2024 SOUTHERN SECTION LEADERSHIP CONFERENCE (SSLC)



CALIFORNIA STATE UNIVERSITY, FULLERTON 800 N STATE COLLEGE BLVD. FULLERTON, CA 92831 SATURDAY, JANUARY 20, 2024

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GENERAL CONFERENCE INFORMATION

Date:

January 20, 2024

Location:

California State University, Fullerton 800 N State College Blvd. Fullerton, CA 92831

Start/End Time:

8AM: Registration Opens 2PM: Awards Ceremony Ends

QUESTIONS?

If you have any questions regarding the conference or competitive events please contact Dr. Ramirez, Southern Section Director, via email at JRamirez@cafbla.org.

WELCOME

We are working hard to make this year an experience you won't forget! The 2023-2024 California competitive event guidelines will be in effect. Please check out the latest competitive events guidelines and the events that start at SSLC on our state website:

Competitive Events Guidelines

Competitive Events Starting at SSLC

We are excited to see all our Section members thriving this year. Please work with your members to ensure they know conference protocol and know all about their competitive events before the conference. This will be a great event and we expect our members and advisers to adhere to the rules in place so everyone feels safe and can enjoy the event. Should you have any questions or concerns, please reach out to me ASAP so they can be addressed.

Once again, this year's SSLC will be utilizing Online Testing for all Objective Tests. **This year** we will continue the requirement that all competitors participating in online Objective Tests will need to bring their own device with them to take their online test(s). Please prepare your members for this so they are ready to test upon arrival at the conference. The final Conference Schedule will be posted the week of the event.

Please encourage your members to realize their leadership potential by running for a Southern Section Office. This truly is a great opportunity for them to gain valuable leadership skills and to network with members and officers from throughout the section and state. The Southern Section Officer Candidate Guide and Application can be found under <u>Leadership Resources</u>. Also, be sure to select two members as voting delegates for the section officer's election the day of the section conference.

We encourage you to come and experience the thrill of competition at SSLC. Please try to encourage all your members to compete in more than one competition this year. We are looking forward to seeing you in January!

Sincerely,

Dr. Jorge Ramirez Southern Section FBLA, Director

TENTATIVE SCHEDULE OF EVENTS

8 – 8:45AM REGISTRATION (Advisers Only) Lobby

8 – 8:45AM MORNING REFRESHMENTS Quad

8:45 - 9:15AM OPENING SESSION Pavilions

9:30 - 10:30AM *ONLINE TESTING SESSION I Classrooms

9:30 - 10:30AM SPEAKING EVENTS

Job Interview Classrooms
Intro to Public Speaking Classrooms
Public Speaking Classrooms
Impromptu Speaking Classrooms
Creed Classrooms
Sales Presentation Classrooms
Future Business Leader Classrooms

10:45 – 11:45AM *ONLINE TESTING SESSION II Classrooms

12 - 12:45PM LUNCH Quad

1 - 2PM AWARDS CEREMONY Pavilions

***ONLINE TESTING COMPETITIONS:**

NOTE: STUDENTS WILL USE THEIR OWN DEVICES

Accounting I Advertising Agribusiness **Business Calculations Business Communication Business Law** Computer Applications Comp. Problem Solving Business Mgmt. Database Des. & App. **Economics** Entrepreneurship Future Business Leader Health Care Admin. Hospitality & Event Mgmt. International Business Insurance & Risk Mgmt. Human Resource Mgmt. Intro to Business Concepts Intro to Business Comm. Intro to Business Procedures Intro to Event Planning Intro to FBLA Intro to Financial Math Intro to Info Tech Marketing Personal Finance Securities & Investments Sports & Entertainment Mgmt. **Spreadsheet Applications**

Supply Chain Mgmt. Word Processing

NOTE: THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE

REGISTRATION INFORMATION

ONLINE CHAPTER AFFILIATION DUES & REGISTERED MEMBERS

All Members must be paid FBLA members through the National system by **JANUARY 12, 2024,** to compete.

Go to <u>FBLA Connect</u> to register all members. Only members who are listed as "active members" in FBLA Connect will appear in Blue Panda. If you have questions about registering your members, please contact hello@cafbla.org.

All members need to be registered and assigned to the competitions selected by the registration deadline. To register members, log in to https://app.gobluepanda.com. More instructions on how to registers members and assign them to competitions can be found at the end of this conference guide.

CONFERENCE REGISTRATION DEADLINE & COSTS

Last day to register: JANUARY 5, 2024

*Late Registration: JANUARY 6, 2024 – JANUARY 12, 2024

COSTS:

\$40 per member

\$20 per adviser/chaperone

*\$50 per member (applies to late registrations only-to cover "modifying contract fees")

Registration Check

- Send check payable to CAFBLA-Southern Section (REMINDER: checks written to wrong name will be returned)
- All checks must be mailed to PO Box 1440, Owasso, OK 74055. We will not accept checks on-site.

E-invoices

- E-invoices will be sent via email to chapters by JANUARY 12, 2024
- Once an e-invoice is received, chapters may pay via credit card through the e-invoice.

COMPETITION RESTRICTIONS

The number of competitors a chapter can enter in each competition will be based on the chapter's paid membership:

1-49 members: 1-3 competitors50-74 members: up to 4 competitors75-100 members: up to 5 competitors100+ members: up to 6 competitors

Members can compete in TWO Individual or Team events, but no more than two. If a member is entered into the Creed Contest, they may compete in three events total. Email Dr. Ramirez if this pertains to your chapter.

REGISTRATION & CONF. REQUIREMENTS

TRANSCRIPTS / PROOF OF GRADE LEVEL

All members entered in the following events must submit one PDF of Transcripts or Proof of Grade level for all students via email by **JANUARY 12, 2024,** to Dr. Ramirez, Southern Section Director:

Transcripts:

Accounting I: Must not have had more than two semesters of accounting instruction.

Proof of Grade Level is for the events for members in 7th-10th grades:

Creed, Intro. to Business Communication, Intro. to Business Concepts, Intro. to Business Procedures, Intro. to Event Planning, Intro. to FBLA, Intro. to Financial Math, Intro. to Info. Technology, and Intro. to Public Speaking.

WHAT MATERIALS TO BRING TO SSLC

 REQUIRED FORMS: Members are required to have the following forms on hand and filled out in the Advisers possession during the event. These will be checked at Registration to ensure all members are approved to attend this event by their Parent/Guardians. Required Forms for ALL STUDENT ATTENDEES:

Permission & Medical Release Form - Link

- 2. **DEVICES FOR ONLINE OBJECTIVE TESTING:** Members who are competing in an online objective test at the conference must bring their own device that can connect to Wi-Fi access to take these tests.
- 3. All competitors are **required** to have a Photo ID or printed copy of schedule/transcript (with picture and name of student on it), or they will NOT be allowed to compete. A digital schoolissued ID will be accepted, but an image on a cell phone or other device will not be allowed.

VOTING DELEGATES

Chapters are required to participate in the delegates-voting process. Please assign two voting delegates for selecting the 2024-2025 Southern Section officer team. Voting will take place during lunch. Delegates need to report to the Auditorium to vote during this time.

CONFERENCE DRESS CODE

The required Dress Code for this conference is Business Professional. Please review this with your members BEFORE the conference. See Page 11 for more information. Members not adhering to Dress Code will receive a penalty in their competition score.

EXTRA ACTIVITIES/WORKSHOP

For members who are only participating in one competition (Session I), they are required to go to lunch (11am-12pm) after Session I and then return to the Pavilions for an extra activity/workshop (12pm-1pm).

COMPETITIONS WITH EXTRA STEPS

The following competitions require an extra step in the competition process:

Test at School First:

- Computer Applications
- Database Design & Applications
- Spreadsheet Applications
- Word Processing

Pre-Judged:

- Broadcast Journalism
- Future Business Leader
- Job Interview

TEST AT SCHOOL

Step one: Request a test. The Online School-Site Testing Request Form is due to Manuel Rapada, Competitive Events Coordinator, by **DECEMBER 22, 2023**.

Step two: Members complete and submit their test. Tests must be submitted online by **JANUARY 12, 2024**

Step three: Members complete the objective test at the section conference.

Members will not be allowed to take an objective test on these competitions at SSLC unless they have taken their first test at their school as required.

More information about submitting School-Site tests can be found at the end of this guide.

PRE-JUDGED

Event Materials for these competitions need to be submitted online through Blue Panda.

Please review the dedicated website for all info regarding the pre-judged events (see list above).

Due date to submit pre-judged materials: JANUARY 12, 2024

Members who participate in this competition do not need to take an objective test at SSLC. For Broadcast Journalism the submitted material will be the only material graded. For Job Interview and Future Business Leader, a live performance will be graded and required at SSLC.

More information about submitting pre-judged materials can be found at the end of this guide.

CREED COMPETITION

If one of the members is participating in the Creed competition in addition to two other competitions, please email Dr. Ramirez (JRamirez@cafbla.org)

PERFORMANCE COMPETITIONS

BROADCAST JOURNALISM

Event Specifics:

- One submission per chapter (Individual/Team for both events)
- Submit prejudged component BEFORE the conference in Blue Panda

Review the event guidelines, including this year's topic and the "California FBLA Guidelines".

FUTURE BUSINESS LEADER (FBL)

The top 10 in this event will be selected based on preliminary scores of application materials. Competitors must bring a folder with one copy of application materials to the conference. Review the <u>event guidelines</u>, including the "California FBLA Guidelines" section. Finalists (Top 10) and interview times for this event will be sent to Advisers the week of the Conference.

INTRO TO PUBLIC SPEAKING / PUBLIC SPEAKING

Speech times for these events will be sent to Advisers the week of the Conference.

JOB INTERVIEW

The top 10 in this event will be selected based on preliminary scores of application materials. Competitors must bring a folder with one copy of application materials to the conference. Review the <u>event guidelines</u>, including the "California FBLA Guidelines (Section and State)". Finalists (Top 10) and interview times for this event will be sent to Advisers the week of the Conference.

IMPROMPTU SPEAKING

Times for this event will be drawn and sent to Advisers the week of the Conference.

SALES PRESENTATION

Event Specifics:

- One submission per chapter (Individual/Team for both events)
- REMINDER this event will present live at SSLC.

Review the event guidelines, including the "California FBLA Guidelines (Section and State)".

ONLINE TESTING INFORMATION

GENERAL INFORMATION

All Objective Test Competitive Events will continue to utilize devices that each member is responsible for bringing with them the SSLC. The members device must be charged and able to access the internet on the day of the event. Please prepare your students for this requirement and have them check their devices well in advance to ensure they are functional and able to work the day of the Conference.

Using online testing will once again allow for a smoother transition to the State Leadership Conference (SLC) as Online Testing will be implemented at SLC as well.

Members will log-in into their own computer under the supervision of adviser-proctors and administrators and complete the exam in the one-hour time slot provided.

TESTING SESSIONS

Members will be assigned to groups by competitive event and school. Members from the same chapter MUST take the specific competitive event during the same session. The Online Testing schedule will be prepared ahead of the conference to help members and advisers the day of the event. Members must test during their assigned time.

CONFLICTS

Members who are in a Performance Event along with an Objective Test Event need to be aware that accommodations will be made to allow members to compete in both events. Members will be assigned to sessions.

Performance or Interview Events take precedent over Objective Testing, competitors will need to plan these accordingly with their advisers the week of the event when schedules are sent out.

CONFERENCE DRESS CODE

Advisers: Please spend time **prior** to the conference reviewing the dress code and assisting your members in dressing professionally. **Members dressed inappropriately will receive a penalty in their competition scores**. This can be avoided with some guidance.

FBLA members and advisers should develop an awareness of the image one's appearance projects. The purpose of the FBLA Conference 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, section meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this FBLA Conference Dress Code and must be worn for all conference functions.

Professional attire acceptable for official FBLA activities include:

Males:

- Business suit with collared dress shirt, and necktie or
- o Sport coat, dress slacks, collared shirt, and necktie or
- Dress slacks, collared shirt, and necktie.
- o Banded collared shirt may be worn only if sport coat or business suit is worn.
- o Dress shoes and dress socks. Socks must be the same color as suit.

Females:

- o Business suit with blouse or
- Business pantsuit with blouse or
- o Skirt or dress slacks with blouse or sweater or
- Business dress
- Dress or skirt hem length may be no higher than three inches above the knee.
- o Capris or gauchos with coordinating jacket/suit, worn below the knee.
- Dress shoes with 2-inch heal or less.

Inappropriate attire for both men and women include:

- Jewelry in visible body piercing, other than ears
- 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, bare feet, over-the-knee boots
- Athletic wear, including sneakers and low-cut ankle socks.
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

SECTION OFFICER APPLICATIONS 24-25

THE DECISION TO RUN FOR SECTION OFFICE

Service as a Southern Section Officer is an opportunity to gain valuable leadership experience and contribute to the development and advancement of California FBLA. The Officer Candidate Guide provides information about Southern Section Officer Candidate eligibility, the application and campaign process, and an overview of the expectations, responsibilities, and activities of Southern Section Officers.

Complete Applications must be submitted via EMAIL as <u>ONE PDF FILE</u> to Dr. Ramirez, Southern Section Director, at <u>JRamirez@cafbla.org</u> on or before December 22, 2023.

To be successful in the candidate process, be sure to carefully review and consider the following:

- Review the <u>Officer Candidate Guide</u> (under Leadership Resources) and be familiar with section officer responsibilities and candidate requirements.
- Meet with your local chapter adviser, family, school administrators, employers, and other significant parties to discuss running for section office to gain their support.
- Familiarize yourself with California FBLA's mission, history, bylaws, publications, programs, and activities. The Chapter Management Handbook and the state and national websites are excellent resources (to find these materials).

POSITIONS

Officer Positions are open to candidates in 7th to 12th grade during the 2023-2024 school year. The positions are:

- President
- Vice President of Activities
- Vice President of Memberships
- Vice President of Competitions
- Recording Secretary
- Outreach Coordinator
- Public Relations
- Leadership Associate

NOTE: The President will simultaneously hold the office of State Vice President representing Southern Section and must be able to complete the duties of both.

FOR MORE INFORMATION

Download the Candidate Guide and Application HERE

Direct all inquiries and questions about Southern Section Officer Applications to Southern Section Director Dr. Ramirez at JRamirez@cafbla.org

QUALIFIERS TO SLC

FIRST Place Winner at Southern Section:

Creed

FIRST & SECOND Place Winners at Southern Section:

Broadcast Journalism Intro to Public Speaking

Impromptu Speaking Public Speaking
Job Interview Sales Presentation

FIRST, SECOND, THIRD, FOURTH, & FIFTH Place Winners at Southern Section who each

have a final score of at least 30:

Computer Applications Spreadsheet Applications

Database Design & Applications Word Processing

FIRST, SECOND, THIRD, FOURTH, FIFTH, & SIXTH Place Winners at Southern Section:

Accounting I Insurance & Risk Management

Advertising International Business

Agribusiness Introduction to Business Communication

Business Calculations Introduction to Business Concepts
Business Communication Introduction to Business Procedures

Business Law Introduction to Event Planning

Business Management Introduction to FBLA

Computer Problem Solving Introduction to Financial Math

Economics Introduction to Information Technology

Entrepreneurship Marketing

Future Business Leader Personal Finance

Health Care Administration Securities & Investments

Hospitality & Event Management Sports & Entertainment Management

Human Resource Management Supply Chain Management

Click the "Events Starting at State" folder in the California competitive event guidelines to review events that begin at the State Leadership Conference (SLC) in April!

ADVISERS: READ ALL OF BELOW BEFORE LOGGING INTO BLUE PANDA.

Log in to https://app.gobluepanda.com.

Click "Login with FBLA Connect."



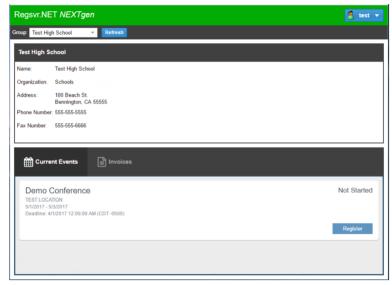
Enter your FBLA Connect email address and password.



In the Blue Panda dropdown, select the "California FBLA | [Your Middle/High School's Name]" option. This will give you access to California FBLA's section and state conference registrations.



Click "Register" for the 2024 Southern Section Leadership Conference.



On the ATTENDEES screen, click the "ADD" button, and, first, register yourself as adviser. On the drop-down list, select the "Adviser" option. Once you do that, you will see editable fields, but they will probably be initially populated with the name of one of your students. Delete that name, and enter your own information and all remaining fields. Register any other adults attending as advisers.

Once advisers are registered, you will begin registering students by switching the drop-down to one of the "Student" options. Middle school chapters should select the "MS Student Participant" registration when registering their students. High school chapter members only should be registered under the attendee type "HS Student Participant."

Don't see your student's name in Blue Panda?

- Go to FBLA Connect.
- Go to Members > Transition Members.
- Make sure all students are listed in the middle "member" column.
- If a missing student is in the "unpaid student" column with no dollar sign next to their name ...
 - Select their name, then "transition to member."
 - Click "generate the invoice, skip the quote step."
 - Near the bottom of the invoice, select "I have mailed a check."
 - You do <u>not</u> have to pay this invoice. CA FBLA will pay this on your behalf based on the affiliation tier you selected on your affiliation form.
 - Wait at least 15 minutes for the student to appear in Blue Panda.
- If a missing student is in the "unpaid student" column with a green dollar sign next to their name ...
 - Click on the green dollar sign next to their name
 - Near the bottom of the invoice, select "I have mailed a check."
 - You do <u>not</u> have to pay this invoice. CA FBLA will pay this on your behalf based on the affiliation tier you selected on your affiliation form.
 - Wait at least 15 minutes for the student to appear in Blue Panda.

Be sure to carefully check and update student grade levels. Students must show proper grade levels in Blue Panda in order to enter grade specific events.

If you have students with special needs, please provide a clear explanation of the student's needs in addition to checking the Special Needs box.

If you have students with dietary requirements, please provide a clear explanation of the student's needs in addition to checking the Dietary box.

For each student, double check spelling, grade level and email address (both editable in Blue Panda, and be sure to supply *personal* email addresses for each student so that important notifications will not get caught in school district spam filters.

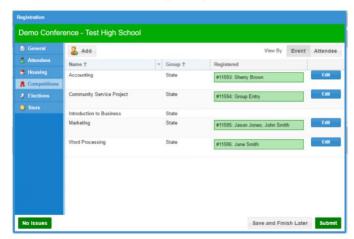
If you change anything in Blue Panda, please understand that it also needs to be corrected in FBLA Connect for future purposes, as the information does not sync the other way.

Once you have a given student registered under "ATTENDEES", you will be able to assign events to them under "COMPETITIONS". In the Competitions module, you have the option to enter students in events either BY EVENT or BY ATTENDEE (toggle top right).

Adding Entries Add - Select the event and click "Add" (You don't have to click the event first, but it does make it easier)

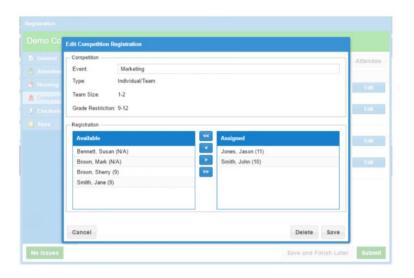
Tip: Click "Add" to create a registration for each Individual or Team. Once you've added the one Individual or Team, click OK and then click Add to create another.

Edit - Click the "Edit" button next to the registration you wish to edit.



For team events, see right:

Continue assigning events to student attendees until complete. Double-check all of your event entries before submitting.



In FINAL QUESTIONS, you will be asked to supply the names of the primary attending adviser, your two official voting delegates and your voting delegates' email addresses (yes, again—so we can quickly get them for emailing voting forms).

You may log back in to adjust any time until **JANUARY 12, 2024,** to finally hit the SUBMIT button—but don't forget to do that! Your registration will not be official until the SUBMIT button is pressed for the last time up until **JANUARY 12, 2024.**

Even after clicking the final SUBMIT button, you will be able to log back in and edit your registration up until the final deadline on **JANUARY 12**, **2024**.

Chapters will receive an e-invoice from California FBLA after registration in Blue Panda closes. Through the e-invoices, chapters are able to see their balance due, and pay via credit card or check.

Questions?

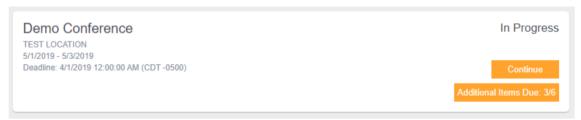
- **About the conference:** Please contact Dr. Ramirez, Southern Section Director, at JRamirez@cafbla.org.
- About members who are not showing up in Blue Panda and how to use FBLA
 Connect: Please contact Tiffany Perez, Chapter Support Manager, at hello@cafbla.org.
- About CA FBLA's competitive event guidelines and how to use Blue Panda: Please contact Manuel Rapada, Competitive Events Coordinator, at mrapada@cafbla.org.

REGISTRATION OPENS FOR 2024 SSLC ON NOVEMBER 27, 2023

NOTE: Only **CHAPTER ADVISERS** should be registering members for this event. Do **NOT** allow students to register your chapter.

ONLINE COMPETITION SUBMISSION HELP

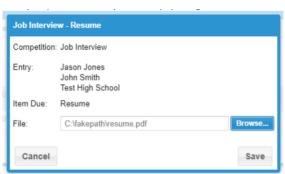
Advisers will submit materials (documents and/or links) required for certain competitive events using the "Items Due" tool in Blue Panda. As soon as an adviser registers a student for an event with pre-judged material submissions, **a new orange button for "Items Due"** will appear on the conference box immediately after log in to Blue Panda.



Clicking the "Items Due" button will take the adviser to the screenshot below. Depending on the event, clicking the Upload button on the right will open a box to either input a URL or browse the computer for the item to upload.







IMPORTANT DATES

NOVEMBER 2023

27 SSLC Registration Opens

DECEMBER 2023

- Last day to request the required On-Site Testing Application for: Computer Applications, Database Design & Applications, Spreadsheet Applications and Word Processing.

 ***Blue Panda registration must be submitted for these students by

 December 22. No students can be added to these events after December 22.
- Last day to submit applications for 2024-2025 Southern Section Officers Email it as PDF to Dr. Ramirez (JRamirez@cafbla.org)

JANUARY 2024

- 5 Last day to register members for SSLC
- Last day to submit the required materials for the following competitions: Broadcast Journalism, Future Business Leader and Job Interview
- Last day to submit the required tests for the following competitions: Computer Applications, Database Design & Applications, Spreadsheet Applications and Word Processing.
- 12 Last day to add members to the Membership system, FBLA Connect
- **12** Last day to register members for SSLC (Late Registration)
- 19 Last day to Mail Conference Registration Check (email Dr. Ramirez if you need to send it later)

Mail to: PO Box 1440, Owasso, OK 74055 Payable to: CAFBLA - Southern Section

NOTE: Include invoice with payment

20 Southern Section Leadership Conference!