2027 SOUTHERN SECTION LEADERSHIP CONFERENCE (SSLC)



DRIVEN BY VISION

California FBLA

ORANGE COAST COLLEGE
2701 FAIRVIEW RD, COSTA MESA, CA 92626
SATURDAY, JANUARY 16, 2027

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GENERAL CONFERENCE INFORMATION

Date:
January 16, 2027

Location:
Orange Coast College
2701 Fairview Rd, Costa Mesa, CA 92626

Start/End Time:
8AM: Opening Ceremony Starts
2PM: Awards Ceremony Ends

QUESTIONS?

If you have any questions regarding the conference or competitive events please contact Dr. Ramirez, Southern Section Director, via email at JRamirez@cafbla.org.

WELCOME

We are working intensely to make this conference an experience you won't forget! Our conference theme this year is "Driven by Vision". The 2026-2027 California competitive event guidelines will be in effect. Please check out the latest competitive events guidelines on our state website, cafbla.org > Competitions.

Once again, this year's the SSLC will be utilizing Online Testing for all Objective Tests. However, this year we will require that all members participating in online Objective Tests will need to bring their own device with them to take their online test(s) at the SSLC (instead of taking the tests at their schools).

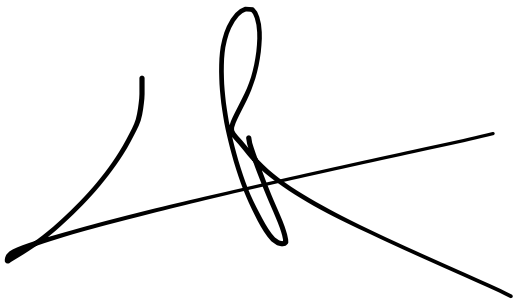
Please prepare your members for this change so they are ready to go upon arrival at the conference. The final individual Objective Testing Schedule will be shared with all advisers by January 8, 2027; this document will contain the testing Sessions assigned for all students.

Regarding leadership opportunities, I highly encourage your members to realize their leadership potential by running for a Southern Section Office position. 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 deadline to apply is December 18, 2026, by 5PM. The Southern Section Officer Candidate Guide and Application can be found on our state website, cafbla.org > Resources

Also, be sure to select two members as voting delegates for the section officer's election the day of the section conference.

We encourage you to come and experience the thrill of competition and workshops. Please try to encourage all your members to compete or to participate in the numerous workshops we have prepared for you. We are looking forward to seeing you in January!

Sincerely,



Dr. Jorge Ramirez
Southern Section FBLA, Director

SCHEDULE OF EVENTS

7:30 - 7:55AM	**REGISTRATION (Advisers Only)**	**Auditorium Lobby**
7:30 - 7:55AM	**MORNING REFRESHMENTS**	**Auditorium Lobby**
8:00 - 8:20AM	**OPENING SESSION**	**Auditorium**
8:45 - 9:45AM	**OBJECTIVE TESTING SESSION I**	**CC Ballroom**
10:00 - 11:00AM	**OBJECTIVE TESTING SESSION II**	**CC Ballroom**
11:15 - 12:15PM	**OBJECTIVE TESTING SESSION III**	**CC Ballroom**
8:45 – 11:00AM	**PERFORMANCE EVENTS**	
	Job Interview	**CC 309**
	Intro to Public Speaking	**CC 310**
	Future Business Leader	**CC 311**
	Impromptu Speaking	**CC 312**
	Creed	**CC 312**
	Public Speaking	**CC 115J**
11:00 – 1:00PM	**LUNCH**	**CC Dining Room**
1:00 – 2:00PM	**AWARDS CEREMONY**	**Auditorium**

*CC: College Center Building

WORKSHOPS

8:45 - 9:45AM	**WORKSHOP I**	**Auditorium**
10:00 - 11:00AM	**WORKSHOP II**	**Auditorium**
11:15 - 12:15PM	**WORKSHOP III**	**Auditorium**

Students who are not testing during a Testing Session need to report to the Auditorium to participate in the Workshops provided.

REGISTRATION INFORMATION

ONLINE CHAPTER AFFILIATION DUES & REGISTERED MEMBERS

All Members must be paid FBLA members through the National system by December 18, 2026, to compete at the SSLC.

Step 1:
Go to https://connect.fbla.org 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: Maria Perez-Mendiola at mmendiola@cafbla.org

Step 2:
All members need to be registered and assigned to the competitions selected by the registration deadline. To register members, log in to https://app.gobluepanda.com. More instructions on how to registers members and assign them to competitions can be found at the end of this conference guide.

CONFERENCE REGISTRATION DEADLINE & COSTS

Last day to register: December 18, 2026 (late registrations are not allowed)

Cost:

$45 per member
$25 per adviser/chaperone

Registration Check Information:

- Send check payable to "CALIFORNIA FBLA"
- Check Memo/Note: "SOUTHERN-27-SSLC-*YOUR CHAPTER NUMNBER*
- All checks must be mailed to: "CALIFORNIA FBLA FINANCE"
  180 N. UNIVERSITY AVENUE, SUITE 270, PROVO, UTAH, 84601.
- Checks are not accepted on-site.

E-invoices

- E-invoices will be sent via email to chapters by January 16, 2027

COMPETITION RESTRICTIONS

The number of competitors a chapter can enter in each competition will be based on the chapter's paid 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

Members can compete in TWO Individual or Team events, but no more than two. If a member is entered into the Creed Contest, they may compete in three events total. Email Dr. Ramirez ASAP if this pertains to a member in your chapter.

REGISTRATION & CONF. REQUIREMENTS

TRANSCRIPTS

All members entered in the Accounting event must submit one PDF of Transcripts via Blue Panda by December 18, 2026**.** Separate files need to be created for each competitor.

Members participating in the Accounting event must not have had more than two semesters of accounting instruction. More information about submitting document through Blue Panda can be found on page 18.

WHAT MATERIALS TO BRING TO SSLC

1. Members are required to submit the Permission & Medical Release Form; these forms will be checked at Registration to ensure all members are approved to attend this event by their Parent/Guardians

2. Members are required to have a Photo ID or printed copy of schedule/transcript (with picture and name of student on it), or they will not be allowed to compete. A digital school-issued ID will be accepted, but an image on a cell phone or other device will not be allowed

3. Members who are competing in an online objective test must bring their own device that can connect to the Wi-Fi network to take the required test

VOTING DELEGATES

Chapters are required to participate in the delegates-voting process. Please assign two voting delegates for selecting the 2027-2028 Southern Section officer team. Voting will take place during lunch. Delegates need to report to the Auditorium to vote during this time.

CONFERENCE DRESS CODE

The required Dress Code for this conference is Business Professional. Please review this with your members before the conference. See Page 10 for more information. Members not adhering to Dress Code will receive a penalty in their competition score.

ACTIVITIES/WORKSHOP

Three workshops will be held at SSLC; all members are required to participate in the Workshops provided when they are not testing. More instructions will be provided at the opening ceremony.

COMPETITIONS WITH EXTRA STEPS

The following competitions require extra steps in the competition process:

Production Event:
- Computer Applications

Pre-Judged:
- Future Business Leader
- Sales Presentation (new)
- Job Interview

PRODUCTION EVENT

Step one: Register members for the Computer Applications event in Blue Panda by December 18, 2026. In the “Final Questions” section of Blue Panda registration, enter your proctor’s name and email address.

Step two: Members complete and submit their test at their school. Tests must be submitted online by January 12, 2027. More information about submitting School-Site test see page 18.

PRE-JUDGED

Event materials for these competitions need to be submitted online through Blue Panda.

Please review all guidelines regarding the pre-judged events in our state website: cafbla.org > Competitions

Deadline to submit pre-judged materials: January 12, 2027.

Members who participate in Job Interview do not need to take an objective test, only Future Business Leader competitors. For Job Interview and Future Business Leader, a live performance in front of judges will be graded and required at the SSLC.

Sales Presentation will no longer present live at the SSLC; one online submission per chapter is allowed (individual or team).

More information about submitting pre-judged materials see page 18.

CREED COMPETITION

If one of the members is participating in the Creed competition in addition to two other competitions, please email Dr. Ramirez (JRamirez@cafbla.org) by December 18, 2026.

LIVE PERFORMANCE COMPETITIONS

FUTURE BUSINESS LEADER (FBL)

The top 10 in this event will be selected based on preliminary scores of application materials. Finalists (Top 10) and interview times for this event will be sent to Advisers the week of the Conference.

INTRO TO PUBLIC SPEAKING

Speech times for these events will be sent to Advisers the week of the Conference.

PUBLIC SPEAKING

Speech times for these events will be sent to Advisers the week of the Conference.

IMPROMPTU SPEAKING

Speech times for these events will be sent to Advisers the week of the Conference.

CREED

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. Finalists (Top 10) and interview times for this event will be sent to Advisers the week of the Conference.

SALES PRESENTATION (NEW GUIDELINES)

Event Specifics:

- One submission per chapter (Individual/Team)
- This event will not present live at SSLC. Students will need to record a video of the Sales Presentation to be submitted by the set deadline
- This event will be pre-judged only. See pre-judged information in page #7

ONLINE TESTING INFORMATION

GENERAL INFORMATION

All Objective Test Competitive Events will take place at the SSLC. All objective testing will be taken online.

Members are responsible for bringing their own device to take the required test(s); devices must be charged and able to access the Wi-Fi network.

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

As a reminder, team testing will no longer be collaborative at the SSLC; members will take team tests individually, then the team score will be the average of all tests taken by the team members.

Use the “Sample Test” on Blue Panda E-Testing to ensure members can access the objective testing system on their computers. Go to https://bpet.gobluepanda.com, then click “Sample Test” (bottom/left).

TESTING SESSIONS

Members will be assigned to a Testing Session (or two, if they are competing in two events). Members must attend their Testing Session assigned; they will not be allowed to test at a different Session (unless it has been approved by the Section Director, Dr. Ramirez).

Members from the same chapter taking the same test will take the test in the same Testing Session.

Testing Session time slots have been posted in Page 4. The individual Objective Testing Sessions schedule will be sent to all advisers by January 8, 2027, to help members and advisers to plan.

CONFLICTS

Members who are participating in a live Performance Event and taking an Objective Test need to be aware that accommodations will be made to allow them to compete in both events. The Objective Testing Sessions schedule will reflect the accommodations made for such members, which will be sent to all advisers by January 8, 2027.

PROCTORS AND ADMINISTRATORS

Chapter Advisers will act as Proctors and Administrators at all Testing Sessions. The Adviser Duties Schedule will be sent to all advisers by January 8, 2027.

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 penalty in their competition scores. This can be avoided with some guidance.

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. These guidelines also apply to parents/chaperones visiting the conference.

Professional attire acceptable for official FBLA activities include:

- **Males:**
  - Business suit with collared dress shirt, and necktie or
  - Sport coat, dress slacks, collared shirt, and necktie or
  - Dress slacks, collared shirt, and necktie.
  - Banded collared shirt may be worn only if sport coat or business suit is worn.
  - Dress shoes and dress socks. Socks must be the same color as suit.

- **Females:**
  - Business suit with blouse or
  - Business pantsuit with blouse or
  - Skirt or dress slacks with blouse or sweater or
  - Business dress
  - Dress or skirt hem length may be no higher than three inches above the knee.
  - Capris or gauchos with coordinating jacket/suit, worn below the knee.
  - Dress shoes with 2-inch heal or less.

Inappropriate attire for both men and women includes:

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise or bike shorts.
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts
- T-shirts, Lycra, spandex, midriff tops, tank tops, bathing suits
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee boots
- Athletic wear, including sneakers and low-cut ankle socks.
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

SECTION OFFICER APPLICATIONS 27-28

THE DECISION TO RUN FOR SECTION OFFICE

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

Complete Applications must be submitted via email as one PDF file to Dr. Ramirez, Southern Section Director, at JRamirez@cafbla.org on or before December 18, 2026, by 5pm. Applications submitted after the deadline, for any reason, will not be accepted.

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

- Review the Officer Candidate Application 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. Review the Chapter Management Handbook and the state and national websites are excellent resources. These resources can be found in our state website: cafbla.org > Resources

POSITIONS

Officer Positions are open to candidates in 7th to 12th grade during the 2027-2028 school year. The positions are:

- President
- Vice President of Activities
- Vice President of Memberships
- Vice President of Competitions
- Recording Secretary
- Outreach Coordinator
- Public Relations
- Leadership Associate

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

APPLICATIONS

Applications can be found in our state website: cafbla.org > Resources

Direct all inquiries and questions about Southern Section Officer Applications to Southern Section Director, Dr. Ramirez, at JRamirez@cafbla.org.

SOUTHERN SECTION QUALIFIERS TO THE STATE LEADERSHIP CONFERENCE

FIRST Place Winner at Southern Section:

Creed

FIRST & SECOND Place Winners at Southern Section:

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

FIRST, SECOND, THIRD, FOURTH, & FIFTH Place Winners at Southern Section who each have a final score of at least 30:

Computer Applications

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

Accounting
Advertising
Agribusiness
Business Communication
Business Law
Business Management
Computer Problem Solving
Cybersecurity
Data Science & AI
Economics
Entrepreneurship
Future Business Leader
Health Care Administration
Hospitality & Event Management
Human Resource Management
Insurance & Risk Management
International Business
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 & Merchandising
Marketing
Personal Finance
Real Estate
Securities & Investments
Sports & Entertainment Management

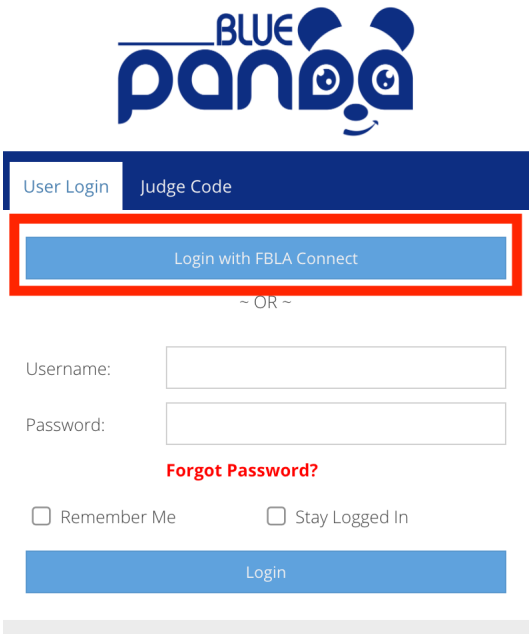
Review the "Starting at State" folder in the California competitive event guidelines to learn more about the events that begin at the State Leadership Conference (SLC). Folder can be found in our state website: cafbla.org > Competitions

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."

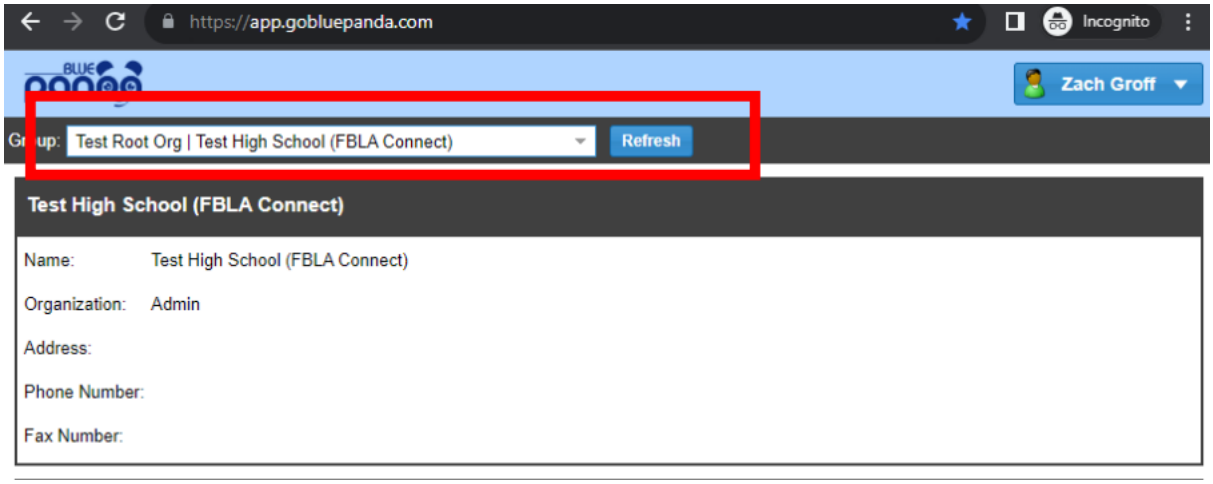


Enter your FBLA Connect email address and password.

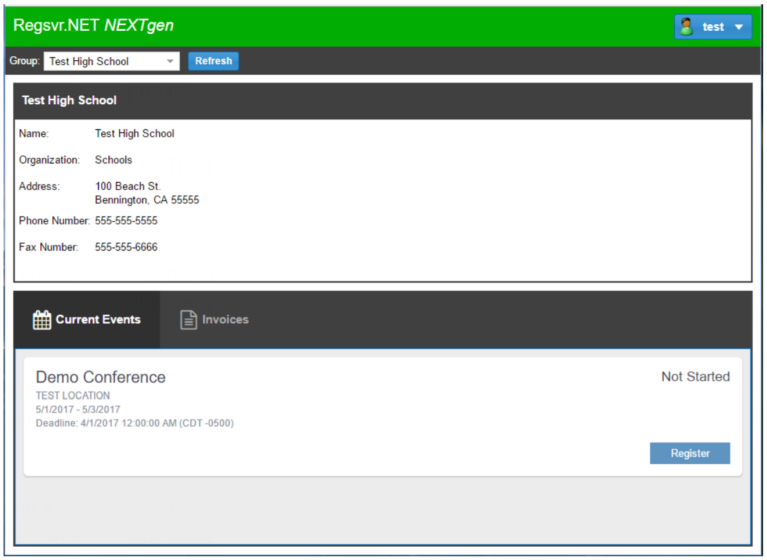


ONLINE REGISTRATION INFO (ADVISERS ONLY)

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



Click "Register" for the 2027 Southern Section Leadership Conference.



On the ATTENDEES screen, click the "ADD" button, and, first, register yourself as Adviser. On the drop-down list, select the "Adviser" option. Once you do that, you will see editable fields, but they will probably be initially populated with the name of one of your students. Delete that name, and enter your own information and all remaining fields. Register any other adults attending as advisers.

Once advisers are registered, you will begin registering students by switching the drop-down to one of the "Student" options. Middle school chapters should select the "MS Student Participant" registration when registering their students. High school chapter members only should be registered under the attendee type "HS Student Participant."

ONLINE REGISTRATION INFO (ADVISERS ONLY)

Don't see your student's name in Blue Panda?

- Go to FBLA Connect: https://connect.fbla.org/
- 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 "view the quote, convert to an invoice later."
    - Near the bottom of the invoice, select "Convert to Invoice."
    - Email the invoice number to Maria Perez-Mendiola at mmendiola@cafbla.org
    - You will not pay this invoice. CA FBLA will pay this invoice on your behalf based on the affiliation tier you selected on your affiliation form.
- If a missing student is in the "unpaid student" column with a green dollar sign next to their name …
    - Email the invoice number to Maria Perez-Mendiola at mmendiola@cafbla.org
    - You will not pay this invoice. CA FBLA will pay this invoice on your behalf based on the affiliation tier you selected on your affiliation form.

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.

Tip: Save time by using the "Save and New" option in Blue Panda. Click the down arrow next to "Save and Close" and select "Save and New".

"Save and New" will save the attendee you just added and allow you to immediately keep adding conference attendees without constantly clicking the "Add" button for each attendee.

ONLINE REGISTRATION INFO (ADVISERS ONLY)

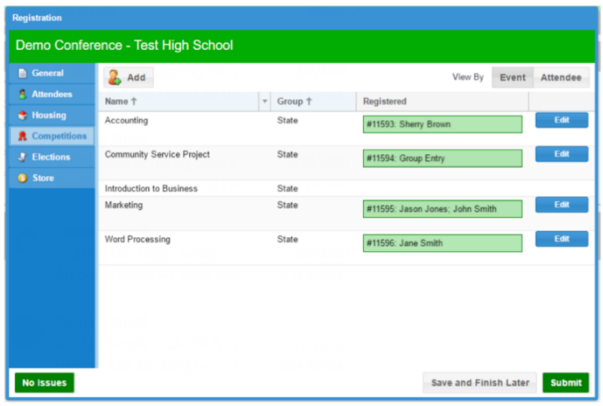
Once you have a given student registered under “ATTENDEES”, you be able to assign events to them under “COMPETITIONS”. In the Competitions module, you have the option to enter students in events either BY EVENT or BY ATTENDEE (toggle top right).

Adding Entries
Add - Select the event and click "Add" (You don't have to click the event first, but it does make it easier)

Tip: Click "Add" to create a registration for each Individual or Team. Once you've added the one Individual or Team, click OK and then click Add to create another.

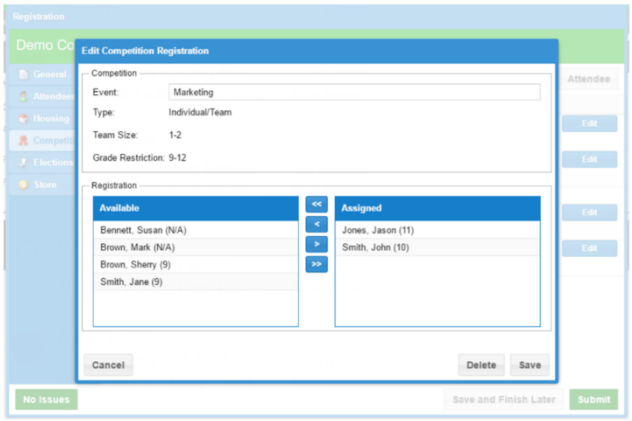
Edit - Click the "Edit" button next to the registration you wish to edit.

will



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). For Computer Applications, you will also be asked to supply the name and email of your proctor.

You may log back in to adjust at any time until **DECEMBER 18, 2026,** 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 **DECEMBER 18, 2026.**

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 **DECEMBER 18, 2026.**

Tip: CAFBLA recommends that you view competitions “by event”; then add all members for the event at the same time. Do not use the “edit” button unless you need to remove a member from a competition

ONLINE REGISTRATION INFO (ADVISERS ONLY)

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?

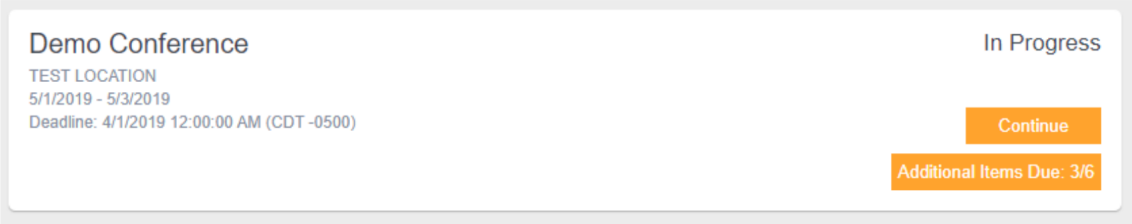
- **About the conference:** Please contact Dr. Ramirez, Southern Section Director, at JRamirez@cafbla.org.
- **About members who are not showing up in Blue Panda and how to use FBLA Connect:** Please contact Maria Perez-Mendiola at mmendiola@cafbla.org
- **About CA FBLA's competitive event guidelines and how to use Blue Panda:** Please contact Manuel Rapada, Competitive Events Coordinator, at mrapada@cafbla.org.

REGISTRATION OPENS FOR THE 2026 SSLC ON NOVEMBER 16, 2026

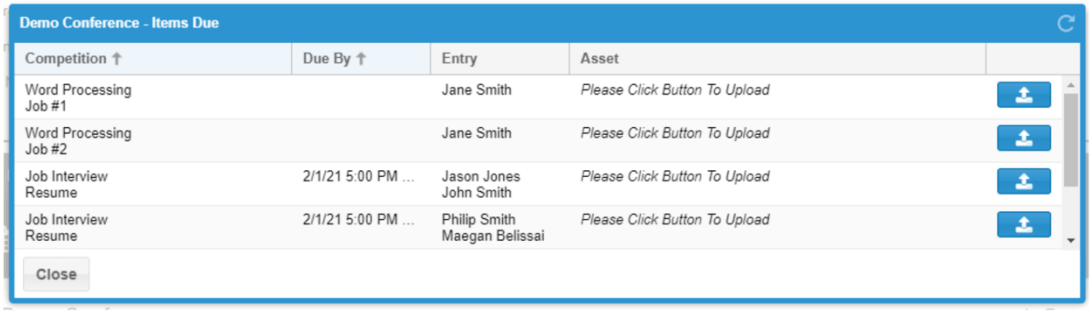
NOTE: Only **CHAPTER ADVISERS** should be registering members for this event. Do **NOT** allow students to register your chapter.

ONLINE COMPETITION SUBMISSION INFO

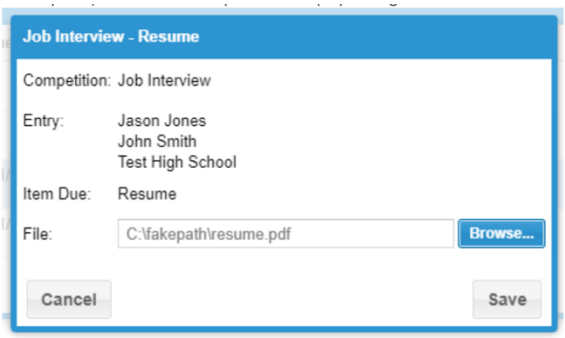
Advisers will submit materials (documents and/or links) required for certain competitive events using the “Items Due” tool in Blue Panda. As soon as an adviser registers a student for an event with pre-judged material submissions, **a new orange button for “Items Due”** will appear on the conference 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

NOVEMBER 2026

1 SSLC Guide Published

16 SSLC Registration Opens

DECEMBER 2026

18 Last day to submit applications for 2027 - 2028 Southern Section Officers— Email it as one PDF file to Dr. Ramirez (JRamirez@cafbla.org) by 5pm.

18 Last day to request the required On-Site Testing Application for: Computer Applications ***Request the production test and register students for these events in Blue Panda by December 18. No students can be added to this event after December 18.***

18 Last day to add members to the Membership system, FBLA Connect

18 Last day to register members, advisers, chaperones for the SSLC (Blue Panda)

18 Last day to submit transcripts (see page 6 for more information)

*****Late registrations are not allowed

JANUARY 2027

12 Last day to submit the required materials for the following competitions: Future Business Leader, Job Interview, and Sales Presentation (new guidelines)

12 Last day to submit the required tests for: Computer Applications

15 Last day to Mail Conference Registration Check (email Dr. Ramirez if you need to send it later)

Mail to: California FBLA Finance
180 N. University Avenue, Suite 270
Provo, Utah, 84601

Payable to: "California FBLA"

Check Memo/Note: "Southern-27-SSLC-*Your Chapter Number*

16 Southern Section Leadership Conference!