

**2023 GOLD COAST SECTION
LEADERSHIP CONFERENCE**



**SANTA SUSANA HIGH SCHOOL
3570 COCHRAN ST., SIMI VALLEY 93063
SATURDAY, FEBRUARY 11, 2023**

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GENERAL CONFERENCE INFORMATION

Date:

February 11, 2023

Location:

Santa Susana High School
3750 Cochran St., Simi Valley, CA 93063

Start Time:

7:30 AM: Registration Opens
8:15AM: Opening Session Begins

QUESTIONS?

If you have any questions regarding the conference or competitive events please contact Dr. Laurie Looker, Gold Coast Section Director, via email at looker@cafbla.org

WELCOME

We are working hard to make this year an experience you won't forget! The 2022-2023 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, cafbla.org.

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. Information will be sent regarding online testing sign-ups. The final Conference Schedule will be posted the week of the event

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 Gold Coast Section Officer Candidate Guide and Application can be found on the cafbla.org website. 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 encourage all of your members to compete in at least one event and to participate in the numerous workshops we have prepared for you. We are looking forward to seeing you in February!

Sincerely,



Laurie Looker
CA FBLA Gold Coast Section, Director

CONFERENCE INFORMATION

ONLINE CHAPTER AFFILIATION DUES

All Members must be paid FBLA members through the National system by **JANUARY 20, 2023** to compete! Go online to fbla-pbl.org to register members using your myFBLA account. If you have questions about registering your members contact hello@cafbla.org.

CONFERENCE REGISTRATION

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

DUE JANUARY 20, 2023:

- Online Membership Registration due (to be eligible to compete at section)
- Conference Registration Deadline (Online Registration)
 - **COSTS:**
 - **\$40 per member/guest**
 - **\$10 per adviser**
- Transcripts/Proof of Grade Level

MAKE CHECKS PAYABLE TO:
CA FBLA-Gold Coast Section
PO Box 1440
Owasso, OK 74055
Please have your business office use the
address listed

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

This section is for PRODUCTION tests-not online objective testing.

Step one: Request a test. The Online School-Site Testing Request Form is due to Manuel Rapada, Competitive Events Coordinator by **DECEMBER 16, 2022**. 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 20, 2023**.

SCHOOL-SITE PRODUCTION TESTING EVENTS ARE:

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

Step three: Students complete the objective test online.

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 [WEBSITE](#) for all info regarding the pre-judged events.

SECTION PRE-JUDGED EVENTS ARE:

- Broadcast Journalism
- Future Business Leader
- Job Interview

DUE DATE: **JANUARY 20, 2023** (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 Laurie Looker 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 20, 2023** to Laurie Looker, Gold Coast Section Director.

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 2023-2024 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 Professional**. Please review this with your members BEFORE the conference. **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. 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 looker@cafbla.org

- Transcripts/Proof of Grade Level as ONE PDF per school
- 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](#))

- Broadcast Journalism Materials (link to video) - Review [website](#) for more info
- Job Application / Future Business Leader Materials (PDF)
- Online School-site Testing Event submissions (Computer Application, Database Design & Applications, 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 2/11/2023
- 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 **February 3, 2023**.
- 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 ([FOUND ONLINE HERE](#)):** Members are required to have the following forms on hand and filled out in the Advisers possession during the event. These will be checked at Registration to ensure all members are approved to attend this event by their Parent/Guardians. **Required Forms for ALL STUDENT ATTENDEES:**
 - a. Permission & Medical Release Form - [Link](#)
 - b. COVID-19 Acknowledgement & Personal Responsibility Policy - [Link](#)

2. **PHOTO I.D** with Student Name & Image clearly visible. Required for ALL competitors at the conference. School ID or Driver's License accepted.
- 3.

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 20, 2023**. Video submissions should be URLs. Videos should follow the digital submission guidelines established at the 2020 National Leadership Experience. Competitors are responsible for ensuring judges can watch their videos.
- Competitors also need to submit a PDF copy of the statement of assurance.

FUTURE BUSINESS LEADER (FBL)

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.

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 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

Competitors for this event are encouraged to participate in this event only, as participants are sequestered. Once sequestered, participants may not leave. Participants who arrive after the

sequester room closes will not be admitted. 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)
- **NEW THIS YEAR – present live at the Section Leadership Conference**

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

ONLINE OBJECTIVE TESTING INFORMATION

GENERAL INFORMATION

All Objective Test Competitive Events will be conducted online prior to GCSLC. The week prior to conference, students will be allowed to take their objective tests in the presence of a proctor. The chapter adviser will need to inform the Gold Coast Section Directors and Manuel Rapada of when their chapter intends on administering the tests so that they can be properly opened for testing. Members will log-in to their assigned test under the direction of the Adviser Proctors and Administrators and complete the exam in the one-hour time slot provided. Adviser will choose when their chapter tests. An email will be sent to advisers requesting the date and time for testing.

Members from the same chapter **MUST** take the specific competitive event during the same session. Online testing can be proctored by chapter advisers or school staff. Tests must be done during the testing period over the course of five (5) days. 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 window. Events **WILL NOT** be pre-bracketed to specific days.

Members who only take an online objective test are required to register and attend the GCSLC to be eligible for an award. Only members attending the GCSLC will be eligible to qualify for the State Leadership Conference.

2023-2024 SECTION OFFICER TEAM INFO

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 Laurie Looker, Gold Coast Section Director, at llooker@cafbla.org on or before **December 16, 2022**.

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 2023-2024 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 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 Laurie Looker** llooker@cafbla.org

TENTATIVE SCHEDULE OF EVENTS

7:30-8:AM	REGISTRATION (Advisers Only)
7:30-8:00AM	MORNING REFRESHMENTS and CAMPAIGN TABLES
8:15-9:15 AM	OPENING SESSION (Welcome and Campaign Speeches)
9:30 AM	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)
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 be disqualified from competing. 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. Be a professional and don't be disqualified!

Professional attire acceptable for official FBLA activities include:

- Business suit with collared dress shirt, and necktie or
- 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 three inches above the knee**
- Dress shoes with 2-inch heel 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 Section:

Broadcast Journalism
Impromptu Speaking
Job Interview

Intro to Public Speaking
Public Speaking
Sales Presentation

FIRST, SECOND, & THIRD Place Winners at Section:

Parliamentary Procedure

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

Computer Applications
Database Design & Application

Spreadsheet Applications
Word Processing

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

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

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

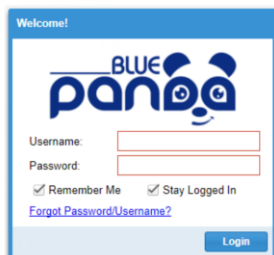
Click [HERE](#) to further review the many other events that begin at the State Leadership Conference (SLC) in April!

ONLINE REGISTRATION INFO (ADVISERS ONLY)

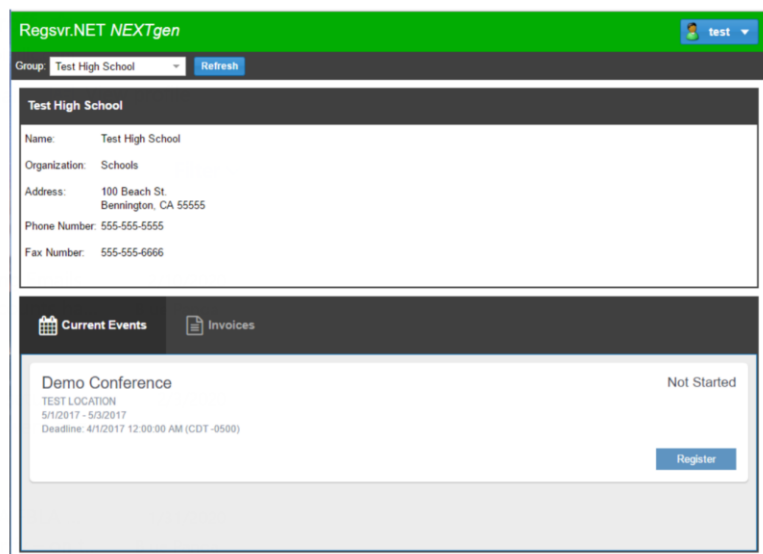
ADVISERS: READ ALL OF BELOW BEFORE LOGGING INTO BLUE PANDA.

Each school chapter has a single username and password to Blue Panda. Make sure all advisers at your school know the password.

Log in at <https://app.gobluepanda.com>. If you have login issues, please email competitive events coordinator Manuel Rapada at mrapada@cafbla.org.



Click “Register” for the 2023 Central 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)

For section and state conferences, only members listed as part of an affiliated chapter may register — and only those names will appear in Blue Panda. If you don't see a name, you will need to go to the national membership database (<https://www.fbla-pbl.org/>), add that member and wait overnight for the databases to sync before the name will appear in Blue Panda.

If you have issues with the national membership database not showing dues payments or if names need to be corrected in spelling, you will need to contact the FBLA National Center, Membership Office (Katera Poma, kpoma@fbla.org, or Eric Jones, ejones@fbla.org, or call 703.860.8210 for Eric or 703.860.5514 for Katera, Eastern Time). Blue Panda system syncs will occur every four hours during the last week before registration closes on January 20, 2023.

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 (only National Center can fix), 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 the national database 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).

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.

Name ↑	Group ↑	Registered	
Accounting	State	#11593: Shery Brown	Edit
Community Service Project	State	#11594: Group Entry	Edit
Introduction to Business	State	#11595: Jason Jones, John Smith	Edit
Marketing	State		
Word Processing	State	#11596: Jane Smith	Edit

ONLINE REGISTRATION INFO (ADVISERS ONLY)

For team events, see right:

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

Registration	
Edit Competition Registration	
Competition	
Event:	Marketing
Type:	Individual Team
Team Size:	1-2
Grade Restriction:	9-12
Registration	
Available	Assigned
Bennett, Susan (N/A)	Jones, Jason (11)
Brown, Mark (N/A)	Smith, John (10)
Brown, Sherry (9)	
Smith, Jane (9)	
Cancel	Delete Save

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).

You may log back in to make adjustments any time until January 20 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 20, 2023**.

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 20, 2023.

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.

As payments are received, they will be posted in Blue Panda, so log back in any time to check on balance due status. Be sure, too, that the balance is paid by the due date. Also, be sure that all membership and section dues are paid in the membership system by the due date.

If you have questions, please contact Laurie Looker, Gold Coast Section Director, at llooker@cafbla.org

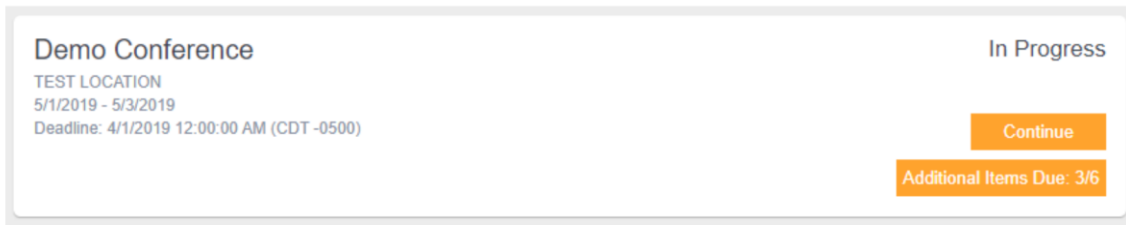
For Blue Panda-specific questions, please contact competitive events coordinator Manuel Rapada at mrapada@cafbla.org. Please include a call back number and good times to call in your message, along with details of your question. Only advisers will be assisted.

REGISTRATION OPENS FOR 2023 GCSLC ON DECEMBER 2, 2022

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

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.

Competition ↑	Due By ↑	Entry	Asset	
Word Processing Job #1		Jane Smith	Please Click Button To Upload	
Word Processing Job #2		Jane Smith	Please Click Button To Upload	
Job Interview Resume	2/1/21 5:00 PM ...	Jason Jones John Smith	Please Click Button To Upload	
Job Interview Resume	2/1/21 5:00 PM ...	Philip Smith Maegan Belissai	Please Click Button To Upload	

Close

Broadcast Journalism - Submission

Competition: Broadcast Journalism

Entry:

Item Due: Submission

URL:

Cancel Save

Job Interview - Resume

Competition: Job Interview

Entry: Jason Jones
John Smith
Test High School

Item Due: Resume

File:

Cancel Save

IMPORTANT DATES

DECEMBER 2022

- 5 GCSLC Conference Registration Opens
- 16 GCSLC School-Site Testing Request for Computer Applications, Database Design & Application, Spreadsheet Applications and Word Processing — Submitted Online
***Registration must be submitted for these students at this time as well.**
- 16 2023-2024 Gold Coasts Section [Officer Applications](#) — Emailed as ONE PDF to Laurie Looker, Section Director.

JANUARY 2023

- 20 Submission of the following Event Materials **Online** – Broadcast Journalism, Future Business Leader and Job Interview
- 20 Membership Registration Deadline — Online Membership Registration System
- 20 Conference Registration Deadline — Online Conference Registration System
*****FINAL Registration must be submitted for at this time as well. Cannot include any additions from previous events from the December 17 or January 14 deadlines listed above.**
- 20 Completed GCSLC School-Site Production Tests for Computer Applications, Database Design & Application, Spreadsheet Applications and Word Processing – **Submitted Online**
- 20 Mail Conference Registration Check—
Mail to: PO Box 1440, Owasso, OK 74055
Written to: CA FBLA-Gold Coast Section
- 30 Online Objective Testing Window Opens

FEBRUARY 2023

- 04 Online Objective Testing Window Closes
- 11 GCSLC 2022 –Santa Susana High School-Simi Valley