2027 GOLD COAST SECTION LEADERSHIP CONFERENCE



DRIVEN BY VISION

CALIFORNIA FBLA

Gold Coast Section

SAUGUS HIGH SCHOOL
21900 CENTURION WAY, SANTA CLARITA
SATURDAY, JANUARY 30, 2027

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GENERAL CONFERENCE INFORMATION

Date: January 30, 2027

Location: Saugus High School
21900 Centurion Way, Saugus

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

Dear Gold Coast Section Advisers and Members,

We are excited to welcome you to the **2027 California FBLA Gold Coast Section Leadership Conference (GCSLC)!** Our section officers and leadership team have been working diligently to create a memorable and rewarding conference experience filled with opportunities for competition, leadership development, networking, and personal growth.
As we prepare for this year's conference, we encourage all advisers and members to familiarize themselves with the **2026–2027 California Awards Program (CAP)**, which will govern all section competitive events. The most current competitive event guidelines and resources are available on the California FBLA website at cafbla.org.

We are thrilled to host this year's conference **in person at Saugus High School on Saturday, January 30, 2027!** To ensure a successful and enjoyable experience for everyone, we ask advisers to review conference expectations with their members, including professional dress, appropriate conduct, conference protocols, and competitive event requirements. By demonstrating professionalism, respect, and the values of FBLA, we can create a positive and welcoming environment where every member has the opportunity to succeed.

Competitive Events and Conference Participation

This year's conference will feature a combination of virtual and in-person competitive event activities. Performance events will be conducted virtually via Zoom during the pre-conference period of **January 25–28, 2027**. Additional information regarding schedules, procedures, and participation requirements will be shared as the conference approaches. Please remember that **all students registered for the conference and competitive events are expected to attend the in-person conference at Saugus High School on January 30**, regardless of their competitive event format. We strongly encourage every member to participate in at least one competitive event. Competition provides students with valuable opportunities to demonstrate their knowledge, develop confidence, strengthen professional skills, and challenge themselves to achieve new levels of excellence. In addition to competitive events, members will have the opportunity to participate in engaging workshops designed to inspire leadership, career exploration, and personal development.

Gold Coast Section Leadership Opportunities

One of the most rewarding ways students can grow through FBLA is by serving as a section officer. We encourage advisers to identify and inspire members who demonstrate leadership potential to consider running for a **Gold Coast Section Officer position**. Serving as a section officer provides an exceptional opportunity to develop communication, teamwork, organization, and leadership skills while building meaningful connections with FBLA members and leaders throughout California. The California FBLA Officer Candidate Guide and Application are available in the Resource Library at cafbla.org.

Additionally, each chapter should designate **two voting delegates** to represent its members during the section officer elections held at the conference. Your chapter's participation in this process helps shape the future leadership of our Gold Coast Section.

Looking Forward to an Outstanding Conference

The Gold Coast Section Leadership Conference is more than a day of competition. It is an opportunity for students to discover their potential, celebrate their accomplishments, build lasting friendships, and experience what it means to be part of the FBLA community. We appreciate the dedication of our advisers, the enthusiasm of our members, and the continued support of our Gold Coast Section chapters. Your commitment to developing the next generation of business leaders is what makes our section successful.

If you have any questions or concerns as you prepare for the conference, please do not hesitate to reach out. We are here to support you and help ensure that your chapter has a positive and successful conference experience.

We look forward to welcoming you to Saugus High School in January for a day of **leadership, learning, competition, and FBLA spirit!**



Laurie Looker
CA FBLA Gold Coast Section Directors



Dawn Herbert

CONFERENCE INFORMATION

ONLINE CHAPTER AFFILIATION DUES

Please prioritize adding members in FBLA Connect by DECEMBER 31, 2026. Advisers who do this will have an easier time registering their students for section, state and national conference.

All members must be in FBLA Connect by **JANUARY 16, 2027,** to compete.

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 15, 2027:

- Online Membership Registration due (to be eligible)
- Conference Registration Deadline (Online Registration)
  - **COSTS:**
    - **$55 per member**
    - **$15 per adviser/chaperone**
    - **$0 per Gold Coast Section Officers**
- Transcripts/Proof of Grade Level for Accounting1

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

MAIL TO THIS ADDRESS:
CA FBLA Finance
180 N University Ave Suite 270
Provo, UT 84601

ONLINE SCHOOL-SITE PRODUCTION TESTING REQUEST AND SUBMISSION

This section is for COMPUTER APPLICATIONS test.

Step one: Request a test. The Online School-Site Testing Request Form is due to Manuel Rapada, Competitive Events Coordinator by **DECEMBER 19, 2026**. The **FORM** can be found on the Competition page on **cafbla.org**.

Step two: Students complete and submit their proctored school-site production test. The **COMPLETED** Online School-Site Tests must be uploaded online by **JANUARY 15, 2027.**

SCHOOL-SITE PRODUCTION TEST EVENT ARE:

- Computer Applications only

Step three: Students will take the objective test at the Gold Coast Section Leadership Conference.

SECTION PRE-JUDGED EVENT MATERIALS

Event materials for **Job Interview and Future Business Leader (FBL)** must be submitted online through the Blue Panda Conference Registration System by **JANUARY 15, 2027** for preliminary judging.

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

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 events. *If a student is entered into the Creed Contest they may compete in three TOTAL events. Email Gold Coast Director ASAP if this pertains to a member in your chapter.*

TRANSCRIPTS / PROOF OF GRADE LEVEL

All members entered in Accounting 1 and Intro Events for 6th-10th grade must submit a PDF of Transcripts or Proof of Grade level to goldcoastdirector@cafbla.org by **JANUARY 23, 2026.**

VOTING DELEGATES

Chapter Advisers will be provided with two voting delegate ribbons. Please assign two delegates for selecting the 2027-2028 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 testing 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

- 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)

- Accounting transcripts (PDF)
- Proof of Grade Level
- Job Application / Future Business Leader Materials (PDF)
- Sales Presentation Video
- Computer Applications production test materials – Info will be sent to proctors on where members should upload work

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

- **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**
    - **CA FBLA Finance, 180 N University Ave Suite 207, Provo UT 84601.** We will not accept checks on-site.
- **E-invoices**
  - E-invoices will be sent via email to chapters by **January 22, 2026**
  - 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

1. **Required Forms for ALL STUDENT ATTENDEES:** Advisers must have a completed and signed Permission & Medical Release for in their possession for every student during the event.
2. Permission & Medical Release Form - Link
3. **PHOTO ID** with student name and image clearly visible. Required for ALL attendees at the conference.

PERFORMANCE EVENT INFORMATION

NEW THIS YEAR! All Performance Events Below will be scheduled for the week prior to the conference. Performances will be conducted and judged via Zoom January 25-28. A schedule will be sent to advisers and competitors by January 22, 2027.

- ALL COMPETITORS must be in proper business attire, including shoes.
- ALL COMPETITORS in Creed, Intro to Public Speaking, Public Speaking and Impromptu Speaking must be able to stand while on camera to give their speech.
- ALL COMPETITORS in Job Interview and Future Business Leader will be seated for their interview.

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.

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.

CREED, INTRO TO PUBLIC SPEAKING, PUBLIC SPEAKING & IMPROMPTU SPEAKING

Performance dates and times for these events will be sent to Advisers by January 22.

SALES PRESENTATION-No longer presented live at the conference

- One VIDEO submission per chapter
- Upload video submission in Blue Panda by January 15, 2027.

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

ONLINE OBJECTIVE TESTING INFORMATION

All Objective Testing will be conducted onsite at the conference

All competitors must bring a fully charged laptop to the testing area

Members will log-in to their assigned test under the direction of the proctors 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.

Testing times will be based on the individual test, not by chapter

RUNNING FOR 2027-2028 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 Gold Section Officers.

Completed Applications must be submitted via EMAIL as **ONE PDF FILE** to Gold Coast Section Director, at goldcoastdirector@cafbla.org on or before **December 18, 2026**.

This is a hard deadline. No exceptions.

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.

POSITIONS

Officer Positions are open to candidates who will be enrolled in 7th to 12th grade during the 2026-2027 school year. The positions are:

- President
- Vice President of Activities
- Vice President of Finance
- Vice President of Membership
- Secretary
- Public Relations
- Leadership Associate (9th grade only)

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 a rubric score from Candidate Statement, Officer Interview, and receiving the majority of votes. A selection committee will determine which candidate fills each officer's position.

FOR MORE INFORMATION

Download the Candidate Guide and Application from CA FBLA website.

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	**OBJECTIVE TESTING** • H-Building • J-Building • Q-Building The testing schedule will be provided at check-in
9:30-12:00 PM	**WORKSHOPS**
12:15-12:45 PM	**CANDIDATE CAUCUS AND VOTING SESSION**
12:00-1:30PM	**LUNCH (served continuously) and ACTIVITIES**
2:00-3:30 PM	**AWARDS/CLOSING SESSION**

NOTE: THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE

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, you must wear dress socks. Socks must be the same color as suits.
- Banded collared shirts 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:

- Intro to Public Speaking
- Impromptu Speaking
- Job Interview
- 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

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

Objective Test Only

- Accounting
- Advertising
- Agribusiness
- Business Communication
- Business Law
- Computer Problem Solving
- Cybersecurity
- Data Science & AI
- Economics
- Health Care Administration
- Human Resource Management
- Insurance & Risk Management
- Introduction to Business Communication
- Introduction to Business Concepts
- Introduction to Business Procedures
- Introduction to FBLA
- Introduction to Information Technology
- Introduction to Marketing Concepts
- Introduction to Retail Merchandise
- Personal Finance
- Real Estate
- Securities & Investments

Objective Test and Role Play

- Business Management
- Entrepreneurship
- Hospitality and Event Management
- International Business
- Marketing
- Sports and Entertainment Management

Objective Test, Pre-Judge, and Interview

- Future Business Leader

If a member does not qualify in their Section event, go to the "Guidelines" link on the CA FBLA website Competitive Event page to review events that start at the State Leadership Conference (SLC) in April!

ONLINE REGISTRATION INFO (ADVISERS ONLY)

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

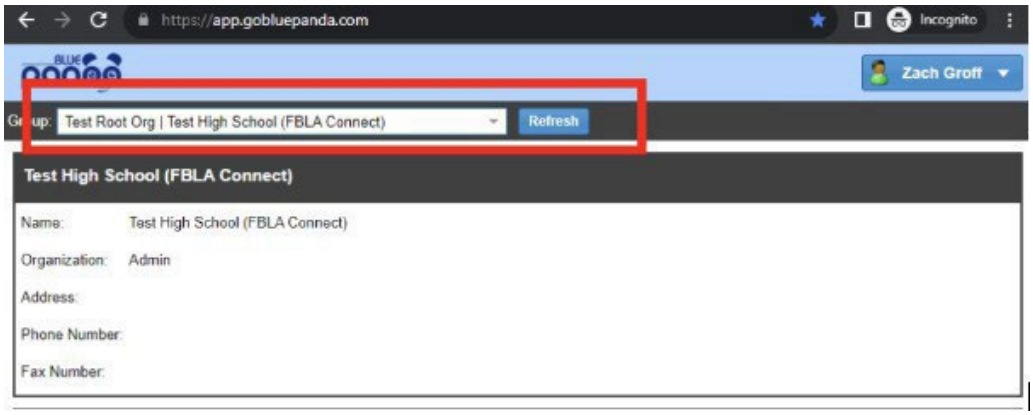
Log in to https://app.gobluepanda.com. Click “Login with FBLA Connect.”



Enter your FBLA Connect email address and password.

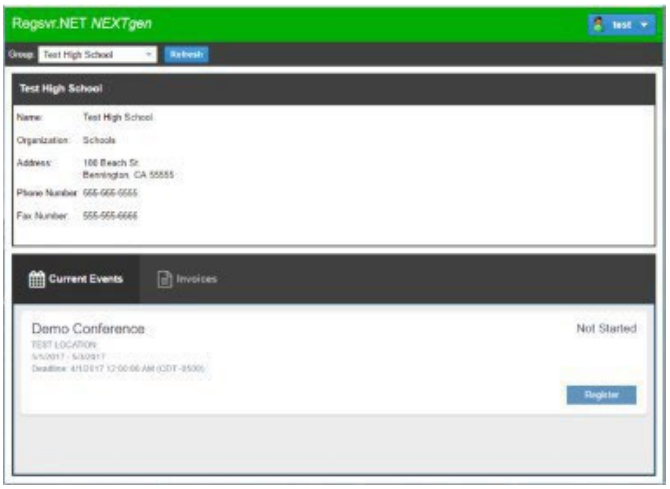


In the Blue Panda drop down, select the “California FBA [Your Middle/High School’s Name]” option. This will give you access to California FBLA’s section and state conference registrations.



ONLINE REGISTRATION INFO (ADVISERS ONLY)

Click “Register” for the 2027 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.

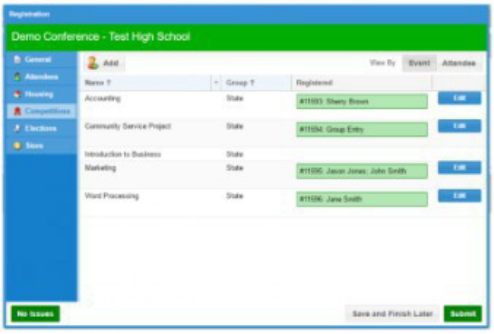
For each student, double check spelling, grade level and email address (both editable in Blue Panda, and be sure to supply personal email addresses for each student so that important notifications will not get caught in school district spam filters.

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.

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.



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).

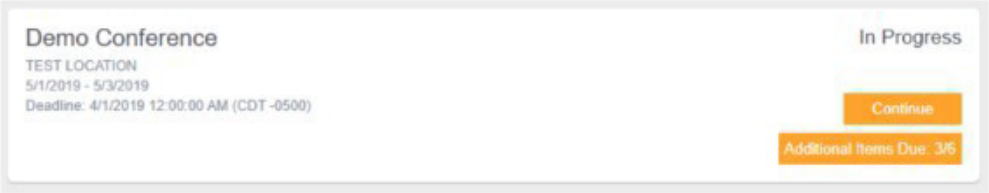


For team events, see right:

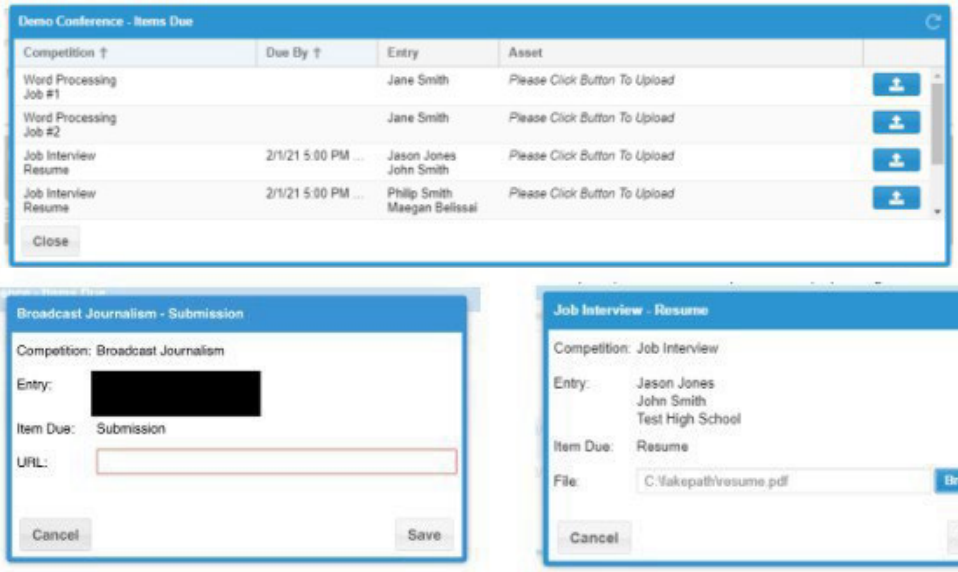
Continue assigning events to student attendees until complete. Double-check all of your event entries before submitting.

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 15, 2027, 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 until JANUARY 15, 2027. 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 15, 2027. Chapters will receive an e-invoice from California FBLA after registration closes in Blue Panda. Through the e-invoices, chapters can see their balance due and pay via credit card or check. Questions?

- About the conference: Please contact goldcoastdirector@cafbla.org
- About members who are not showing up in Blue Panda and how to use FBLA Connect: Please contact 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 2026 GCSLC ON **DECEMBER 1, 2026.**
Only CHAPTER ADVISERS should be registering members for this event.

****Do NOT allow students to register your chapter.****

IMPORTANT DATES

DECEMBER 2026

1 GCSLC Conference Registration Opens

18 2026-2027 Gold Coast Section Officer Applications — Emailed as ONE PDF to goldcoastdirector@cafbla.org

18 GCSLC School-Site Testing Request for Computer Applications — Submitted Online
***Registration must be submitted for these students at this time as well.**

31 Membership Registration Deadline in FBLA Connect (HARD DEADLINE)

JANUARY 2027

15 Submission of the following Event Materials **Online** –
Future Business Leader and Job Interview

15 Membership Registration Deadline — Online Membership Registration System

15 Conference Registration Deadline — Online Conference Registration System

15 Completed GSLC School-Site Tests for Computer Applications Submitted Online

15 Conference Registration Check Information:

Mail to: CA FBLA Finance
180 N University Ave Suite 207
Provo UT 84601
Payable to: CA FBLA-Gold Coast Section

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

25-28 **Online testing window for PERFORMANCE EVENTS ONLY**

30 GCSLC 2027 at Saugus High School