2024 GOLD COAST SECTION LEADERSHIP CONFERENCE



WESTLAKE HIGH SCHOOL

100 N LAKEVIEW CYN RD WESTLAKE VILLAGE
SATURDAY, FEBRUARY 10, 2024

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GENERAL CONFERENCE INFORMATION

Date:

February 10, 2024

Location:

Westlake High School
100 N Lakeview Cyn Rd. Westlake Village

Start Time:

7:30 AM: Registration Opens 8:30 AM: Opening Session Begins

QUESTIONS?

If you have any questions regarding the conference or competitive events please contact Gold Coast Section Director, via email at goldcoastdirector@cafbla.org

WELCOME

We are working hard to make this year an experience you won't forget! The 2023-2024 edition of the California Awards Program (CAP) will be in effect for all section competitive events. Please check out the latest competitive events guidelines on our state website, <u>cafbla.org</u>.

We are excited that this event will be in person. Please work with your members to ensure they know conference protocol, dress code, and 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 GCSLC will be utilizing pre-conference Online Testing for all Objective Tests. Information will be sent regarding online testing sign-ups. 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 Gold Coast 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 Gold Coast Section Officer Candidate Guide and Application can be found on the cafbla.org website. 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 encourage all of your members to compete in at least one event and to participate in the numerous workshops we have prepared for you. We are looking forward to seeing you in February!

Sincerely,

Laurie Looker Dawn Herbert

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CA FBLA Co-Gold Coast Section Directors

CONFERENCE INFORMATION

ONLINE CHAPTER AFFILIATION DUES

All Members must be paid FBLA members through the National system by **JANUARY 19, 2024** to compete! Go online to fbla-pbl.org to register members using your myFBLA account. If you have questions about registering your members contact hello@cafbla.org.

CONFERENCE REGISTRATION

Conference Registration fees include morning refreshments/lunch/awards/testing. **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)
 - o COSTS:
 - \$40 per member/guest
 - \$10 per adviser
- Transcripts/Proof of Grade Level

MAKE CHECKS PAYABLE TO:

CA FBLA-Gold Coast Section

PO Box 1440

Owasso, OK 74055

Please have your business office use the address listed

ONLINE SCHOOL-SITE PRODUCTION TESTING REQUEST AND SUBMISSION

This section is for PRODUCTION tests-not online objective testing.

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 production tests. COMPLETED Online School-Site Tests must be submitted online by JANUARY 19, 2024.

SCHOOL-SITE PRODUCTION TEST EVENTS ARE:

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

Step three: Students complete the objective test online.

SECTION PRE-JUDGED EVENT MATERIALS

Event Materials for **Broadcast Journalism**, **Job Interview and Future Business Leader (FBL)** must be submitted online through the Blue Panda Conference Registration System.

PLEASE REVIEW THE WEBSITE for all info regarding the pre-judged events.

SECTION PRE-JUDGED EVENTS ARE:

Broadcast Journalism

Job Interview

Future Business Leader

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 competitors50-74 members: up to 4 competitors75-100 members: up to 5 competitors100+ 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 Gold Coast Director 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** goldcoastdirector@cafbla.org

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 Gold Coast Section officer team. Voting will take place at lunch during the conference.

CONFERENCE DRESS CODE

The Dress Code for this conference is Business Professional. Advisers, please take the time to review the dress code with your members prior to the conference to ensure they are not disqualified, penalized, or unable to attend the sessions or workshops.

PHOTO IDENTIFICATION

All competitors are required to have a Photo ID or printed copy of schedule/transcript with their name and photo or they will NOT be allowed to compete. A school ID or Driver's License will be accepted. Images on a cell phone or other device will not be allowed.

WORKSHOPS

During the conference, several activities and workshops will be planned. Students not competing in a performance event are expected to attend the activities and workshops. A schedule of events will be sent prior to the conference. Advisers are asked to assist students in selecting their agenda for the day.

REGISTRATION MATERIALS

WHAT MATERIALS TO SEND

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

EMAIL to goldcoastdirector@cafbla.org

- 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 <u>website</u> for more info
- Job Application / Future Business Leader Materials (PDF)
- Online School-site Testing Event submissions (Computer Application, 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:

• Registration Check

- Send check payable to CA FBLA-Gold Coast Section
- Checks must be received no later than the date of the conference 2/10/2024
- 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 February 2, 2024.
- Once an e-invoice is received, chapters may pay via credit card through the e-invoice or mail check to the address listed above.

WHAT MATERIALS TO BRING TO GCSLC

- REQUIRED FORMS (FOUND ONLINE HERE): 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.
- 2. Required Forms for ALL STUDENT ATTENDEES:
 - a. Permission & Medical Release Form Link
- PHOTO ID with student name and image clearly visible. Required for ALL attendees at the conference.

PERFORMANCE EVENT INFORMATION

BROADCAST JOURNALISM

- At the Section Leadership Conference, Broadcast Journalism consists of a prejudged video presentation (submitted as a URL).
- Number of Competitors per Chapter: Each local chapter may enter one (1) individual or a team of two (2) or three (3) members in each event.
- Number of Competitors Who Advance to State: A maximum of the top two (2) places from the section competition in each event will represent their section at the State Leadership Conference.
- Deadline: Advisers must submit prejudged videos for section competition in Blue Panda by 4:59 p.m. Pacific on January 19, 2024. Video submissions should be URLs. Videos should follow the digital submission guidelines established at the 2020 National Leadership Experience. Competitors are responsible for ensuring judges can watch their videos.
- Competitors also need to submit a PDF copy of the statement of assurance.

FUTURE BUSINESS LEADER (FBL)

The top ten in this event will be selected based on preliminary scores of application materials. Competitors are to also bring three copies of Event Materials to the conference in one folder. See website for more information. 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 ten in this event will be selected based on preliminary scores of application materials. Competitors are to also bring three copies of Event Materials to the conference in one folder. See website for more information. 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, as participants are sequestered. Once sequestered, participants may not leave. Participants who arrive after the sequester room closes will not be admitted. Times for this event will be sent to advisers the week of the conference.

SALES PRESENTATION

Event Specifics:

- One submission per chapter (Individual/Team for both events)
- Present live at the Section Leadership Conference

On the <u>website</u>, please read the GUIDELINES for SECTION LEVEL ONLY portion for this conference.

ONLINE OBJECTIVE TESTING INFORMATION

All Objective Testing will be conducted on-line the week prior to the conference and must be proctored by an adviser or school staff.

Members will log-in to their assigned test under the direction of the proctoring adviser and have one hour to complete each test. Members from the same chapter signed up to take the same test MUST test at the same time.

Advisers will be sent an email to select their testing dates and times. Tests must be done during the testing period over the course of the five (5) days prior to the conference. Testing will be administered similar to Production testing in which the chapter adviser will schedule the students themselves to take their tests during the testing window they selected.

Events WILL NOT be pre-bracketed to specific days. Members who take an on-line test, but choose not to attend the GCSLC are required to pay the full registration fee.

Questions regarding on-line testing should be sent to Tiffany Perez tperez@cafbla.org

RUNNING FOR 2024-2025 SECTION OFFICE

THE DECISION TO RUN FOR SECTION OFFICE

Service as a Gold Coast 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 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 Gold Coast Section Director, at goldcoastdirector@cafbla.org on or before **December 15, 2023**.

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

- Review the <u>Officer Candidate Guide</u> 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 who will be enrolled in 7th to 12th grade during the 2024-2025 school year. The positions are:

- President
- Vice President of Activities
- Vice President of Membership
- Secretary
- Public Relations

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

FOR MORE INFORMATION

Download the Candidate Guide and Application HERE

Direct all inquiries and questions about Gold Coast Section Officer Applications to Gold Coast Section Director goldcoastdirector@cafbla.org

TENTATIVE SCHEDULE OF EVENTS

7:30-8:00 AM REGISTRATION (Advisers must check in chapter)

7:30-8:15AM MORNING REFRESHMENTS and CAMPAIGN TABLES

8:30-9:20 AM OPENING SESSION

(Welcome and Campaign Speeches)

9:30 AM SPEAKING & INTERVIEW EVENTS

Job Interview

Future Business Leader Intro to Public Speaking

Public Speaking

Impromptu Speaking

Creed

Sales Presentation

9:30-12:00 PM WORKSHOPS

12:15-12:45 PM CANDIDATE CAUCUS AND VOTING SESSION

12:00-1:30PM LUNCH (served continuously)

12:30-1:30 PM SMALL BUSINESS EXPO

2:00-3:30 PM AWARDS/CLOSING SESSION

NOTE: THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE

SMALL BUSINESS EXPO

Does your chapter operate a small business as part of your curriculum? If so, you are invited to participate in the GCSLC Small Business Expo. Each chapter will be provided with a table to display information about their business and sell any products they produce. The Expo will take place during the lunch session. Interested chapters should email the Gold Coast Section Directors to reserve a table.

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 be disqualified from competing. 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 be disqualified!

Professional attire acceptable for official FBLA activities include:

- Business suit with collared dress shirt, and necktie or
- Business suit with blouse or
- Sport coat, dress slacks, collared shirt, and necktie or
- o Dress slacks, collared shirt, and necktie or
- o Business pantsuit with blouse or
- Dress slacks with blouse or sweater or
- o Business Skirt or Dress
- Dress or skirt hem length may be no higher than three inches above the knee
- Dress shoes with 2-inch heal or less
- If wearing dress slacks or pants must wear dress socks. Socks must be the same color as suit
- o Banded collared shirt may be worn only if sport coat or business suit is worn.

Inappropriate attire 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 GCSLC

FIRST Place Winner at Section:

Creed

FIRST & SECOND Place Winners at Gold Coast Section:

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

FIRST, SECOND, & THIRD Place Winners at Gold Coast Section:

Parliamentary Procedure

FIRST, SECOND, THIRD, FOURTH, & FIFTH Place Winners at Gold Coast Section:

Computer Applications Spreadsheet Applications

Database Design & Application Word Processing

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

Accounting I International Business

Advertising Introduction to Business Communication
Agribusiness Introduction to Business Concepts

Business Calculations Introduction to Business Concepts

Introduction to Business Concepts

Business Communication Introduction to Event Planning

Business Law Introduction to FBLA

Business Management Introduction to Financial Math

Computer Problem Solving Introduction to Information Technology

Economics Marketing

Entrepreneurship Personal Finance

Future Business Leader Securities & Investments

Health Care Administration Sports & Entertainment Management

Hospitality & Event Management Supply Chain Management

Insurance & Risk Management

Click <u>HERE</u> to further review the many other events that begin at the State Leadership Conference (SLC) in April!

ONLINE REGISTRATION INFO (ADVISERS ONLY)

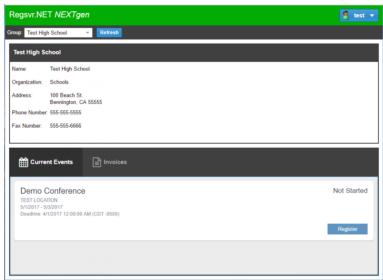
ADVISERS: READ ALL OF BELOW BEFORE LOGGING INTO BLUE PANDA.

Each school chapter has a single username and password to Blue Panda. Make sure all advisers at your school know the password.

Log in at https://app.gobluepanda.com. If you have login issues, please email competitive events coordinator Manuel Rapada at mrapada@cafbla.org.



Click "Register" for the 2024 Gold Coast 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)

For section and state conferences, only members listed as part of an affiliated chapter may register — and only those names will appear in Blue Panda. If you don't see a name, you will need to go to the national membership database (https://www.fbla-pbl.org/), add that member and wait overnight for the databases to sync before the name will appear in Blue Panda.

If you have issues with the national membership database not showing dues payments or if names need to be corrected in spelling, you will need to contact the FBLA National Center, Membership Office (Katera Poma, kpoma@fbla.org, or Eric Jones, ejones@fbla.org, or call 703.860.8210 for Eric or 703.860.5514 for Katera, Eastern Time). Blue Panda system syncs will occur every four hours during the last week before registration closes on January 19, 2024.

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.

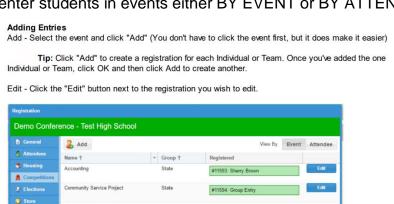
If you have students with dietary requirements, please provide a clear explanation of the student's needs in addition to checking the Dietary box.

For each student, double check spelling (only National Center can fix), 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 the national database 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).

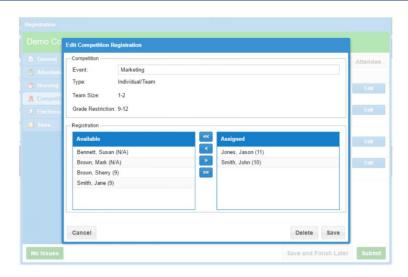
Save and Finish Later Submit



ONLINE REGISTRATION INFO (ADVISERS ONLY)

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 make adjustments any time until January 19 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.

As payments are received, they will be posted in Blue Panda, so log back in any time to check on balance due status. Be sure, too, that the balance is paid by the due date. Also, be sure that all membership and section dues are paid in the membership system by the due date.

If you have questions, please contact Gold Coast Section Directors, at goldcoastdirector@cafbla.org

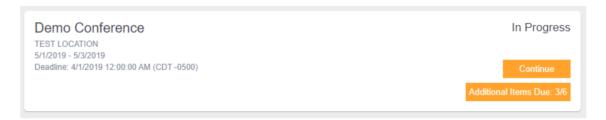
For Blue Panda-specific questions, please contact competitive events coordinator Manuel Rapada at mrapada@cafbla.org. Please include a call back number and good times to call in your message, along with details of your question. Only advisers will be assisted.

REGISTRATION OPENS FOR 2024 GCSLC ON DECEMBER 1, 2023

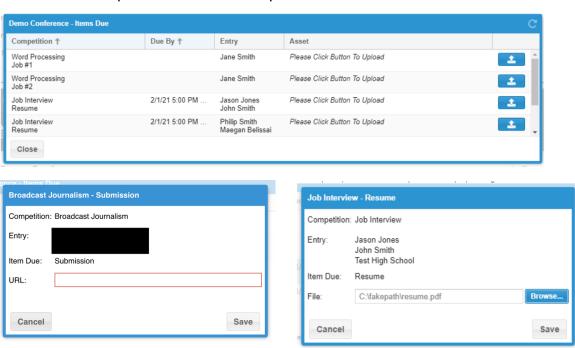
NOTE: Only CHAPTER ADVISERS should be registering members for this event. STUDENTS are not allowed to register chapter members.

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 GCSLC Conference Registration Opens
- 22 GCSLC School-Site Testing Request for Computer Applications, Database Design & Application, Spreadsheet Applications and Word Processing Submitted Online *Registration must be submitted for these students at this time as well.
- 2024-2025 Gold Coast Section Officer Applications Emailed as ONE PDF to goldcoastdirector@cafbla.org

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

 ***FINAL Registration must be submitted for at this time as well. Cannot include any additions from previous events from the December 22 or January 19 deadlines listed.
- 19 Completed GCSLC School-Site Production Tests for Computer Applications, Database Design & Application, Spreadsheet Applications and Word Processing **Submitted Online**
- **19** Conference Registration Check Information:

Mail to: CA FBLA Finance Office PO Box 1440, Owasso, OK 74055

Payable to: CA FBLA-Gold Coast Section

Please make sure your business office has updated conference check information.

29 Online testing window opens

FEBRUARY 2024

- 02 Online Objective Testing Window Closes
- 10 GCSLC 2024 Westlake High School