# 2025 GOLD COAST SECTION LEADERSHIP CONFERENCE



WESTLAKE HIGH SCHOOL 100 N LAKEVIEW CYN RD WESTLAKE VILLAGE SATURDAY, FEBRUARY 8, 2025

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### **GENERAL CONFERENCE INFORMATION**

#### Date:

February 08, 2025

### Location:

Westlake High School 100 N Lakeview Cyn Rd. Westlake Village

### Start Time:

7:30 AM: Check In Opens 8:45 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 2024-2025 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 that will take place at school sites. Information will be sent regarding online testing signups and proctoring. All students who register for the conference and a competitive event are expected to attend the conference at Westlake High School.

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 CA FBLA Officer Candidate Guide and Application can be found on the cafbla.org website in the resources library. Also, be sure to select two members as voting delegates for the section officer's election the day of the section conference.

We encourage your students to come and experience the thrill of competition and the high quality engaging workshops. Please encourage all of your members to compete in at least one event. 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 24, 2025** 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. **NO REFUNDS AFTER THE DEADLINE**.

#### **DUE JANUARY 24, 2025:**

- Online Membership Registration due (to be eligible)
- Conference Registration Deadline (Online Registration)
  - o COSTS:
    - \$40 per member
    - \$10 per adviser/chaperone
    - \$0 per Gold Coast Section Officers
- Transcripts/Proof of Grade Level for required events

MAKE CHECKS PAYABLE TO: CA FBLA-Gold Coast Section must list section name

MAIL TO THIS ADDRESS: CA FBLA Finance PO Box 1440 Owasso, OK 74055

#### ONLINE SCHOOL-SITE PRODUCTION TESTING REQUEST AND SUBMISSION

#### This section is for PRODUCTION tests-not school site on-line objective testing.

**Step one: Request a test.** The Online School-Site Testing Request Form is due to Manuel Rapada, Competitive Events Coordinator by **DECEMBER 20, 2024**. 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 24, 2025.

#### SCHOOL-SITE PRODUCTION TEST EVENTS ARE:

Computer Applications
 Spreadsheet Applications
 Word Processing

Step three: Students will take the objective test on-line during the school site objective testing.

#### 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 <u>WEBSITE</u> for all info regarding the pre-judged events.

#### SECTION PRE-JUDGED EVENTS ARE:

Broadcast Journalism

Job Interview

Future Business Leader

**DUE DATE: JANUARY 24, 2025** (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 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 24, 2025** 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 2025-2026 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. Please review the dress code with your members prior to the conference to ensure they are not penalized, or unable to attend the sessions or workshops. Not adhering to the dress code is a 5-point penalty

#### 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

Advisers and chaperones will be assigned to an event or workshop to assist judges and presenters. Assigned duties will be sent one week prior to event.

#### **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, 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
- 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 31, 2025
- Once an e-invoice is received, chapters may pay via credit card through the einvoice or mail check to the address listed above.

#### WHAT MATERIALS TO BRING TO GCSLC

- 1. **Required Forms for ALL STUDENT ATTENDEES:** Members are required to have the following forms on hand and filled out in the Advisers possession during the event. These forms ensure all members are approved to attend this event by their Parent/Guardians.
  - 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 24, 2025.
- 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)
- Present live at the Section Leadership Conference

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

### 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 50 minutes 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 may only be completed during the testing window provided. 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 dates and times they selected.

Events WILL NOT be bracketed to specific days. Members who take an on-line test are expected to attend the full conference at Westlake. All registered members are required to pay the full registration fee.

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

# **RUNNING FOR 2025-2026 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 13, 2024**.

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 Gold Coast only officer positions will be filled with a combination of rubric score from interview and receiving 3/4s of the voting delegates. A selection committee will determine which candidate fills each officer position.

#### 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)

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

8:45-9:15 AM OPENING SESSION

(Welcome and Campaign Speeches)

9:30 -12:00 PM 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 receive a 5-point deduction from their score. 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.

#### 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
- Dress slacks, collared shirt, and necktie or
- Business pantsuit with blouse or
- Dress slacks with blouse or sweater or
- Business Skirt or Dress
- Dress or skirt hem length may be no higher than 1 inch 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
- 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 Word Processing

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

Accounting I Insurance & Risk Management

Advertising International Business

Agribusiness Introduction to Business Communication

Business Communication Introduction to Business Concepts
Business Law Introduction to Business Procedures

Business Management Introduction to Event Planning

Computer Problem Solving Introduction to FBLA

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Economics Introduction to Financial Math

Entrepreneurship Introduction to Information Technology

Financial Math 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.

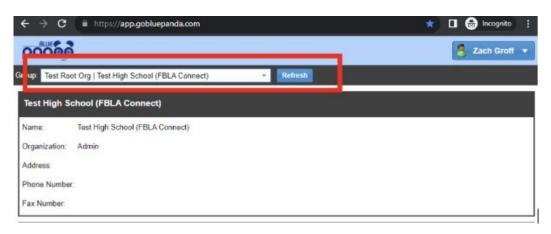
Click "Login with FBLA Connect."



Enter your FBLA Connect email address and password.

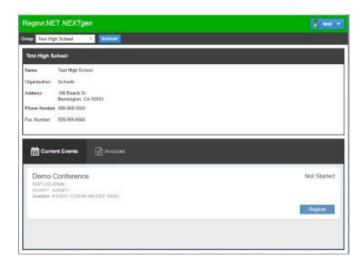


In the Blue Panda drop down, select the "California FBA [Your Middle/High School's Name]" option. This will give you access to California FBLA's section and state conference registrations.



### ONLINE REGISTRATION INFO (ADVISERS ONLY)

Click "Register" for the 2025 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."

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 not 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 not 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.

# ONLINE REGISTRATION INFO (ADVISERS ONLY)

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).



For team events, see right:

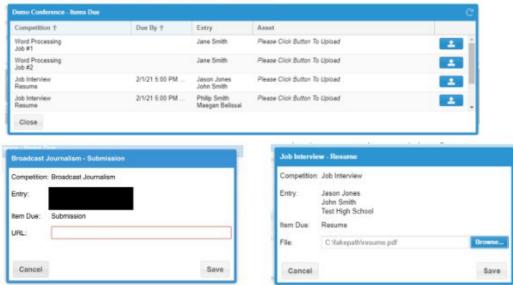
Continue assigning events to student attendees until complete. Double-check all of your event entries before submitting.

### **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.



You may log back in to adjust any time until JANUARY 24, 2025 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 24, 2025.

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 24, 2025.

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 llooker@cafbla.org or dherbert@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 2025 GCSLC ON **DECEMBER 1**, **2024** Only CHAPTER ADVISERS should be registering members for this event. Do NOT allow students to register your chapter.

### **IMPORTANT DATES**

#### **DECEMBER 2024**

- 1 GCSLC Conference Registration Opens
- 2024-2025 Gold Coast Section <u>Officer Applications</u> Emailed as ONE PDF to <u>goldcoastdirector@cafbla.org</u>
- 20 GCSLC School-Site Testing Request for Computer Applications, Spreadsheet Applications and Word Processing Submitted Online \*Registration must be submitted for these students at this time as well.

#### **JANUARY 2025**

- 24 Submission of the following Event Materials **Online** Broadcast Journalism, Future Business Leader and Job Interview
- 24 Membership Registration Deadline Online Membership Registration System
- 24 Conference Registration Deadline Online Conference Registration System
- 24 Completed CSLC School-Site Tests for Computer Applications, Spreadsheet Applications and Word Processing – Submitted Online
- 24 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.

- 24 Deadline to sign-up for online objective testing at your school site
- 27 Online testing window opens for OBJECTIVE TESTING ONLY

#### **FEBRUARY 2025**

- 03 Online Objective Testing Window Closes
- **08** GCSLC 2025 Westlake High School