2024 CENTRAL SECTION LEADERSHIP CONFERENCE

California
FBLA

REDWOOD HIGH SCHOOL
1001 W. MAIN ST. VISALIA, CA 93291
SATURDAY, FEBRUARY 10, 2024

TABLE OF CONTENTS

GENERAL CONFERENCE INFORMATION

Date:
February 10, 2023

Location:
Redwood High School
1001 W. Main St. Visalia, CA 93291

Start Time:
8:30AM: Registration Opens
9:15AM: Opening Session Begins

QUESTIONS?

If you have any questions regarding the conference or competitive events please contact Mr. Jacob Avila, Central Section Director, via email at javila@cafbla.org.

WELCOME

We are working hard to make this year an experience you won't forget! Our goal is to make sure you and your members SOAR at CSLC this year. The 2023-2024 California competitive event guidelines will be in effect. Please check out the latest competitive events guidelines on our state website, cafbla.org > Competitions > Guidelines.

Once again, this year's CSLC 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 go upon arrival at the conference. The final Conference Schedule will be posted the week of the event. As was the case in past years, these Online Testing sessions will be spread out throughout the day to ensure all competitors get a chance to complete their specific events.

Please encourage your members to realize their leadership potential by running for a Central 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 Central Section Officer Candidate Guide and Application can be found here. 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 and workshops. Please try to encourage all of your members to compete or to participate in the numerous workshops we have prepared for you. We are looking forward to seeing you in February!

Sincerely,

Jacob Avila
Central Section FBLA, Director
Redwood High School FBLA, Adviser

CONFERENCE INFORMATION

ONLINE CHAPTER AFFILIATION DUES

All Members must be paid FBLA members through the National system by **JANUARY 19, 2024** to compete!

Go to FBLA Connect 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.

CONFERENCE REGISTRATION

Conference Registration fees include morning refreshments/lunch/awards/testing supplies, etc. **NO REFUNDS AFTER THE DEADLINE**.

DUE JANUARY 19, 2024:
- Online Membership Registration due (to be eligible to compete at section)
- Conference Registration Deadline (Online Registration)
  - **COSTS:**
    - **$40 per member/guest**
    - **$10 per adviser**
- Transcripts/Proof of Grade Level

> **MAKE CHECKS PAYABLE TO:**
> **CAFBLA-Central Section**
> PO Box 1440
> Owasso, OK 74055

ONLINE SCHOOL-SITE TESTING REQUEST AND SUBMISSION

Step one: Request a test. The Online School-Site Testing Request Form is due to Manuel Rapada, Competitive Events Coordinator by **DECEMBER 22, 2023**. The **FORM** can be found on the Competition page on **cafbla.org**.

Step two: Students complete and submit their school-site tests. COMPLETED Online School-Site Tests must be submitted online by **JANUARY 19, 2024**.

SCHOOL-SITE TESTING EVENTS ARE:
- Computer Applications
- Database Design & Applications
- Spreadsheet Applications
- Word Processing

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

SECTION PRE-JUDGED EVENT MATERIALS

Event Materials for Broadcast Journalism, Job Interview and Future Business Leader (FBL) must be submitted online through Blue Panda. Information can be found on Page 13. *PLEASE REVIEW THE WEBSITE for all info regarding the pre-judged events.*

SECTION PRE-JUDGED EVENTS ARE:
- Broadcast Journalism
- Future Business Leader
- Job Interview

DUE DATE: JANUARY 19, 2024 (submitted date) for preliminary judging.

CONFERENCE INFORMATION (CONT'D)

EVENT RESTRICTIONS

The number of competitors a chapter can enter will be based on your paid chapter membership:

1-49 members: 1-3 competitors
50-74 members: up to 4 competitors
75-100 members: up to 5 competitors
100+ members: up to 6 competitors

Competitors cannot enter more than TWO Individual or Team events. If a student is entered into the Creed Contest they may compete in three events TOTAL. Email Jacob Avila ASAP if this pertains to a member in your chapter.

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 19, 2024** to Jacob Avila, Central Section Director.

Transcripts (must be sent via email):
Accounting I: Must not have had more than two semesters of accounting instruction.

Proof of Grade Level (sent via email) is for the following 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.

VOTING DELEGATES

Please assign two voting delegates for selecting the 2024-2025 Central Section officer team. Voting will take place at lunch during the conference.

CONFERENCE DRESS CODE

The 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 5-point penalty**.

PHOTO IDENTIFICATION

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 school-issued ID will be accepted, but an image on a cell phone or other device will not be allowed.

AFTERNOON ACTIVITIES (TENTATIVE)

During the afternoon, several activities and workshops may be planned. Breakfast and Lunch are included in the registration fee.

REGISTRATION MATERIALS

WHAT MATERIALS TO SEND

The following items need to be sent via email/mail or submitted online to:

javila@cafbla.org OR submitted using Blue Panda

EMAIL:
- Transcripts/Proof of Grade Level as ONE PDF per school
- Creed competitor's name if in three events
- Adviser/Chaperone Help (respond to email sent to all advisers the week before conference to confirm your event duty)

SUBMIT ONLINE (using Blue Panda)
- Broadcast Journalism Materials (link to video) - Review website for more info
- Job Application / Future Business Leader Materials (PDF)
- Online School-site Testing Event submissions (Computer Applications, Database Design & Applications, Spreadsheet Applications, & Word Processing) – Info will be sent to advisers who have members in these events

The following items need to be sent via mail or paid online to:

CA FBLA - Central Section   OR   **Paid online through the e-invoice**
      PO Box 1440
      Owasso, OK 74055

- **Registration Check**
  - Send check payable to CAFBLA-Central 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.
  - **NOTE: This is an UPDATED ADDRESS from past years, please ensure it is sent to correct location.**

- **E-invoices**
  - E-invoices will be sent via email to chapters by **JANUARY 26, 2024.**
  - Once an e-invoice is received, chapters may pay via credit card through the e-invoice.

WHAT MATERIALS TO BRING TO CSLC

1. **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 Form for ALL STUDENT ATTENDEES:**
   a. Permission & Medical Release Form

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. **PHOTO I.D. OR TRANSCRIPT/ATTENDANCE PRINTOUT** with Student Name & Image clearly visible. Required for ALL competitors at the conference.

PERFORMANCE EVENT INFORMATION

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 (Section and State)" section.

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 event guidelines, including the "California FBLA Guidelines (Section and State)" 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 event guidelines, including the "California FBLA Guidelines (Section and State)" section. Finalists (Top 10) and interview times for this event will be sent to Advisers the week of the Conference.

IMPROMPTU SPEAKING

Competitors for this event are encouraged to participate in this event only. 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 the Section Leadership Conference**

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

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 CSLC. The members device must be charged and able to access the internet on the day of the event. This continued this year due to most schools being 1:1 on devices after last school year. Please prepare your students for this transition 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 should be implemented at SLC as well.

Members will login to their assigned computer under the direction of the 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 as listed on their nametag and emailed to Advisers the week of the Conference.

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. Scheduling will be difficult with the continued use of Online Testing. Members will be assigned sessions; all information will be found on their nametag and on the final conference program.

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.

2024-2025 SECTION OFFICER TEAM INFO

THE DECISION TO RUN FOR SECTION OFFICE

Service as a Central 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 Central Section Officer Candidate eligibility, the application and campaign process, and an overview of the expectations, responsibilities, and activities of Central Section Officers.

Complete Applications must be submitted via EMAIL as **ONE PDF FILE** to Jacob Avila, Central Section Director, at javila@cafbla.org on or before **December 22, 2023**.

To be successful in the candidate process, be sure to carefully review and consider the following:
- Review the Officer Candidate Guide 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
- Recording Secretary
- Treasurer
- Public Relations
- Historian/Parliamentarian

NOTE: The President will simultaneously hold the office of State Vice President representing Central 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 Central Section Officer Applications to
Central Section Director Jacob Avila at javila@cafbla.org

TENTATIVE SCHEDULE OF EVENTS

8:30-9:15AM	**REGISTRATION (Advisers Only)**	**Quad**
8:30-9:15AM	**MORNING REFRESHMENTS**	**Quad**
9:15AM	**OPENING SESSION**	**Quad**
	(Welcome and Campaign Speeches)	
10:00-2:00PM	**ONLINE TESTING SESSIONS**	**COMPUTER LABS**

NOTE: STUDENTS WILL USE THEIR OWN DEVICES

Accounting I	Advertising	Agribusiness
Business Calculations	Business Communication	Business Law
Business Mgmt.	Computer Applications	Comp. Problem Solving
Database Des. & App.	Economics	Entrepreneurship
Future Business Leader	Health Care Admin.	Hospitality & Event Mgmt.
Human Resource Mgmt.	International Business	Insurance & Risk 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	

10:00AM   **SPEAKING EVENTS**

Job Interview	**TBD**
Intro to Public Speaking	**TBD**
Public Speaking	**TBD**
Impromptu Speaking	**TBD**
Creed	**TBD**
Sales Presentation	**TBD**

11:00AM	**FUTURE BUSINESS LEADER - FINALISTS**	**TBD**
11:45-1:45PM	**LUNCH (served continuously)**	**Quad**
	(Voting Delegates will vote at this time)	
TBD	**ADVISERS MEETING**	**TBD**
	PROFESSIONAL WORKSHOPS	**TBD**
	AFTERNOON ACTIVITIES	**TBD**
4:00-5:00PM	**AWARDS/CLOSING SESSION**	**LJ Williams Theater**

NOTE: THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE – LATER START TIME THIS YEAR AS WELL

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 5-point penalty. This can be avoided with some guidance and understanding.

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. Be a professional and don't get a deduction!

Professional attire acceptable for official FBLA activities include:

- **Males:**
    - Business suit with collared dress shirt, and necktie or
    - Sport coat, dress slacks, collared shirt, and necktie or
    - Dress slacks, collared shirt, and necktie.
    - Banded collared shirt may be worn only if sport coat or business suit is worn.
    - Dress shoes and dress socks. SOCKS MUST BE THE SAME COLOR AS SUIT

- **Females:**
    - Business suit with blouse or
    - Business pantsuit with blouse or
    - Skirt or dress slacks with blouse or sweater or
    - Business dress
    - Please note: DRESS OR SKIRT HEM LENGTH MAY BE NO HIGHER THAN THREE INCHES ABOVE THE KNEE
    - 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 includes:

- 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, hiking boots, bare feet, or over-the-knee boots
- Athletic wear, including sneakers and low-cut ankle socks
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

SLC QUALIFIERS FROM CSLC

FIRST Place Winner at Central Section:

Creed

FIRST & SECOND Place Winners at Central Section:

Broadcast Journalism	Intro to Public Speaking
Impromptu Speaking	Public Speaking
Job Interview	Sales Presentation

FIRST, SECOND, THIRD, FOURTH, & FIFTH Place Winners at Central 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 Central 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!

ONLINE REGISTRATION INFO (ADVISERS ONLY)

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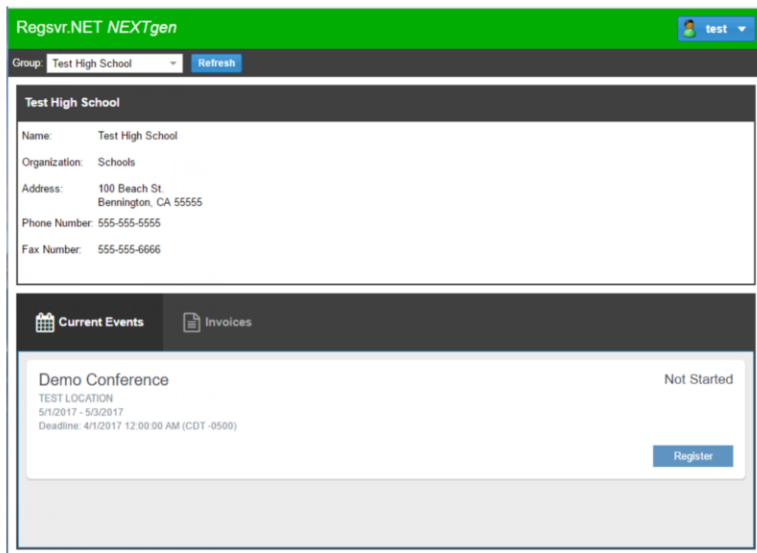
In the Blue Panda dropdown, select the "California FBLA│[Your Middle/High School's Name]" option. This will give you access to California FBLA's section and state conference registrations.

Click "Register" for the 2024 Central 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."

ONLINE REGISTRATION INFO (ADVISERS ONLY)

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.

ONLINE REGISTRATION INFO (ADVISERS ONLY)

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 19, 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 19, 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 19, 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 Jacob Avila, Central Section Director, at javila@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.

<p style="text-align:center; color:red; font-weight:bold;">REGISTRATION OPENS FOR 2024 CSLC ON DECEMBER 1, 2023</p>

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

ONLINE EVENT SUBMISSION (ADVISERS ONLY)

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

DECEMBER 2023

1   CSLC Conference Registration Opens

22   CSLC School-Site Testing Request for Computer Applications, Database Design & Applications, Spreadsheet Applications and Word Processing — Submitted Online
*****Blue Panda registration must be submitted for these students by December 22. No students can be added to these events after December 22.*

22   2024-2025 Central Section Officer Applications — Emailed as ONE PDF to Jacob Avila

JANUARY 2024

19   Submission of the following Event Materials **Online** – Broadcast Journalism, Future Business Leader and Job Interview

19   Membership Registration Deadline — Online Membership Registration System

19   Conference Registration Deadline — Online Conference Registration System

19   Completed CSLC School-Site Tests for Computer Applications, Database Design & Applications, Spreadsheet Applications and Word Processing – **Submitted Online**

19   Mail Conference Registration Check (email Jacob Avila if you need to send later) –
       Mail to: PO Box 1440, Owasso, OK 74055
       Written to: CAFBLA - Central Section

       NOTE: This is an UPDATED ADDRESS from past years, please ensure it is sent to correct location.

FEBRUARY 2024

10   CSLC 2022 – Redwood High School