or the conference app on the first day of the conference for the official schedule that will include any changes in times and/or room assignments.**

**Advisers' Assignment Sheet** – An adviser's assignment sheet for administering the state competitive events program will be e-mailed to the Business and Marketing listserv after the conference registration deadline. All advisers need to help to have a successful competitive events program at the state conference. **If you are unable to complete your adviser assignment, it is your responsibility to find your replacement.** The competitive events program is offered for the benefit of your students; therefore, your help is necessary. This year there will be an Adviser's Briefing before the competitive event time. Advisers will be notified of the time and room. Please be present for the briefing so that we can determine if anyone is missing. Please make sure you are on time for the briefing and that you know the competitive event where you will be working. After the briefing, please make your way to your event. "No shows" at assigned events puts a hardship on other advisers and the students. It also causes delays in the performances and judging. District coordinators may also contact you regarding your assignment.

**Student/Adviser Assignment** – For every ten (10) students, there must be one adult chaperone. Chaperones may be teachers, parents, bus drivers, etc., as long as they accept full responsibility for ten (10) students. These adult chaperones should know the names and hotel room numbers of the students for which they are responsible. Advisers and adult chaperones must assume full responsibility for the conduct and activities of their delegates during the conference.

**Conference Dress Code** – Please be sure your students and parents have copies of the state dress code. We will be enforcing the [national dress code](#) during the conference. Business attire (as defined by the dress code document at the end of this packet) is required for the conference, competitive events, and awards ceremony. **Students not in dress code will not be allowed on stage.**

**Please remind students that professional dress is very conservative. They should dress as if they are going to a job or college interview. If there is any question as to whether a dress/skirt is too short, err on the side of caution and do not wear it.**

**Infractions of the Conduct Rules** – Please remind your students that there are other guests in the hotels and ask them to respect other guests' rights. Please, no running, shouting, or door slamming in the hotel hallways. Security guards will be on duty at all hotels. Students creating disturbances or creating problems in the hotel will be escorted to their adviser by security personnel. Serious infractions of the conduct rules by a student could result in the student's parents and the school administrator being called, and the student sent home from the conference.

**Public Etiquette** – Remind your students they are ambassadors of the FBLA organization. We want to make sure that each person associated with FBLA upholds the integrity of the organization and stays respectful when shopping, eating, or traveling around Little Rock.

## Registration Information

**Registration Fee** – The conference registration fee is **\$35** and includes a T-shirt for FBLA attendees. Registration must be completed no later than **February 28<sup>th</sup>**. **No late registration will be accepted after February 28<sup>th</sup>**. The deadline for payments to be made is **March 20**. All checks should be made payable to Arkansas Middle Level FBLA and sent to:

**Arkansas FBLA  
Middle Level  
PO Box 609  
Paris, AR 72855**

Please include a copy of your invoice in remittance. All Fees and National/State Dues must be paid prior to the conference in order for competitors to be eligible to compete. Be sure to keep a copy for your records. Send school checks or money orders only – **NO PERSONAL CHECKS ACCEPTED**. There will be no registration refunds.

**Register conference attendees and competitors at the following website:**

[Blue Panda \(bluepanda.com\)](http://bluepanda.com)

### Items of Note:

- ALL delegates, advisers, guests and chaperones attending the conference must pay a registration fee even though they may not be able to attend all functions. If the bus driver is considered a chaperone, please register them as a guest.
- The student/adviser ratio for all FBLA state events is 10/1.
- All competitors must pay a registration fee, even if they do not attend the conference.
- Competitors that have already qualified for competition at the district conferences **must register for state competition by the registration deadlines**.
- Competitor name badges will be included in chapter packets. These must be worn by all attendees and competitors to gain access to the conference and the individual competitive events.
- Advisers will be notified if competitors do not show for their competitions
- **Students not meeting the dress code will not be allowed on stage.**

**If there is any trouble with registration, please contact:**

Morgan Ruff: [morgan.ruff@ade.arkansas.gov](mailto:morgan.ruff@ade.arkansas.gov)

or

Dr. Kelley Todd: [ktodd1@atu.edu](mailto:ktodd1@atu.edu)

# Competitive Events

## Competitive Event Information

The following are the Performance/Presentation competitive events for Arkansas Middle Level FBLA:

### Top 3 from District Conferences:

- Business Ethics (Top 10 Test Scores Present) Career Research
- Elevator Speech FBLA Mission & Pledge
- Multimedia & Website Development

### State Only Events

- Annual Chapter Activities Community Service Presentation
- Critical Thinking Exploring Business Issues
- Marketing Mix Challenge Video Game Challenge

The following are the Objective competitive events for Arkansas Middle Level FBLA:

### Top 5 from District Conferences:

- Business Etiquette FBLA Concepts
- Career Exploration Financial Literacy
- Digital Citizenship Interpersonal Communications
- Exploring Computer Science Leadership
- Exploring Economics Learning Strategies
- Exploring Technology Running an Effective Meeting
- Business Ethics

### School-Site Online Objective Testing Events – Contestants (5 Finalists from each district) in all

State objective tests will be required to retest for SLC, and the online objective test will be administered at the school site. Advisers must furnish proctor name, email address, and phone number when registering. The test proctor will be given a site to print testing tickets and rosters.

- Failure to take the STATE online objective test will disqualify the competitor.

#### REMINDER:

- Test proctors must be school employees.
- Proctors cannot be FBLA advisers, business education faculty members (senior or junior high), or student teachers.
- Advisers and/or members of the business education faculty are not allowed to view the test. Advisers, make sure your test proctors receive the tests and understand that they must read and carefully follow the instructions that are sent with the tests.

**Outstanding Middle Level Awards** – All outstanding Middle Level award nominations must be submitted on Blue Panda by March 8. All information regarding the Outstanding Middle Level Awards can be found in the Arkansas Middle Level Handbook on the Arkansas FBLA [website](#) on pages 29 – 32. Each District Winner will resubmit to compete at state.

### Conference Agreement Form

“I have read the conditions of attendance or participation at the FBLA State Leadership Conference, understand them, and agree to refrain from any infraction of these rules and conditions. I understand an infraction of the conduct rules may result in the forfeiture of all individual rights and privileges. I further understand that serious infractions could result in my being sent home at my own expense. I further agree to attend all the meetings of the conference and **to comply by the new Arkansas State Dress Code.**”

**Attendee Signatures (attach additional sheets if necessary):**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Approved by:**

\_\_\_\_\_  
Signature of School Superintendent or Principal

\_\_\_\_\_  
Signature of FBLA Chapter Adviser

\_\_\_\_\_  
Name of Local Chapter

**NOTE:** Serious infractions of conduct rules could result in parents and/or school officials being notified, and students being sent home at their own expense.

**FBLA Headquarters – TBD**  
**(Headquarters only accessible to state staff and District Coordinators)**

**Arkansas Middle Level FBLA**  
**Tentative Schedule of Events**  
(Could Change Based of the Number of Entries)

April 29, 2024

7:30 AM – 4:00PM Marriott – 2<sup>nd</sup> Level Rooms TBD

Conference packet pick-up times will be Monday from 7:00 – 8:30 a.m. on the 2<sup>nd</sup> level of the Marriott Hotel

---

9:15 AM – 12:00 PM	Competitive Event-Presentation with Equipment Multimedia & Website Design Preliminaries Career Research	TBD
9:30 AM – 11:00 AM	Middle Level Leadership	TBD
9:30 AM – 12:00 PM	Competitive Event-Presentation with Equipment Annual Chapter Activities Presentation, Business Ethics, Community Service Presentation, Marketing Mix Challenge, and Video Game Challenge	TBD
9:30 AM – 10:00AM	Competitive Event-Speech Elevator Speech Preliminaries	TBD
9:30 AM – 12:30 PM	Competitive Event-Presentation without Equipment Critical Thinking Event, Exploring Business Issues, and FBLA Mission & Pledge	TBD
12:00 PM – 2:00 PM	Lunch On Your Own	
2:00 PM - 4:00 PM	Awards	TBD

---

---

Arkansas FBLA-PBL Dress Code

Arkansas FBLA 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 attire is required for all attendees—**advisers, members, and guests**—at all general sessions, competitive events, 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.

Professional attire acceptable for official FBLA activities can be found on the following [link](#). Please review the dress code and make sure you and your students follow the dress code. Anyone student or adviser not in dress code will not be allowed on stage and students will lose points in their events if they are not in dress code.



**Included in this Packet**

**Adviser Records**

Copies of ALL forms  
Uploaded to Blue Panda

**Reference Only**

Deadline Sheet  
Arkansas FBLA Dress Code  
Tentative Schedule

**Upload to Blue Panda**

Conference Agreement Form  
Conduct Rules & Regulations  
Outstanding Chapter Award of  
Merit Form