



BAY SECTION

LEADERSHIP CONFERENCE
2024



HOMESTEAD HIGH SCHOOL

21370 Homestead Rd, Cupertino, CA 95014

February 10th, 2024



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GENERAL CONFERENCE INFORMATION

Date:

February 10, 2024

Location:

Homestead High School

21370 Homestead Road, Cupertino, CA 95014

Start Time:

7:30 AM: Registration Opens

8:15 AM: Opening Session Begins

QUESTIONS?

If you have any questions regarding the conference, or competitive events, please contact Mr. Graeme Logie, Bay Section Director, via email at baydirector@cafbla.org.



WELCOME

Bay Section Chapter Advisers,

The Bay Section Executive Board and the Homestead FBLA Officer Team are working hard to make this year a memorable experience for you and your chapter members! The 2023-2024 California competitive event guidelines will be in effect for all section level competitive events. Please check out the latest competitive events guidelines on our state website, cafbla.org.

Please work with your members to ensure they know conference protocols, adhere to the FBLA National Dress Code, and treat themselves, their fellow members, and all equipment and facilities with care and respect. Should you have any questions or concerns, please reach out to me ASAP so they can be addressed.

Once again, this year's BSLC will be utilizing Online Testing for all Objective Tests. It is expected that all devices for taking tests will be provided by Homestead High School. The final Conference Schedule will be posted and emailed to registered Chapter Advisers the week of the event. As was the case in past years, Online Testing will be spread out over several testing sessions that will go on through most of the morning, and the early afternoon. This will ensure all competitors get a chance to complete their specific events and get time to have lunch.

Please encourage your members to realize their leadership potential by running for a Bay 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 Bay Section Officer Candidate Guide and Application can be found [here](#), under Leadership Resources. Also, be sure to select two members as voting delegates for the Bay Section Officer's caucus and election during the afternoon of the conference.

We encourage you to come and experience the thrill of competition and workshops. Please try to encourage all of your members to compete and/or to participate in the numerous workshops we have prepared for them. We are looking forward to seeing you at Homestead High School on February 10!

Sincerely,

Graeme Logie
Bay Section Director



CONFERENCE INFORMATION

CHAPTER AFFILIATION

To be eligible to register and compete at the Bay Section Leadership Conference, all members must be ACTIVE and paid FBLA members through the National system by **JANUARY 19, 2024**. Go online to fbla-pbl.org to register new members and activate existing members using [FBLA Connect](https://fbconnect.org). If you have questions about registering your members, please contact hello@cafbla.org.

CONFERENCE REGISTRATION

Conference Registration fees include morning refreshments/lunch/awards/facilities use, technical support etc. **NO REFUNDS WILL BE GIVEN AFTER REGISTRATION DEADLINES.**

REGISTRATION DEADLINES: DECEMBER 22, 2023* and JANUARY 19, 2024

- Online Membership Registration on myFBLA (to make members ACTIVE, and eligible to compete at Bay Section)
- Conference Registration deadline (registration for the Bay Section Leadership Conference)
 - **BAY SECTION LEADERSHIP CONFERENCE COSTS:**
 - \$40 per member
 - \$40 per guest/chaperone (Chapters that register a Guest/Chaperone that signs up to help with conference duties, will be rebated \$30 of the registration fee, after the conference)
 - \$0 per adviser
- Transcripts/Proof of Grade Level (emailed to baydirector@cafbla.org only)

MAKE CHECKS PAYABLE TO:
CAFBLA-Bay Section

MAIL CHECKS TO:
CAFBLA-Bay Section
PO Box 1440
Owasso, OK 74055

PRODUCTION EVENT SCHOOL-SITE TESTING REQUESTS AND SUBMISSION DEADLINES

Step one: Request Production Event Tests and register members for Production Events. 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 Competitions page on cafbla.org.

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

SCHOOL-SITE TESTING EVENTS ARE:

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

*December 22, 2023, Registration deadline applies to members participating in Computer Applications, Database Design & Applications, Spreadsheet Applications, and/or Word Processing. All other events are January 19, 2024.



Step three: Members must attend and complete an Objective Test at the section conference.

CONFERENCE INFORMATION (CONT'D)

BAY SECTION PRE-JUDGED EVENT MATERIALS

Event Materials for Broadcast Journalism, Future Business Leader (FBL), and Job Interview must be submitted online through the Blue Panda Conference Registration System. Information can be found on Page 14. **PLEASE REVIEW THE [WEBSITE](#) for all info regarding the pre-judged events.**

BAY SECTION PRE-JUDGED EVENTS ARE:

- Broadcast Journalism
- Future Business Leader
- Job Interview

DUE DATE: **JANUARY 19, 2024**, last day to submit materials for preliminary judging.

EVENT RESTRICTIONS

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

For objective testing events only:

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

For competitor limits per chapter for pre-judged, performance, and skills test events, please consult the 2023-2024 California competitive event guidelines on the CA FBLA website.

Competitors cannot enter more than TWO Individual or Team events. If a member is entered into the Creed Competition, they may compete in three events TOTAL. Email Graeme Logie, Bay Section Director, glogie@cafbla.org 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 members via email by **JANUARY 19, 2024**, to Graeme Logie, Bay Section Director, glogie@cafbla.org.

Transcripts must be sent via email

Proof of Grade Level (sent via email) is for the following events for members in 7th-10th grades: Creed, Introduction to Business Communication, Introduction to Business Concepts, Introduction to Business Procedures, Introduction to Event Planning, Introduction to FBLA, Introduction to Financial Math, Introduction to Information Technology, and Introduction to Public Speaking

Accounting I competitors must not have had more than two semesters of accounting instruction.



CONFERENCE INFORMATION (CONT'D)

VOTING DELEGATES

Please assign two members of your chapter to be voting delegates for selecting the 2024-2025 Bay Section Executive Board. A voting caucus will take place during the afternoon of the Bay Section Leadership Conference after all objective testing events are complete.

CONFERENCE DRESS CODE

The Dress Code for this conference is Business Professional. Please review what the dress code is with your members **BEFORE** the conference. See Page 12 for more information. Members not adhering to the dress code may be disqualified from their events, or their scores may be reduced by penalty points.

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. More information will be sent the week of the conference.

AFTERNOON ACTIVITIES (TBD)

During the afternoon, several activities and workshops may be planned.

Breakfast snacks and Lunch are included with conference registration. .



REGISTRATION MATERIALS

WHAT MATERIALS TO SEND

EMAIL baydirector@cafbla.org:

- Transcripts/Proof of Grade Level as ONE PDF per school
- Creed competitor's name, only if that competitor is in three events

SUBMIT ONLINE (using Blue Panda)

- Broadcast Journalism materials (a link to the video) - Review [website](#) for more info
- Job Interview materials + job application (PDF)
- Future Business Leader materials (PDF)
- Online School-site Testing Event submissions (Computer Applications, Database Design & Applications, Spreadsheet Applications, & Word Processing) Information will only be sent to advisers who have members in these events

CONFERENCE FEE PAYMENT:

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

- **Registration Check**
 - Send check payable to CAFBLA-Bay Section
 - Checks must be received by the date of conference at the latest
 - We will not accept checks on-site on the day of the conference
 - **Mail to: CA FBLA – Bay Section**
PO Box 1440
Owasso, OK 74055
- **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

WHAT MATERIALS TO BRING TO BSLC

1. **REQUIRED FORMS:** Advisers are required to have the following forms in their possession during the event. These will be checked but not collected at Registration to ensure all members are approved to attend this event by their Parent/Guardians. **Required Forms for ALL MEMBER ATTENDEES:**

- a. CA FBLA Permission & Medical Release Form
- b. CA FBLA COVID-19 Acknowledgement & Personal Responsibility Policy

School/District permission slips are not to be submitted with CA FBLA required forms.

DEVICES FOR ONLINE OBJECTIVE TESTING: It is anticipated that the number of testing sessions and individuals testing will be about the same as in 2022-2023. At this time, it is not expected that members will need to bring their own devices. Should sign-ups for events increase to where available devices from the host school do not meet demand, Chapter Advisers will be notified that students must bring their own Wi-Fi enabled devices for online objective tests.



PHOTO ID OR TRANSCRIPT/ATTENDANCE PRINTOUT: CURRENT, 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)
- Submit prejudged component by January 19, 2024, 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 the 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

Performance times will be sent to Chapter Advisers with members in these events, during 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 the 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. Performance times will be drawn and sent to Chapter Advisers with members in this event, during the week of the conference.

SALES PRESENTATION

One entry per chapter (Individual/Team).

Review the [event guidelines](#), including the "California FBLA Guidelines (Section and State)" section. Performance times will be sent to Chapter Advisers with members in this event, during the week of the conference.



OBJECTIVE TESTING INFORMATION

GENERAL INFORMATION

All Objective Test Competitive Events will be held in one of the classrooms in the “A” Building at Homestead High School. At this time, it is not expected that students will need to bring their own device. Should this change before the day of the conference, Chapter Advisers will be notified by email that students will need to bring their own device.

Members will log-in to their assigned computer under the direction of the Chapter Adviser Proctors and Administrators and complete the exam in the one-hour time slot provided.

OBJECTIVE TESTING SESSIONS

Participating members will be assigned to a testing time based on competitive event and school. Members from the same chapter **MUST** take the specific competitive event during the same session and only during their assigned time. The testing schedule will be prepared ahead of the conference to help members and Chapter Advisers plan for 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 accommodation 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, and it is expected that they be on time for each of their events.

2024-2025 BAY SECTION OFFICER TEAM

THE DECISION TO RUN FOR SECTION OFFICE

Service as a Bay 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 Bay Section officer candidate eligibility, the application and campaign process, and an overview of the expectations, responsibilities, and activities of Bay Section officers.

Completed Applications and all other materials must be submitted via **EMAIL** as **ONE PDF FILE** to Graeme Logie, Bay Section Director, at baydirector@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](#) under Leadership Resources and be familiar with section officer responsibilities and candidate requirements.
- Meet with your 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.



BAY SECTION POSITIONS

Officer Positions are open to candidates in 7th to 12th grade during the 2024-2025 school year. The positions are:

- President
- Vice President of Outreach (per Bay Section bylaws, this position is not open to Homestead)
- Vice President of Activities
- Secretary-Treasurer
- Public Relations Officer
- Parliamentarian*

NOTE: The President will simultaneously hold the office of State Vice President representing the Bay Section and must be able to complete the commitments, responsibilities, and duties of both positions.

*Parliamentarian is an appointed position. The member who scores the highest on the Parliamentary Procedures test at the State Leadership Conference will be offered the position. Eligibility is limited to non-seniors at the time of the test. Students do not apply for the Parliamentarian position.

Direct all inquiries and questions about Bay Section Officer Applications to Bay Section Director, Graeme Logie at baydirector@cafbla.org



TENTATIVE SCHEDULE OF EVENTS

TIME	EVENT	LOCATION
7:30-8:30AM	REGISTRATION (Advisers Only)	STUDENT CENTER
7:30-TBD	MORNING REFRESHMENTS	CAFETERIA
8:15AM	OPENING SESSION	LARGE GYM
9:00 AM – 2:00 PM	ENTERTAINMENT	MAIN QUAD
9:00 AM – 2:30 PM	SECTION OFFICER CANDIDATE CAMPAIGNING	STUDENT CENTER
9:00-2:00PM	ONLINE TESTING SESSIONS	"A" BUILDING
Accounting I	Advertising	Agribusiness
Business Calculations	Business Communication	Business Law
Business Management	Computer Applications	Computer Problem Solving
Database Design & App.	Economics	Entrepreneurship
Future Business Leader	Health Care Administration	Hospitality & Event Management
Human Resources Mgmt.	International Business	Insurance & Risk Management
Introduction to Bus. Concepts	Intro to Business Comm.	Introduction to Business Procedures
Introduction to Event Planning	Introduction to FBLA	Introduction to Financial Math
Introduction to Information Tech		Marketing
Personal Finance	Securities & Investments	Sports & Entertainment Mgmt.
Spreadsheet Applications	Supply Chain Management	Word Processing
11:00 PM – 3:00 PM	SPEAKING EVENTS	"A" BUILDING
	Creed	
	Future Business Leader	
	Impromptu Speaking	
	Intro to Public Speaking	
	Job Interview	
	Public Speaking	
	Sales Presentation	
11:30-1:15 PM	LUNCH (served continuously)	CAFETERIA
12:00 – 3:00 PM	PHOTO BOOTH	OUTSIDE CAFETERIA
2:45 – 3:15 PM	WORKSHOPS/AFTERNOON ACTIVITIES CAUCUS	"A" BUILDING
3:20 – 3:50 PM	WORKSHOPS/AFTERNOON ACTIVITIES	"A" BUILDING
4:00-6:00 PM	AWARDS/CLOSING SESSION	LARGE GYM

NOTE: THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE



CONFERENCE DRESS CODE

CHAPTER ADVISERS: Please spend time PRIOR to the conference reviewing the dress code and assisting your members in dressing professionally. Members dressed inappropriately face disqualification from their event or being penalized through their event score. This can be avoided with guidance and understanding.

FBLA members and Chapter 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—Chapter Advisers, members, and guests—at all general sessions, competitive events, meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of the 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
- 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
- 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 heel or less

Inappropriate attire for both males and females 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, hiking boots, bare feet, or over-the-knee boots
- Athletic wear, including sneakers and low-cut ankle socks of any color
- Hats
- Flannel fabric clothing
- Bolo ties
- Visible foundation garments



CA FBLA STATE LEADERSHIP CONFERENCE QUALIFIERS FROM BAY SECTION

FIRST Place Winner at Bay Section

Creed

FIRST & SECOND Place Winners at Bay Section

Broadcast Journalism
Impromptu Speaking
Job Interview

Intro to Public Speaking
Public Speaking
Sales Presentation

FIRST, SECOND, THIRD, FOURTH, & FIFTH Place Winners at Bay Section (who each have a final score above 30)

Computer Applications
Spreadsheet Applications

Database Design & Applications
Word Processing

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

Accounting I
Advertising
Agribusiness
Business Calculations
Business Communication
Business Law
Business Management
Computer Problem Solving
Economics
Entrepreneurship
Future Business Leader
Health Care Administration
Hospitality & Event Management
Human Resources Management

Insurance & Risk Management
International Business
Introduction to Business Communication
Introduction to Business Concepts
Introduction to Business Procedures
Introduction to Event Planning
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Marketing
Personal Finance
Securities & Investments
Sports & Entertainment Management
Supply Chain Management

Click [HERE](#) to further review the many other events that begin at the State Leadership Conference (SLC) in April!



IMPORTANT DATES

DECEMBER 2023

1st BSLC Conference Registration Opens

22nd BSLC School-Site Testing Request and registration of competitors in Computer Applications, Database Design & Applications, Spreadsheet Applications, and Word Processing – Submitted Online

*****Registration must be submitted for these students at this time as well.**

22nd 2024–2025 Bay Section [Officer Applications](#) emailed as ONE PDF per applicant to Graeme Logie, Bay Section Director, glogie@cafbla.org

JANUARY 2024

19th Submission of the following:

Event Materials **Online** for Job Interview, Future Business Leader, & Broadcast Journalism

*****Registration must be submitted for these students at this time as well.**

19th FBLA Membership Registration Deadline – myFBLA National Membership System

19th Bay Section Leadership Conference Registration deadline – Blue Panda Registration System

*****FINAL Registration must be submitted for at this time as well.**

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

19th Mail Conference Registration Check

Mail to: PO Box 1440, Owasso, OK 74055

Written to: CAFBLA-Bay Section

FEBRUARY 2024

10th BSLC 2024 – Homestead High School