

2020 SOUTHERN SECTION LEADERSHIP CONFERENCE



VALENCIA HIGH SCHOOL
500 N. BRADFORD AVE. PLACENTIA 92870
SATURDAY, FEBRUARY 15, 2020

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GENERAL CONFERENCE INFORMATION

Date:

February 15, 2020

Location:

[Valencia High School](#)

500 N. Bradford Ave., Placentia CA 92870

Start Time:

7:30 AM: Registration Opens

8:30 AM: Opening Session Begins

QUESTIONS?

If you have any questions regarding the conference or competitive events please contact Samiya Hai and Joy Millam, Southern Section Directors, via email at southerndirector@cafbla.org.

WELCOME

We are working hard to make this year an experience you won't forget! Our slogan for CAFBLA is "A World of Opportunity" and we want you to join us in this experience. The 2019-2020 edition of the California Awards Program (CAP) will be in effect for all section competitive events. Please review the latest competitive events guidelines on our state website, cafbla.org.

This year, we will be utilizing a new registration process due to the difficulties with the new national registration website. Your first step will be to ensure that your chapter is active in the national database. Second, to compete at the section conference, all registrants must be paid members within the national system. Finally, please use the Excel spreadsheet provided on the Southern Section webpage to complete conference registration. Read and carefully follow the instructions provided on the spreadsheet. Please do not hesitate to contact us if you have questions or concerns.

Once again, this year's SSLC will be utilizing Online Testing for all Objective Tests. Please prepare your members for this so they are ready to go upon arrival at the conference. The final Conference Schedule will be posted the week of the event. As was the case last year, these Online Testing sessions will be spread out throughout the day to ensure all competitors get a chance to complete their specific events.

Please encourage your members to realize their leadership potential by running for a Southern 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 Southern Section Officer Candidate Guide and Application can be found [here](#). 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. Please try to encourage all of your members to compete or to participate in the numerous workshops we have prepared for you. We are looking forward to seeing you in February!

Sincerely,

Joy Millam
Southern Section FBLA, Co-Director
Valencia High School FBLA, Co-Adviser

Samiya Hai
Southern Section FBLA, Co-Director
Yorba Linda High School FBLA, Adviser

CONFERENCE INFORMATION

ONLINE MEMBERSHIP DUES

For Production Events (Skill Site Testing) membership dues must be **PAID** by **December 13th 2019**. For all other events starting at the section conference the membership deadline is **January 17th 2020**. The membership deadline for events starting at the **State** or **National** conference is **March 1st 2020**.

ONLINE SCHOOL-SITE TESTING REQUEST AND SUBMISSION (PRODUCTION EVENTS)

Online School-Site Testing Form is due to Nancy Sansot, Competitive Events Coordinator by **FRIDAY DECEMBER 13, 2019**. The **ONLINE FORM** can be found on the cafbla.org website:

- <https://cafbla2014.wufoo.com/forms/z1l3uu600urq74s/>

COMPLETED Online School-Site Tests must be submitted online by **JANUARY 24, 2020**.

SCHOOL-SITE TESTING EVENTS ARE:

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

NOTE: These events include School-Site test and the written component at SSLC.

SECTION PRE-JUDGED EVENT MATERIALS

Event Materials for Sales Presentation, Broadcast Journalism, Job Interview, and Future Business Leader (FBL) must be submitted online to the CA FBLA website at:

[Section Prejudged Events Submission Form](#) (Sales, Broadcast, FBL)

[Job Interview Application and Materials Form](#) (Job Interview)

DUE DATE: JANUARY 17, 2020 (submitted date) for preliminary judging.

PLEASE REVIEW THE [WEBSITE](#) for all info regarding the Pre-judged events.

CONFERENCE REGISTRATION

Conference Registration fees include morning refreshments/lunch/awards/testing supplies, etc. **NO REFUNDS AFTER THE DEADLINE.**

DUE JANUARY 17, 2020:

- Online Membership Registration due (to be eligible to compete at section)
- Conference Registration Deadline (Online Registration)
 - **COSTS: \$33 per member/guest; \$20 per adviser**
- Transcripts/Proof of Grade Level (emailed only)

MAKE CHECKS PAYABLE TO:
CAFBLA-Southern Section
19900 Bastanchury Road
Yorba Linda CA 92886

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 jmillam@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 a Transcript or Proof of Grade level via email by **JANUARY 17, 2020** to southerndirector@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 through 10th grades: Creed, Introduction to Business, Introduction to Business Communication, Introduction to Business Procedures, Introduction to FBLA, Introduction to Financial Math, Introduction to Information Technology, and Introduction to Public Speaking.

VOTING DELEGATES

Please assign two voting delegates for selecting the 2020-2021 Southern Section officer team. Voting will take place at lunch during the conference.

CONFERENCE DRESS CODE

The Dress Code for this conference is Business Professional. Please review this with your members BEFORE the conference. See Page 11 for more information. Members not adhering to Dress Code **will be disqualified** from their events.

PHOTO IDENTIFICATION

All competitors are required to have a Photo ID or they will NOT be allowed to compete. Transcripts or printouts will NOT count, please plan accordingly.

AFTERNOON ACTIVITIES (TENTATIVE)

During the afternoon, several activities and workshops may be planned. Breakfast and Lunch are included in the registration fee. **Other outside vendors may be made available (for a cost).**

REGISTRATION MATERIALS

WHAT MATERIALS TO SEND

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

CA FBLA - Southern Section southerndirector@cafbla.org OR Submitted [HERE](#)

EMAIL:

- Who's Who Application (submitted by Advisers, see [website](#))
- Outstanding Local Chapter Adviser Application (submitted by members, see [website](#))
- Transcripts/Proof of Grade Level
- Creed competitor's name if in three events
- Adviser/Chaperone Help (respond to email sent to all advisers the week before conference to see how you can help)

MAIL:

- Registration Check (Send check payable to CAFBLA-Southern Section to address above; must be received on date of conference at latest)

SUBMIT ONLINE (links at cafbla.org):

- Broadcast Journalism Materials (link to video) - Review [website](#) for more info
- Sales Presentation Materials (link to video) - Review [website](#) for more info
- Job Application / Future Business Leader Materials (PDF)
- Online School-site Testing Event submissions (Computer Applications, Database Design & Applications, Spreadsheet Applications, & Word Processing)

WHAT MATERIALS TO BRING TO SSLC

1. **Code of Conduct/Medical Release Forms for ALL competitors**-please collect these and advisers will submit a form acknowledging the receipt of these and that they will be available at the conference should they be needed.
2. Future Business Leader / Job Interview Packets: Competitors in these events need to submit their folder with appropriate event materials to registration the day of SSLC. See the CAP for more information.

PERFORMANCE EVENT INFORMATION

BROADCAST JOURNALISM & SALES PRESENTATION

Please review the CAP to know more about this event and the specific event topic.

Event Specifics:

- One submission per chapter (Individual/Team for Broadcast Journalism and Individual for Sales Presentation)
- Submit prejudged component BEFORE the conference (submitted using the link on Pg. 4)

On the [website](#), please read the GUIDELINES for SECTION LEVEL ONLY portion for this conference.

INTRODUCTION TO PUBLIC SPEAKING / PUBLIC SPEAKING

Outlines are no longer required for these events. Performance schedule for these events will be provided to Advisers the week of the conference.

JOB INTERVIEW

The top ten in this event will be selected based on preliminary scores of application materials. Competitors are to also bring three copies of Event Materials to the conference in one folder. See [website](#) for more information. Finalists (Top 10) and interview times for this event will be sent to Advisers the week of the Conference.

IMPROMPTU SPEAKING

This event requires participants to be sequestered. Therefore, competitors for this event are encouraged to participate in this event **only**. A schedule will be created the week prior to the conference. Participant performance time will be sent to Advisers the week of the conference.

FUTURE BUSINESS LEADER (FBL)

Finalist interview times for this event will be provided the day of the conference after the objective test score is completed by all competitors. Competitors in FBL must submit three copies of Event Materials in ONE Folder at the registration table upon arrival to the conference (Cover Letter & Resume).

ONLINE TESTING INFORMATION

GENERAL INFORMATION

All Objective Test Events will continue to utilize computers. Members will log-in to their assigned computer under the direction of the Event Proctors and Administrators and complete the exam in the one hour time slot provided.

TESTING SESSIONS

Members will be assigned to groups by competitive event and school. Members from the same chapter **MUST** take the specific competitive event during the same session. The Online Testing schedule will be prepared ahead of the conference to help members and advisers the day of the event.

CONFLICTS

Members who are in a Performance Event along with an Objective Test Event need to be aware that accommodations 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, all information will be provided the day of the conference. Please email jmillam@cafbla.org to request a conflict test prior to the first testing session. **(Note: This is for the most dire of needs.)**

2020-2021 SOUTHERN SECTION OFFICER TEAM INFO

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.

Applications must be submitted via **EMAIL** to Southern Section Director, at southerndirector@cafbla.org on or before **December 20, 2019**.

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. The Chapter Management Handbook and the state and national websites are excellent resources (to find these materials).

POSITIONS

Officer Positions are open to candidates in 7th to 12th grade during the 2020-2021 school year. The positions are:

- President
- Vice President of Membership
- Vice President of Activities
- Secretary
- 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.

FOR MORE INFORMATION

Download the Candidate Guide and Application [HERE](#)

Direct all inquiries and questions about Southern Section Officer Applications to **Samiya Hai** at southerndirector@cafbla.org

TENTATIVE SCHEDULE OF EVENTS

7:30-8:30AM	REGISTRATION (Advisers Only)	Gym
7:30-8:00AM	MORNING REFRESHMENTS	Gym
8:15AM	OPENING SESSION (Welcome and Campaign Speeches)	Gym
9:15-2:00PM	ONLINE TESTING SESSIONS	COMPUTER LABS
	Accounting I	Accounting II
	Business Calculations	Business Communication
	Computer Applications	Comp. Problem Solving
	Database Des. & App.	Economics
	Future Business Leader	Global Business
	Hospitality Manage.	Insurance & Risk Mgt
	Intro. to Business	Intro. to Bus. Comm.
	Intro. to Financial Math	Intro. to Info Tech
	Marketing	Parliamentary Procedure
	Political Science (NEW)	Securities & Investments
	Spreadsheet Apps.	Word Processing
		Agribusiness
		Business Law
		Cyber Security
		Entrepreneurship
		Health Care Admin.
		Intro. to FBLA
		Intro. to Bus. Procedures
		Mgt Dec. Making
		Personal Finance
		Sports & Ent. Management
9:30	SPEAKING EVENTS	
	Job Interview	TBD
	Intro to Public Speaking	TBD
	Public Speaking II	TBD
	Impromptu Speaking	TBD
	Creed	TBD
11:00AM	FUTURE BUSINESS LEADER- FINALISTS	TBD
11:30-1:30PM	LUNCH (served continuously) (Voting Delegates will vote at this time)	TBD
TBD	ADVISERS MEETING	TBD
	PROFESSIONAL WORKSHOPS	TBD
	AFTERNOON ACTIVITIES	TBD
	(Vendors could possibly be on hand- items may be available for purchase)	
3:30-5:00PM	AWARDS/CLOSING SESSION (March of Dimes Drawing)	Gym

NOTE: THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE

DRESS CODE



National Dress Code

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate professional attire is required in all conference areas for all attendees—advisers, members, and guests—at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise stated in the conference program.

Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Dress for Success



ACCEPTABLE

- Business suit with:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Dress pants or skirt with:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Business dress
- Blazer with dress pants and:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Dress shoes/dress boots

UNACCEPTABLE

- Jewelry in visible body piercing, other than ears
- Denim or flannel clothing of any kind
- Shorts
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Boat shoes
- Any canvas or fabric shoes
- Hats
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

No dress code can cover all contingencies, so FBLA-PBL members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local or state adviser.

SLC QUALIFIERS FROM SSLC

FIRST Place Winner at Southern Section:

Creed

FIRST & SECOND Place Winners at Southern Section:

Broadcast Journalism
Impromptu Speaking
Job Interview

Intro to Public Speaking
Public Speaking
Sales Presentation

FIRST, SECOND, & THIRD Place Winners at Southern Section:

Parliamentary Procedure

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

Computer Applications
Database Design & Applications

Spreadsheet Applications
Word Processing

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

Accounting I
Accounting II
Agribusiness
Business Calculations
Business Communication
Business Law
Computer Problem Solving
Cyber Security
Economics
Entrepreneurship
Future Business Leader
Global Business
Health Care Administration
Hospitality Management

Insurance & Risk Management
Introduction to Business
Introduction to Business Communication
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Management Decision Making
Marketing
Personal Finance
Political Science
Securities & Investments
Sports & Entertainment Management

***Some objective test events may qualify more than the top six, depending on the number of competitors who complete the event at the conference.**

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

ONLINE REGISTRATION INFO (ADVISERS ONLY)

To register your members for the 2019 Southern Section Leadership Conference follow these steps:

1. Go to **cafbla.org**
2. Highlight the **CONFERENCES** tab
3. Click on the **Online Registration System Login** tab (page view listed below)
4. When you click this tab you will be taken to another webpage. On this page you are able to find the 2019 **Southern** Section Conference and register your students into their specific competitive events.

NOTE: The page will look very similar to your general membership from the National website.

ONLINE SYSTEM OPENS FOR 2018 SSLC ON DECEMBER 7, 2018

The screenshot displays the website for California Future Business Leaders of America (CAFBLA). The header includes the CAFBLA logo and the text "CALIFORNIA FUTURE BUSINESS LEADERS OF AMERICA" with the tagline "Your Future Is Our Business". The navigation menu includes "ABOUT", "SECTIONS", "COMPETITION", "CONFERENCES", "RESOURCES", "STATE PROJECTS", and "PARTNERS". The "CONFERENCES" menu is open, showing options: "Overview of Conferences and Links to Resources", "Section Conferences", "Leadership Development Institute (LDI)", "State Leadership Conference", "National Leadership Conference", and "Online Registration System Login". A blue arrow points to the "Online Registration System Login" option. The main content area shows a breadcrumb trail "Home > Conferences > Overview" and a section titled "Overview of Conferences and Links to Resources" with a list of "Conference Descriptions" including "National FBLA Dress Code", "CA FBLA Awards of Excellence Dress Code", "Code of Conduct & Medical Release Form", and "CA FBLA Dress Code Video". A photograph of a stage event is also visible.

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

IMPORTANT DATES

DECEMBER

- 13 SSLC School-Site Testing Request for Computer Applications, Database Design & Applications, Spreadsheet Applications, and Word Processing – Submitted [Online](#)
- 20 2019-2020 Southern Section [Officer Applications](#) - Emailed to Samiya Hai

JANUARY

- 17 Membership Registration Deadline - Online Membership Registration [System](#)
- 17 Conference Registration Deadline – Online Conference Registration [System](#)
- 24 Completed SSLC School-Site Tests for Computer Applications, Database Design & Applications, Spreadsheet Applications, and Word Processing – **Submitted Online**
- 17 Submission of the following Event Materials **Online**– Job Interview, Future Business Leader, Broadcast Journalism, and Sales Presentation
- 17 Mail Conference Registration Check (email Samiya Hai if you need to send later) –
Mail to: Samiya Hai, 19900 Bastanchury Road, Yorba Linda CA 92886
Written to: CAFBLA-Southern Section

FEBRUARY

- 15 SSLC 2020 – [Valencia High School](#)

Be sure to review the **2019-2020 CA FBLA Graphic Calendar** for more information about **State Projects, SLC Events and Deadlines**, and **more!**