



TO: FBLA Advisers
FROM: Morgan Ruff, FBLA State Adviser
DATE: February 14, 2024
SUBJECT: 2024 State Leadership Conference (SLC)
 April 29-30, 2024, Little Rock

The Arkansas State Leadership Conference will be held April 29-30, 2024, in Little Rock. Join Arkansas FBLA advisers from across the state to:

- Hear an outstanding keynote speaker (Still working on a contract)
- Attend exciting leadership workshops!
- Experience the thrill of campaigning for state office!
- Participate in competitive events!

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

Deadlines to Remember

All Information MUST BE RECEIVED in Office by Deadline

DATE	✓	ITEM AND INSTRUCTIONS
February 14 th		Hotel reservation window opens. (Advisers are responsible for reserving rooms—NO PASSKEY!)
February 14 th -28 th		Registration window open
March 4 th -15 th		Skills test will be uploaded to Blue Panda.
March 8 th		All forms, projects, applications, and reports should be uploaded to Blue Panda with registration.
March 8 th		State and National Officer Candidate Applications and Information sheets should be uploaded to Blue Panda with registration.
March 4 th -15 th		Online testing window

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Conference Overview

Conference Packet Pick Up – Packet pick up will be in **Hall III** of the Statehouse Convention Center on Sunday from 7:00- 9:00 p.m. and on Monday from 7:30 – 9:30 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 workshops and general sessions 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 Educators 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 each competitive event time. 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. Last year, as in years' past, there were quite a few "no shows" at assigned events, and that 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., if 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 workshops, competitive events, and closing session. **Students not in dress code will not be allowed on stage.** For the general session, students may wear their conference t-shirt with **appropriate** jeans.

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.

Curfew – Conference curfew is 11:00 PM. Students must be **in their own room and quiet** by curfew time, and no one is to be out of their rooms **before** 7:00 a.m. without permission from his or her adviser. 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 or rooms. 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 **\$50** and includes a t-shirt for FBLA attendees. Registration must be completed no later than **February 28th**. **No late registration will be accepted after February 28th**. The deadline for payments to be made is **March 20**. All checks are made payable to Arkansas FBLA and should be sent to:

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

Please include a copy of invoice in remittance. Fees must be paid prior to the conference 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 \(gobluepanda.com\)](http://gobluepanda.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. *(This is required so that we can maintain as low a cost as possible for our members. If advisers or chaperones were not charged a fee the cost per member would have to rise.)*
- Current state officers do not pay the registration fee; however, they must be listed on the registration form.
- 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 have already qualified for competition at the district conferences; **they must register for state competition by the registration deadlines.**
 - For District qualifiers, you will be required to provide the name of the event and the District winner placement during registration.
 - For students in State Only event, you will choose "State Only" for both the event and the District winner placement.
- Competitor ribbons will be included in chapter packets. These ribbons and name badges must be worn by competitors to gain access to their events.
- **Students not meeting dress code will not be allowed on stage.**

If there is any trouble with registration, please contact:

Morgan Ruff: morgan.ruff@ade.arkansas.gov

or

Dr. Kelley Todd: ktodd1@atu.edu

Competitive Event Information

Skills Test Request

There will be no request from for Skills Test starting this year. You will register your students in the conference registration system and I will send your proctors the information they need to give students who are taking a Skills Test and what they need to administer the test.

Uploaded Information for Events

You will upload all files to [Blue Panda](#). Blue Panda requires different file types for different events. Please make sure to check before trying to upload documents.

When uploading your files, use the following format:

EventName_School_City_StudentLastName

Example:

ComputerGameSimulationProgramming_Central_LittleRock_Jones

We are unable to go through individual documents to determine the appropriate event. **If the document is not saved properly (see above) it will NOT be accepted.**

All submission materials – All materials listed in this packet are due by **March 8**. There is a report check-off list for written reports included on page 15 of this packet. Check your written reports against this check-off sheet to prevent being disqualified. **Do not** return the check-off list with your reports. It is simply provided for your convenience. **The following events must be submitted to Blue Panda.**

- | | |
|--|--|
| <input type="checkbox"/> American Enterprise Project (PDF) | <input type="checkbox"/> Job Interview (one PDF with both resume and cover Letter) |
| <input type="checkbox"/> Business Financial Plan (PDF) | <input type="checkbox"/> Largest Chapter Market Share Form (PDF) |
| <input type="checkbox"/> Business Plan (PDF) | <input type="checkbox"/> Local Chapter Annual Business Report (PDF) |
| <input type="checkbox"/> Business Ethics (PDF) | <input type="checkbox"/> Report of Charitable Contributions Form (PDF) |
| <input type="checkbox"/> Community Service Project (PDF) | <input type="checkbox"/> Officer Applications (PDF) |
| <input type="checkbox"/> Digital Animation (URL) | <input type="checkbox"/> Outstanding Local Adviser (ZIP Folder) |
| <input type="checkbox"/> Digital Video Production (URL) | <input type="checkbox"/> Partnership with Business Project (PDF) |
| <input type="checkbox"/> Future Business Educator (PDF) | <input type="checkbox"/> Scholarships (refer to AR FBLA website) (ZIP Folder) |
| <input type="checkbox"/> Future Business Leader (one PDF with both resume and cover Letter) | <input type="checkbox"/> Who's Who (refer to AR FBLA website) (ZIP Folder) |
| <input type="checkbox"/> Gold Seal materials (refer AR FBLA website) (ZIP Folder) | |

PLEASE NOTE:

The following events are offered at the state and national levels only:

American Enterprise Project
Broadcast Journalism
Business Management
Business Plan
Client Services
Community Service Project
Computer Game & Simulation Programming
Data Analysis
Digital Animation
Financial Statement Analysis

Future Business Educator
Help Desk
Introduction to Programming
Local Chapter Annual Business Report
Management Information Systems
Mobile Application Development
Network Design
Partnership with Business Project
Parliamentary Procedure

School-Site Skill Events – Contestants in Computer Applications, Database Design and Applications, Spreadsheet Applications, and Word Processing events are required to take two different exams: skills test and online objective.

- **Failure to take both parts of the exam will disqualify the competitor.**
- The skills portion of the exam will be administered at the competitor's home school during the testing window.
- Students will save, upload, and follow the proctor's instructions.

REMINDER: Test proctors must be school employees. Advisers must furnish proctor name, email address, and phone number when registering.

- **Proctors cannot be FBLA advisers, business education faculty members (senior or junior high), or student teachers.**
- Tests will be emailed directly to test proctors at the email provided. 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.**

Competitive Event Information - Be familiar with the competitive event guidelines. Guidelines for Middle School members are on the National [website](#), as well as guidelines for High School events on the National [website](#) as well. There are several changes and some events have been modified this year so please read the guidelines carefully.

Online Testing - All objective tests are online and will be administered at a school site. You will need the proctor's name, email address, and telephone number when completing the registration. The test proctor will be sent the testing tickets.

Submission Deadline:
March 8, 2024

State and National Officer Candidate Applications and Information sheets should be **uploaded as a PDF** to this **Blue Panda**.

Officer Information and Voting Procedures Information

The following state officers will be elected at the 2024 State Leadership Conference: president, secretary, treasurer, and reporter. Additionally, the state parliamentarian will be the eligible student scoring the highest on the Parliamentary Procedure test who submitted an application.

Candidates for state office should study the requirements and qualifications in the current FBLA State Handbook Officer applications must be uploaded to Blue Panda by the deadline. In completing the officer application, please note the **required** meetings listed on the application form. These meetings are mandatory for state officer candidates and their advisers.

Officer candidates will be allowed two (2) minutes during the campaign rally for their campaign speech. Only candidates will speak. **No skits are allowed.**

Out-of-Chapter Contact – State officer candidates **may not:**

- Contact members from other chapters prior to the SLC
- Post the candidate's intent to run for state office on web pages, including chapter websites, on local and state message boards, Facebook, Twitter, other social media sources, such as a phone app, or in e-mail messages
- Create a campaign web site

Officer Candidate Briefing – A meeting for all officer candidates, their campaign table managers, and their advisers will be held at 9:00 a.m. on Monday in the Rotunda at the Statehouse Convention Center. No campaign material may be distributed before this meeting. Officer candidates should bring examples of each type of campaign literature, favors, etc., that they plan to use in their campaign booths for screening.

Campaign Booths – Booths will be in the Rotunda of the Statehouse Convention Center. Each officer candidate will have one table and two chairs. Campaign tables will be set-up and open after the 9:00 a.m. briefing and will close at 12:00 p.m. Officer candidates are responsible for cleaning up their campaign tables and the surrounding area at the end of the day. Candidates may not use electricity in their booths. Any electronic devices used in the campaign must be battery-powered.

State Voting Delegate – Voting will be held from 7:30 - 8:00 p.m., prior to the general session in Governor's Hall III – voting delegates should be present by 7:30 p.m. Results of the election will be announced after the General session. Voting delegates must show name tag and voting delegate ribbon included in the registration packet. Voting delegates will need to bring an internet capable device to cast their vote. Results of the election will be posted outside of Toltec and on the conference app after the General Session.

Campaign Regulations – There are several regulations candidates should be aware of before planning their campaigns:

1. Officer candidates and two assistants will be allowed to enter the campaign area immediately following the briefing to set-up their campaign tables. Campaigning will open at 10:00 a.m. **No campaign literature may be distributed before 10:00 a.m.**
2. Signs, stickers, etc. may not be attached to any walls or glass in the convention center or hotels.
3. Banners may not be hung from the walls or on any railings in the convention center or hotels. You may hang a banner from your table in the campaign booth.
4. Campaign material may not be distributed during the campaign rally. Officer candidate schools may display signs, but nothing can be distributed, put in the seats, or thrown through the air into the audience.
5. Candidates may not spend or have received donated materials (at "wholesale" value) and/or money totaling more than \$300 in the campaign for state office. Substantiated documentation for donations and receipts for all campaign materials must be itemized and available at briefing. Failure to submit these materials will result in a candidate being disqualified.
6. National Officer Candidate – If interested in running for a National Office, please upload the application to Blue Panda by the deadline. All state officers will follow guidelines when campaigning for a National Office. The SLC voting delegates must vote to approve your nomination.

Scholarships and Other SLC Awards

To access available SLC Scholarships and other SLC Award information, please use this [link](#). All forms and applications should be uploaded by March 8, 2024.

Conduct Rules and Regulations

Chapter advisers should explain student regulations and reasons for them to all FBLA members attending the conference before students sign their agreement forms. Students must understand that infractions of the rules of conduct could result in the forfeiture of all individual rights and privileges.

1. Advisers are responsible for the conduct of their students who attend.
2. Advisers should be available at any time for handling disturbances and accepting responsibility for checking student activities.
3. The FBLA Board of Directors or state adviser will decide extreme situations.
4. The Arkansas FBLA state dress code will be adhered to during this conference. Students not in dress code will not be allowed on stage to receive their award.
5. No FBLA member shall leave the hotel or convention center unless permission has been received from the adviser. Members must keep their advisers always informed of their activities and whereabouts. Students must stay in groups of four or more outside the hotel and convention center and have an adviser with them. Students are not allowed to leave these areas after dark unless accompanied by an adviser. All delegates must adhere to the conference curfew. After curfew, no one is allowed to leave their rooms before 7:00 a.m. the next morning unless prior authorization is given by their adviser.
6. There shall be no defacing of public property. The individual or chapter responsible must pay any damage to property or furnishings in the hotel rooms, lobby, or meeting rooms. Do not remove any hotel property from the premises.
7. Members shall possess no alcoholic beverages or narcotics in any form at any time under any circumstances.
8. Members of the opposite sex are not allowed in the same hotel room unless chaperoned by an adviser.
9. Members and adviser shall attend **all** general sessions, workshops, and other activities of the conference.

Submission Deadline:
March 8, 2024

All forms, projects, applications, skills tests, and reports should be **uploaded** to Blue Panda.

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 (workshops and general sessions) 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.

Submission Deadline:
March 8, 2024

All forms, projects, applications, skills tests, and reports should be uploaded to Blue Panda

Report of Contributions to Charities

CHAPTER NAME:	
FBLA DISTRICT #:	ADVISER:
School Phone #:	County:

Date of Activity	Charity	Amount Contributed	Total
	TOTAL AMOUNT RAISED		
	Number of Chapter Members		
	Amount raised on a Per Capita Basis		

**Submission Deadline:
March 8, 2024**

All forms, projects, applications, skills tests, and reports should be uploaded to Blue Panda.

OFFICIAL ENTRY FORM

Largest Chapter Membership – Market Share

SCHOOL _____

Number of FBLA members who have paid local, state, and national dues by the state deadline.

LIST GRADE LEVELS DURING WHICH STUDENTS MAY TAKE BUSINESS COURSES

Grade Level	Student Body Enrollment	Number of FBLA Members
Percentage of eligible student body who are FBLA members.		%

***Total student body enrollment for each grade level must be used.**

I CERTIFY THAT THE ABOVE INFORMATION IS CORRECT:

Chapter President

Chapter Adviser



FBLA-PBL Reports/Projects Checklist

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

Please make sure you can answer "yes" to all the questions. Judges will deduct five (5) points each for not adhering to the following Report Guidelines (maximum of twenty [20] points):

- cover incorrect
- missing table of contents & page numbers
- meet page requirements
- no page numbers in report
- report format does not follow rating sheet.

Report Cover	Yes	No
Front report cover contains the following information: Name of School Name of State Name of the Event Date (2022-2023)		
Front and back covers should not exceed 9 ½" x 12".		

Report Contents		
Report Contents	Yes	No
The report follows the same sequence as found on the rating sheets on the national website .		
Report contains a Table of Contents with page numbers.		
The following reports are limited to 15 pages: American Enterprise Project, Business Financial Plan, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project. The Business Plan Report is limited to 30 pages or less. This is excluding front and back covers. Page count includes information on each side of a page, the table of contents, dividers, and appendices.		
Pages must be standard 8 ½" x 11."		
Reports are single- or double-spaced.		

State	
School	
Event	

Tentative Schedule

Monday, April 29, 2024
FBLA Headquarters – Toltec
(Headquarters only accessible to state staff)

7:30 a.m. - 8:45 a.m. Registration	Governor's Hall I, Statehouse
8:15 a.m. - Judges Briefing	Wally Allen Ballroom, Statehouse
8:30 a.m. - Adviser Briefing for 9:00 Events	Governor's Hall III/IV, Statehouse
9:00 a.m. - Officer Candidates Briefing	Rotunda, Statehouse
9:00 a.m. - Competitive Event Prelims	Governor's Hall IV, Statehouse
****ALL COMPETITORS WAIT IN GOVERNOR'S HALL II UNTIL YOUR TIME IS CALLED TO CHECK-IN****	
10:00 a.m. - 2:00 p.m. Adviser Hospitality	Statehouse
10:00 a.m. - 12:00 p.m. Campaign Area open	Rotunda, Statehouse
10:30 a.m. - 11:25 a.m. Workshops	See schedule for locations
11:15 a.m. - Judges Lunch/Briefing	Wally Allen Ballroom, Statehouse
11:30 a.m. - Adviser Briefing for 12:00 Events	Governor's Hall III/IV, Statehouse
12:00 p.m. - Competitive Event Finals.....	Governor's Hall IV, Statehouse
****ALL COMPETITORS WAIT IN GOVERNOR'S HALL II UNTIL YOUR TIME IS CALLED TO CHECK-IN****	
1:30 p.m. - 2:25 p.m. Workshops	See schedule for locations
2:00 p.m. - Judges' Briefing	Wally Allen Ballroom, Statehouse
2:15 p.m. - Adviser Briefing for 2:45 Events	Governor's Hall III/IV, Statehouse
2:30 p.m. - 3:25 p.m. Workshops	
2:45 p.m. - Competitive Event Finals.....	Governor's Hall IV, Statehouse
****ALL COMPETITORS WAIT IN GOVERNOR'S HALL II UNTIL YOUR TIME IS CALLED TO CHECK-IN****	
3:30 p.m. - Heather Stocks Scholarship Interviews.....	Toltec, Statehouse
5:00 p.m. - FBLA-PBL Foundation Meeting.....	Quapaw, Statehouse
5:30 p.m. - Campaign Rally	Governor's Hall I, II, & III, Statehouse
7:30 – 8:00 p.m. - Voting Session for Voting Delegates Only	Governor's Hall III, Statehouse
8:30 p.m. - General Session.....	Governor's Hall I, II, & III, Statehouse
Midnight.....	Curfew for all Participants

Tuesday, April 30, 2024

8:00 a.m. - State Officer Rehearsal	Governor's Hall I, II, & III, Statehouse
**Outgoing officers and new officers	
10:00 a.m. - Awards Session.....	Governor's Hall I, II, & III, Statehouse

Arkansas FBLA-PBL Dress Code

Arkansas 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 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-PBL activities includes:

[Official Dress Link with Examples](#)

Males

- Business suit with collar dress shirt, and necktie or
- Sport coat, dress slacks, collar shirt, and necktie or
- Dress slacks, collar shirt, and necktie
- Banded collar shirt may be worn only if sport coat or business suit is worn
- Dress shoes and socks

Females

- Business suit with blouse or
- Business pantsuit with blouse or
- Skirt or dress slacks with blouse or sweater or
- Business dress
- Dress shoes

Inappropriate attire, for both men and women, includes:

- Jewelry in visible body piercing, other than ears
- Leggings with short tops/dresses (can be worn with an appropriate length dress)
- Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise or bike shorts
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee-boots, Ugg like boots, lace-up loafers (including Sperry type shoes), canvas shoes of any type, work boots
- Athletic wear
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

CLARIFICATION—Many women's two-piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.

State and National Officer Applications

You can find the State Officer Application attached to the email you received this packet in.

You can find the National Officer Application attached to the email you received this packet in.

Submit all applications no later than March 8, 2024, to **Blue Panda**.

Included in this Packet

Adviser Records

Conduct Rules

Reference Only

Deadline Sheet

Housing Information

Officer Candidate Information

Arkansas FBLA Dress Code

Reports/Projects Checklist

Tentative Schedule

Upload to appropriate file.

Agreement Form

Report of Contributing to Charities

State Officer Application

National Officer Application

Largest Chapter Market Share