

# FUTURE BUSINESS LEADERS OF AMERICA



## ADVISER RESOURCE BOOK ARIZONA MIDDLE LEVEL CHAPTER

## WELCOME TO THE 2021-2022 FBLA SCHOOL YEAR!

As we begin a new school year, we are excited to offer in-person conferences, camps, and competitions again. It has been too long since we have been able to meet and see each one of you and we are excited that we will be able to do that soon!

Even though we learned a lot from last year and were able to continue with virtual competitions and activities, we are ecstatic that we will be able to go back to business with our usual FBLA in-person events.

We are very happy to provide this year's adviser resource book for you to utilize throughout the year. Please look over it carefully as things have changed from our virtual modifications to this year's in-person activities. Additional and updated information about state events can be found at [www.azfbla.org](http://www.azfbla.org).

FBLA offers many opportunities to your students on the local, state, and national levels. Whether it be leadership camp, FBLA on Ice, FLEX Conference, Online Testing Tournament, or Regional and State Conferences, there is something for everyone.

We look forward to making 2021-2022 another solid and successful year! Help us by getting involved in what FBLA has to offer both you and your students.

Thanks for all you do for FBLA, your school, and your students. "Master Your Mindset" this year through your attitude, behavior, action, and success! We are excited to see what 2021-2022 has in store for us this year. Help us by getting involved! Have a wonderful year!

Missey Boucher-Goodman  
FBLA State Adviser



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## **FBLA ARIZONA CALENDAR & DUE DATES**

<b>August 2, 2021:</b>	Leadership Camp Registration Opens
<b>August 20-21, 2021:</b>	Adviser Leadership Conference – Westin La Paloma, Tucson, AZ
<b>September 3, 2021:</b>	Leadership Camp Registration Closes
<b>September 6, 2021:</b>	FBLA on Ice Registration Opens
<b>September 16-18, 2021:</b>	Leadership Camp – Prescott, AZ
<b>September 20, 2021:</b>	Fall Leadership Extravaganza (FLEX) Registration Opens
<b>October 1, 2021:</b>	Co-Curricular National Membership 1 <sup>st</sup> Deadline and POW Deadline
<b>October 1, 2021:</b>	Online Testing Tournament Begins!
<b>October 8, 2021:</b>	FBLA on Ice Registration Closes
<b>October 21, 2021:</b>	FBLA on Ice – Glendale, AZ
<b>October 20, 2021:</b>	Fall Leadership Extravaganza (FLEX) Registration Closes
<b>November 10, 2021:</b>	Skating to the Future – Glendale, AZ
<b>November 3, 2021:</b>	Fall Leadership Extravaganza (FLEX) – Phoenix, AZ
<b>November 29, 2021:</b>	All Regional Conference Registration Opens
<b>November 30, 2021:</b>	Online Testing Tournament Ends!
<b>December 3, 2021:</b>	Adviser Competitive Event Training – (Virtual)
<b>January 6, 2022:</b>	All Skills Events due by 5:00 p.m.
<b>January 7, 2022:</b>	All Regional Conference Registration Closes
<b>January 15, 2022:</b>	*Region 3 Conference – Grand Canyon University, Phoenix, AZ
<b>January 22, 2022:</b>	*Region 4 Conference – ASU West Campus, Glendale, AZ
<b>January 27, 2022:</b>	*Region 1 Conference – Eastern Arizona College, Thatcher, AZ
<b>January 29, 2022:</b>	*Region 5 Conference – ASU West Campus, Glendale, AZ
<b>January 31, 2022:</b>	State Leadership Conference (SLC) Registration Opens
<b>February 5, 2022:</b>	*Region 2 Conference – ASU Polytechnic Campus, Mesa AZ
<b>February 12, 2022:</b>	*Middle Level Competition – ASU Polytechnic Campus, Mesa AZ
<b>February 24, 2022:</b>	State Officer Interviews – Phoenix, AZ
<b>February 28, 2022:</b>	State Leadership Conference (SLC) Online testing opens
<b>March 1, 2022:</b>	Co-Curricular National Membership Final Deadline
<b>March 1, 2022:</b>	BAA/CSA/LEAD Awards Deadline
<b>March 16, 2022:</b>	All Skills Events due by 5:00 p.m.
<b>March 17, 2022:</b>	All pre-judged material and awards due by 5:00 p.m.
<b>March 18, 2022:</b>	State Leadership Conference (SLC) Registration Closes
<b>April 1, 2022:</b>	State Leadership Conference (SLC) Online Testing Closes at 5:00 p.m.
<b>April 4-6, 2022:</b>	State Leadership Conference – Westin La Paloma, Tucson, AZ
<b>April 28-30, 2022:</b>	Newly Elected State Officer Training – Phoenix, AZ
<b>June 5-10, 2022:</b>	*State Officer Training – Phoenix, AZ
<b>June 29 - July 2, 2022:</b>	National Leadership Conference – Chicago, IL

## ADVISER LEADERSHIP CONFERENCE



### FUTURE BUSINESS LEADERS OF AMERICA - ARIZONA

# JOIN US FOR THE ADVISER LEADERSHIP CONFERENCE (ALC)

August 20-21, 2021

Conference check in is 9:00 a.m. - 10:00 a.m.  
on August 20, 2021. Conference end time is  
12:30 p.m. on August 21, 2021.

Westin La Paloma Resort & Spa  
3800 E. Sunrise Drive  
Tucson, AZ 85718

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REGISTRATION COST: \$200 INCLUDES  
ADVISER POLO AND RESOURCES

HOTEL COST: \$99 WITHOUT TAX  
HOTEL LINK: ON OUR WEBSITE (YOU MUST  
MAKE YOUR OWN RESERVATION)

#### Content Includes:

FBLA Competitive Events Update  
Program of Work (POW)  
FBLA National Programs and Resources  
FBLA Arizona State Programs and Resources  
And much more

#### For more information:

Contact Missey Boucher-Goodman at:  
[missey.boucher-goodman@azed.gov](mailto:missey.boucher-goodman@azed.gov)



## FBLA ON ICE



# FBLA ON ICE!



Arizona Coyotes vs. Edmonton Oilers  
October 21, 2021  
Gila River Arena



### EVENT TO INCLUDE:

- Behind the scenes tour of Gila River Area
- Breakout sessions with Coyotes Executive staff
- School group scoreboard recognition
- Reserved seating at Coyotes game

### TENTATIVE AGENDA:

12:00 pm – 12:40 pm	Registration and Slap Shot
12:40 pm – 1:00 pm	Keynote Address
1:15 pm – 4:25 pm	Breakout Sessions
1:15 pm – 1:45 pm	Session 1
1:55 pm – 2:25 pm	Session 2
2:35 pm – 3:05 pm	Session 3
3:15 pm – 3:45 pm	Session 4
3:55 pm – 4:25 pm	Session 5
4:30 pm – 6:00 pm	Dinner Break
6:00 pm	Gates Open
7:00 pm	Hockey Game

### REGISTRATION COST:

Program Affiliation Chapters = \$40.00  
Adviser/Chaperone = \$25.00

Event includes:

- Event access
- Upper Level Ticket to the evening game

Registration Opens: September 6, 2021

Registration Closes: October 8, 2021

Register at [www.azfbla.org](http://www.azfbla.org)

\*Subject to availability



# FALL LEADERSHIP EXTRAVAGANZA CONFERENCE

# FLEX CONFERENCE

# 2021

## 2021 FALL LEADERSHIP EXTRAVAGANZA (FLEX)

Future Business Leaders of America (FBLA) – Arizona brings you the 2021 Fall Leadership Extravaganza (FLEX) Conference! With over 45 innovative, hands-on, exciting, specialized sessions to choose from, the FLEX Conference will have something for everyone from leadership skills to professional and career skills to competitive events training, as well as content specific sessions! We are expecting over 1,000 students at this event!

That's not all though – join us after the conference for a night out at Dave & Buster's! Registration will be open on September 20<sup>th</sup> and will be available on the website. **Make sure you attend the ultimate Fall Leadership Extravaganza!**



## **2021 FALL LEADERSHIP EXTRAVAGANZA INFORMATION**

**What:** Fall Leadership Extravaganza (FLEX)

**When:** Wednesday, November 3, 2021

*\*Conference 12:00pm-5:00pm*

*\*After-Activity 6:00pm-10:30pm*

*\*TIMES ARE APPROXIMATE*

**Where:** Phoenix Convention Center

**Who:** Arizona FBLA Members and Advisers

**Cost:**

**Student:**

\$40 Conference Only

\$70 Conference/After-Conference Activity/Dinner

**Adviser:**

\$25 Conference Only

\$55 Conference/After-Conference Activity/Dinner

**Chaperone:**

\$0 Conference Only

\$30 Conference/After-Conference Activity/Dinner



## ADVISER COMPETITIVE EVENT TRAINING

# FUTURE BUSINESS LEADERS OF AMERICA - ARIZONA



## ADVISER COMPETITIVE EVENTS TRAINING

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DECEMBER 3, 2021  
9:00 A.M. TO 12:00 P.M.  
VIRTUAL CONFERENCE

Cost is free. Virtual Link will be sent out the week of the conference.

### Includes:

- FBLA Strategic Planning
- BAA/CSA/LEAD Awards
- Competitive Event Topics and Tips
- Much More

### Questions:

Contact: Missey Boucher-Goodman at [missey.boucher-goodman@azed.gov](mailto:missey.boucher-goodman@azed.gov)





## 2021-2022 FBLA ARIZONA – MIDDLE LEVEL CHAPTERS

### Middle Level

Bagdad Middle School  
Camp Verde Middle School  
Cheyenne Elementary School  
Coatimundi Middle School  
Coolidge Junior High School  
Copperwood Elementary  
Cotton Boll Elementary  
Country Place Leadership Academy  
Coyote Hills Elementary School  
Desert Harbor Elementary  
Desert Valley Middle School  
Eastmark Junior High School  
Greenfield Junior High School  
J.O. Combs Middle School  
Liberty Elementary School  
Magma Ranch K8 School  
Marshall Ranch Elementary School  
Oakwood Elementary  
Old Vail Middle School  
Pioneer Elementary School  
Prescott Middle School  
Queen Creek Middle School  
Ridgeline Academy  
Rincon Vista Middle School  
Round Valley Middle School  
San Tan Heights K-8  
Show Low Junior High  
Sossaman Middle School  
Vail Academy  
Vistancia Elementary School  
Willow Creek Charter  
Zuni Hills Elementary



## 2021-2022 FBLA ARIZONA – CO-CURRICULAR PROGRAM MEMBERSHIP

### ***What is the Co-Curricular Program Membership Plan?***

The Co-Curricular Program Membership Plan allows students who are enrolled in a Business, Media, and/or Information Technology program to be eligible for the benefits and opportunities of FBLA as a part of the total program delivery. This plan also focuses on the development of essential employability, participative and attitude development skills as called for in the U.S. Department of Labor's Secretary's Commission on Achieving Necessary Skills (SCANS) Report.

Under the Co-Curricular Program Plan, all students are FBLA members. All students in the local Business Education, Media, and/or Information Technology programs are simply signed up using a fee schedule according to membership numbers.

### ***How Does the Co-Curricular Program Plan Work?***

For a flat fee in a single Business Education, Media, and/or Information Technology program, join FBLA Arizona under a fee based on student enrollment in your current classes. **Invoices for membership will be emailed to you from National FBLA-PBL, and all payments need to be mailed to:** FBLA-PBL; P.O. Box 79063; Baltimore, MD 21279.

### **Co-Curricular Program Benefits:**

- ◆ Free tests for the FBLA Online Testing Tournament
- ◆ All students are eligible to participate in all state sponsored FBLA activities
- ◆ All students will be eligible to participate in all nationally sponsored FBLA activities
- ◆ Student recognition and scholarships
- ◆ Quarterly newsletters from FBLA state and national organizations
- ◆ Professional Development Workshops for teachers
- ◆ Onsite support
- ◆ Chapter site visits from state adviser, FBLA State Officers, and program supervisors
- ◆ Student FBLA membership cards
- ◆ Active website with resources and information that will enhance student involvement

### **How is pricing calculated for Co-Curricular Membership?**

Pricing is based on the Business, Media and/or Information Technology program enrollment submitted by your school for the current year. Enrollment numbers are determined by what your school submitted to the Arizona Department of Education/CTE Division. All schools fit within one of the following categories. Schools that have a limited number of students, please contact the State Office for pricing.

<u>Enrollment for 2020-2021</u>	<u>Co-Curricular Program fee for 2021- 2022</u>
<u>5-40</u>	<u>\$600</u>
<u>41-75</u>	<u>\$1125</u>
<u>76-100</u>	<u>\$1500</u>
<u>101-125</u>	<u>\$1875</u>
<u>126-150</u>	<u>\$2200</u>
<u>151-175</u>	<u>\$2625</u>
<u>176-200</u>	<u>\$3000</u>
<u>201-225</u>	<u>\$3375</u>
<u>226-250</u>	<u>\$3750</u>
<u>251-275</u>	<u>\$4125</u>
<u>276-300</u>	<u>\$4500</u>
<u>301-325</u>	<u>\$4875</u>
<u>325+ or district wide</u>	<u>Contact FBLA Arizona</u>

## 2021-2022 FBLA ARIZONA – CO-CURRICULAR PROGRAM MEMBERSHIP

• **Submitting your Membership.** You will submit your membership on the National website. If your school has multiple chapters, you will need to register them with Nationals SEPARATELY; however, the state will consider you one chapter and you can have the option to be added as one chapter for enrollment pricing. You will need to let the state know how you would like your membership billed. This will be an added question to your Program of Work.

### How do I Register my Students for FBLA Membership?

- ◆ Go to FBLA-PBL.org.
- ◆ Login using your email and password you have created. **IF** you do not remember your password, click on the Forgot your password and the button to reset your password. If you still can't get in, contact the state office.
- ◆ Go to the Adviser button and then click on the blue box that says Manage your Chapter.
- ◆ Click on Renew your Arizona Chapter and select the membership tier level from our Arizona tier chart **NOT** the drop down chooses as some of those are not available to Arizona and we will have to go in and change those if you choose the wrong one.
- ◆ After you choose your tier level, click on Purchase for my school AZ click here button and next.
- ◆ Once you hit submit, you will receive an invoice in your email. This invoice will be for the membership tier level you are choosing **NOT** individual student membership.
- ◆ After you have done this, you should be able to input your students.

**Please Note:** Click on the steps to verify correct information is provided for school and adviser.

- ◆ There is no professional division this year with nationals. More information will come directly from them on this.

Once you choose your membership tier level, you will receive an invoice in your email. Remember, you are paying for the Tier level NOT individual student memberships. Please mail payment to the national office NOT the state office.



# **FBLA ARIZONA CHAPTER AWARDS**

Based on the addition of a CTSO for an approved CTE program, each FBLA Chapter is required to reach the Bronze Chapter Award. This program is designed to provide recognition for our Chapters while ensuring that our membership is strong and active. All documentation for awards will be due on **March 17**. Go to [azfbla.org](http://azfbla.org) website, under **Adviser Resources**.

## **Bronze Chapter (required for all Chapters)**

1. Local Chapter Constitution/Bylaws on record with State Office.
2. Minimum membership requirements (currently five paid members).
3. Provide list of Local Officers along with email addresses to State Office.
4. Submit Program of Work (POW) to State Office.
5. Hold at least four meetings per school year (submit minutes).

Bronze Level Chapters will receive an official certificate and their name will be listed on the FBLA Arizona website.

## **Silver Chapter (Bronze Level plus the activities below)**

1. Attend at least two FBLA Arizona events.
2. Have at least 10% of members achieve a Business Achievement Award. Each level will count as one student.
3. Conduct a Chapter Community Service Project.
4. Officer team creates a Chapter Budget.
5. Complete an FBLA scrapbook and enter into State Leadership Conference (SLC) competition. (Can be an electronic scrapbook.)

Silver level chapters will receive an official certificate, their chapter name on our website, and Silver Chapter ribbons at the SLC.

## **Gold Chapter (Silver Level plus the activities below)**

1. Recruit a school administrator to attend a local or state FBLA event.
2. Have at least 25% of members achieve a Business Achievement Award. Each level will count as one student.
3. Conduct at least one FBLA PR presentation (school board, civic group, etc.).
4. Complete one of the following National FBLA Chapter Awards. Go here <http://www.fbla-pbl.org/fbla/programs/recognition-awards/>:
  - a. Chapter Challenge: Super Sweeps, Non-Stop November, and Action Awareness
  - b. Big Ten
  - c. 100 Percent Class Participation
  - d. Membership Achievement Award
  - e. FBLA Outstanding Chapter
5. Chapter contributes \$100 to the FBLA Arizona Scholarship fund or \$175 to the Sponsorship fund to sponsor and present one objective test event at State Leadership Conference. (This is for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners in one event). Please email [Missy.Boucher-Goodman@azed.gov](mailto:Missy.Boucher-Goodman@azed.gov) for an invoice.

Gold Level Chapters will receive a plaque presentation at the State Leadership Conference, Gold Chapter ribbons, reserved seating at SLC Closing Session, and an entry as a Gold Seal Chapter at the National level.

# LEAD AWARDS

The LEAD Awards are an individual achievement award program for FBLA-Middle Level members. Participating members have the opportunity to enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities. There are two levels to the LEAD Award.

- LEAD Explore Award - Members are introduced to the foundations of FBLA, learn how to best take advantage of the opportunities available to them, and develop their leadership skills.
- LEAD Aspire Award - Members have the opportunity to select a business skill or content area that they would like to further develop. Once they complete a given program within the Aspire level, members have the choice of selecting a new business skill or concept to earn an additional award.
  - Time Management
  - Money Management (Coming Soon)

## LEAD Explore Award

The LEAD Explore Award is the starting place for FBLA-ML members. Participants will be introduced to FBLA and learn key leadership skills necessary for successful futures.

## Program Overview

- Welcome to FBLA-ML (Required)
  - Identify the mission and goals of FBLA-PBL
  - Identify the benefits of participating in FBLA-PBL
  - Understand the history and traditions of the organizations
  - Understand the structure of the organization
  - Identify FBLA-PBL values and understand how best to model those values
- Making the Most of Your Experience (Required)
  - Discover range of opportunities and benefits available to members
  - Explore opportunities to engage during FBLA-ML experience
  - Explore competitive events opportunities compatible with interests and strengths
  - Utilize parliamentary procedures during your meeting
  - Create adequate minutes for the meeting
- Introduction to Leadership (Required)
  - Describe leadership and what makes a "leader"
  - Discover your style of leadership and communication
  - Understand the concept of growth mindset and apply it to your daily life
  - Look for opportunities to emerge as a leader at your school, with your friends and in the community

**LEAD Explore Award** (Log in to Register in the Learning Center for more information.)

## **FBLA ARIZONA CONFERENCES & EVENTS**

Throughout the year, FBLA Arizona hosts conferences both in and out of state to enhance the leadership skills of its members and provide opportunities for competition.

**Go to [www.azfbla.org](http://www.azfbla.org) and click “Conferences” to see a full schedule of events along with additional helpful information!**

### **FBLA on Ice!**

FBLA is once again offering “FBLA on Ice!” Meet with Coyotes Executive Staff Members for leadership discussions and a behind-the-scenes tour of the Gila River Arena. An after-event activity with the Coyotes is also included.

- **What:** FBLA on Ice!
- **When:** October 21, 2021
- **Where:** Gila River Arena – Glendale, AZ
- **Cost:** \$40 – per Student  
\$25 – per Adviser-Chaperone  
(Includes Coyotes gift and Upper Level Ticket to the event game. Cost also applies to advisers.)
- **Registration:** Opens – September 6, 2021  
Closes – October 8, 2021

### **Fall Leadership Extravaganza (FLEX)**

FBLA Arizona will host the Fall Leadership Extravaganza (FLEX). This 6-hour, energy-filled conference provides networking opportunities to students as they attend Leadership Development sessions! Following the conference, FBLA members and advisers have the opportunity to network.

- **What:** Fall Leadership Extravaganza (FLEX)
- **When:** November 3, 2021
- **Where:** Phoenix, AZ
- **Cost:** Student (\$40 for Conference Only)  
(\$70 for Conference & After-Conference Activity)  
Adviser (\$25 for Conference Only)  
(\$55 for Conference & After-Conference Activity)  
Chaperone (\$0 for Conference Only)  
(\$30 for Conference & After-Conference Activity)
- **Registration:** Opens – September 20, 2021  
Closes – October 20, 2021

### **Middle Level Regional Competition**

One Middle Level Regional Competition will be offered for all middle level members at a college campus. At the conference, middle level members will network, attend workshops, and compete in over 20 competitive events.

This conference is the first opportunity for competition during the FBLA year and are a great way for members to find the FBLA event that is suitable to their business and leadership skills.

# **FBLA ARIZONA CONFERENCES & EVENTS**

The dates and locations for the 2022 Middle Level Conferences are:

**Middle Level Competition** – ASU Polytechnic Campus – Mesa, AZ – February 12, 2022

- **Cost:** \$25 – Student  
\$0 – Working Advisers/Chaperone  
\$10 – Non-Working Advisers/Chaperones
- **Registration:** Opens – November 29, 2021  
Closes – January 7, 2022

## **State Leadership Conference (SLC)**

The State Leadership Conference is held at the Westin La Paloma in Tucson, AZ in April. This conference is the culmination of a leadership-filled year of FBLA! We're expecting over 1,800 attendees as members participate in 60+ events, leadership development workshops, Arizona-only events, social activities, networking opportunities, plus much more! The top four winners from each event will also have the opportunity to represent Arizona at the National Leadership Conference in Chicago, IL!

### **Highlights:**

- Leadership Development workshops.
- Over 60+ competitive events.
- The Annual FBLA AZ Dance!
- BINGO!
- A "Dive-In" movie at the famous Westin La Paloma pool!
- World-class Hypnotist show.
- Plus, much more.

### **Cost:**

- \$70 with T-shirt per Student, \$50 with T-shirt per Middle Level Student, \$35 with T-shirt per Adviser, Free with no T-shirt
- Hotel rooms are \$165 per night plus tax and will hold up to four per room.
  - Room reservations will be handled directly through the Westin La Paloma via a link found at [www.azfbla.org](http://www.azfbla.org).

### **Important Dates:**

- **January 31, 2022:** SLC Registration Opens
- **February 28, 2022:** SLC Online Testing Opens
- **March 16, 2022:** Skills Event Testing must be completed by 5:00 p.m.
- **March 17, 2022:** All SLC Prejudged Material/Awards Due –  
Uploaded to Website by 5:00 p.m.
- **March 18, 2022:** SLC Registration Closes
- **April 1, 2022:** SLC Online Testing Closes
- **April 4-6, 2022:** State Leadership Conference

# FBLA ARIZONA CONFERENCES & EVENTS

## Key Information:

- **Dress Code:** Dress code will be strictly followed. Please refer to [www.azfbla.org](http://www.azfbla.org) for the current FBLA dress code.
- **Advisers:** We will assign all advisers from each Chapter to assist with the facilitation of our competitive events.
- **Winners:** Top four in qualifying events attend the National Leadership Conference. Go to [www.azfbla.org](http://www.azfbla.org) and click on Competitive Events.
- **Food:** Pre-purchased food packages will be available for sale through the registration website.

## National Leadership Conference (NLC)

FBLA members have the competitive edge as the best and brightest of FBLA who convene to compete in leadership events, share their successes, and learn new ideas about shaping their career future through workshops and exhibits. This conference is considered the pinnacle of the FBLA experience. Those who qualify in their competitive event at the State Leadership Conference will receive an automatic invitation to this conference though it is open to all members.

- **What:** National Leadership Conference (NLC)
- **When:** June 29 – July 2, 2022
- **Where:** Chicago, IL
- **Who:** Top four in each NLC-qualifying event at the SLC.
- **Registration:** FBLA Arizona will have an NLC Package put together that will include lodging, activities, and meals. Those attending the NLC will have the option of purchasing this package or attending the conference completely on their own. More information will be posted on our website as it becomes available.
- **Highlights**
  - 13,000+ FBLA members and advisers!
  - Compete against the best of FBLA!
  - Explore Chicago, IL!
  - Arizona-only activities!
  - Institute for Leaders!
  - It's FBLA at its best!
  - Leadership development and networking opportunities!





# FBLA NATIONAL COMPETITIVE EVENT CHANGES FOR 2021-2022

## FBLA MIDDLE LEVEL

The National Awards Program, also known as competitive events, recognizes and rewards excellence in a broad range of business and career-related areas. FBLA-Middle Level competitive events also prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment.

### NEW EVENT

**Annual Chapter Activities Presentation** will be a chapter event, with a presentation team of one to three members from the chapter. The chapter will present an account of their activities from the close of the previous National Leadership Conference through the conclusion of the current State Leadership Conference.

**Business Ethics** will be an individual/team objective test event and a case study to be presented to judges.

**Career Research** will be an individual presentation event. Members will conduct research on a career of their choice and present information related to the

**Exploring Business Issues** will be an individual or team presentation event, with teams of two to three members. Members will receive a topic to research and present their findings during the presentation.

**Exploring Economics** will be an individual objective test event.

**Exploring Technology** will be an individual objective test event.

**FBLA Concepts** will be an individual objective test event.

**FBLA Mission & Pledge** will be an individual presentation event. Members will recite and reflect on the FBLA mission and pledge.

**Interpersonal Communication** will be an individual objective test event.

**Leadership** will be an individual objective test event.

**Learning Strategies** will be an individual objective test event.

**Marketing Mix Challenge** will be an individual or team presentation event, with teams of two to three members. Members will create a marketing plan for a product/service that includes integration of the five Ps of the marketing mix with promotional materials as part of the presentation.

**Running an Effective Meeting** will be an individual objective test event.

**Video Game Challenge** will be an individual or team demonstration event, with teams of two to three members. Members will create a video game based on a published topic and will demonstrate the video game and its usability and functionality.

# FBLA NATIONAL COMPETITIVE EVENT CHANGES FOR 2021-2022

## MODIFICATION

**Business Math & Financial Literacy** will now be named Financial Literacy and the business math concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.

**Introduction to Computer Science & Coding** will now be named Exploring Computer Science and the coding concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.

**Multimedia & Website Development** will now be an individual or team demonstration event, with teams of two to three members. Additionally, the event will be modified to become a demonstration event where the project will be demonstrated directly to the judges to show its usability and functionality. The project will no longer be prejudged, and the objective test will be eliminated.

## NAME CHANGE

**Community Service Project** will be renamed **Community Service Presentation**.

## PROCEDURAL CHANGE

Each state will be allowed to submit two entries for each FBLA-Middle Level competitive event.



## **2021-2022 FBLA COMPETITIVE EVENT TOPICS**

### **Business Ethics**

The topic/case study for this event will be fully released in August. The topic will relate to the following:

- The ethics of community guidelines on social media.

### **Elevator Speech**

You and other members of your FBLA-Middle Level chapter are participating in a community service project to pick up trash in your local park. A woman at the park notices the FBLA t-shirt you are wearing and asks what FBLA is. In a 30-second elevator speech, share with this woman FBLA's mission and how you have benefitted from membership in FBLA.

### **Exploring Business Issues**

The pandemic opened a new era in vaccine development with new technologies. However, a large number of people have been hesitant to get the Covid-19 vaccine, claiming there was not enough research done. As we move to the new normal, many employers considered requiring their employees to get vaccinated before returning to work. Do you think an employer should mandate a Covid-19 vaccine? Tell us why or why not employers should require the vaccine. Share your reasoning.

### **Multimedia & Website Development**

Design, build, and launch a website that introduces your new FBLA-Middle Level chapter to the other students in your school. The website must include, but is not limited to, the following:

- An animated theme and logo that includes music
- A form for potential members to complete in order to join your chapter
- A video from your chapter president welcoming potential members to the website and inviting them to check out FBLA-Middle Level by attending one of your regularly scheduled meetings



## REGIONALS: COMPETITIVE EVENTS

### 2021-22 Arizona FBLA Competitive Event List- **REGIONALS-3 events MAX**

**Step 1:** Select **UP TO THREE** objective tests. Tests are an individual competition. Regionals has onsite testing.

<b>Objective Test</b> (100-75; 60 min for State-Home Site Testing)	<b><u>M/L OBJECTIVE TESTS</u></b> Business Etiquette Career Exploration Digital Citizenship <b>Exploring Computer Science</b> <b>Exploring Economics</b> <b>Exploring Technology</b> <b>FBLA Concepts</b> <b>Financial Literacy</b> <b>Interpersonal Communications</b> <b>Leadership</b> <b>Learning Strategies</b> <b>Running an Effective Meeting</b>
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**Step 2:** Without going over the Max of 5 events, you can pick **TWO** performance events

<b>Performance Events</b>	<b><u>Individual – Performance</u></b> <b>Career Research</b> <sup>+</sup> ^ (Now NCL Event) <b>Elevator Speech</b> <sup>+</sup> ^ <b>Pledge &amp; Mission</b> <sup>+</sup> (Now NCL Event)	<b><u>Team – Performance</u></b> <u>Teams of 1-3 students</u> <b>Business Ethics</b> <sup>+</sup> ^~ (Now NCL Event-will have test too) <b>Critical Thinking Skills</b> ~# <b>Exploring Business Issues</b> <sup>+</sup> ^~ <b>Marketing Mix Challenge</b> <sup>+</sup> ~ <b>Multimedia &amp; Website Development</b> <sup>+</sup> ^ <b>Video Game Challenge</b> <sup>+</sup> ^~
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**Step 3:** In addition, you can compete in CHAPTER EVENTS. These events are **not** part of the Student's Event Limit.

#### **Arizona Only Chapter Events** (not eligible for NCL)

Battle of the Chapters  
Business Graphics  
Chapter Sign<sup>+</sup>

#### **CHAPTER LIMITS**

There are **NO** Chapter Limits per event for M/L Regionals.

**You can enter as many students per event** as you like, but can't go over the 3 limit per student  
Remember students can go over the 5-event limit only by adding Arizona Chapter Events to their mix of tests and performances

<sup>+</sup> prepared prior to competition / ^topic provided annually / ~ presentation / # role play

**New National Event for 2021-22**  
**& Event Modifications for 21-22**

Read about events & view sample materials online:

ARIZONA LINK: [Middle Level Competitive Events Link](#)

NATIONAL FBLA LINK: [National FBLA Middle Level Competitive Events Link](#)

(Updated: 6-24-21)

# 2021-22 ARIZONA FBLA MIDDLE LEVEL EVENTS AT A GLANCE

## REGIONALS

AS FBLA COMPETITIVE EVENTS	Type of Event	Individual or Team Event & Student Number	Prepared Prior to Competition	Topic Provided Annually	Robot Play	At Regionals	Update Information
<b>Battle of the Chapters</b>	Arizona Only Event					YES	Non-qualifying for NLC
<b>Business Ethics</b>	Team Performance	Team of 1-3 Students	YES	YES	YES	YES	Missed Event only, not NLC event
<b>Business Etiquette</b>	Objective Test	Individual				YES	NLC Qualifier
<b>Business Graphics</b>	Arizona Only Event	Team of 1-3 Students				YES	Non-qualifying for NLC
<b>Career Exploration</b>	Objective Test	Individual				YES	NLC Qualifier
<b>Career Research</b>	Individual Performance	Individual	YES	YES	YES	YES	Missed Career "Pre-rotation", but more a new NLC Event with new name
<b>Chapter Sign</b>	Arizona Only Event	Chapter	YES			YES	Non-qualifying for NLC
<b>Critical Thinking Skills</b>	Presentation without Equipment	Team of 1-3 Students			YES	YES	NLC Qualifier
<b>Digital Citizenship</b>	Objective Test	Individual				YES	NLC Qualifier
<b>Elevator Speech</b>	Speech	Individual	YES	YES		YES	NLC Qualifier
<b>Exploring Business Issues</b>	Team Performance	Team of 1-3 Students	YES	YES	YES	YES	New NLC Event
<b>Exploring Computer Science</b>	Objective Test	Individual				YES	Name Change
<b>Exploring Economics</b>	Objective Test	Individual				YES	New NLC Event
<b>Exploring Technology</b>	Objective Test	Individual				YES	New NLC Event
<b>FBLA Concepts</b>	Objective Test	Individual				YES	New NLC Event
<b>Financial Literacy</b>	Objective Test	Individual				YES	Name Change

# 2021-22 ARIZONA FBLA MIDDLE LEVEL EVENTS AT A GLANCE

## REGIONALS

AZ FBLA COMPETITIVE EVENTS		Type of Event	Individual or Team Event & Student Number	Prepared Prior to Competition	Topic Provided Annually	Presentation	Role Play	At Regionals	Update Information
Interpersonal Communications	Leadership	Objective Test	Individual					YES	New NCL Event
	Learning Strategies	Objective Test	Individual					YES	New NCL Event
		Objective Test	Individual					YES	New NCL Event
	Marketing Mix Challenge	Team Performance	Team of 1-3 Students		YES		YES		YES
Multimedia & Website Development		Team Performance	Team of 1-3 Students		YES		YES	YES	New or former event, no Pre-submission and no live demonstration only
		Individual Performance	Individual	YES				YES	Was only an AE event, but now a new NCL Event
	Pledge & Mission	Objective Test	Individual					YES	New NCL Event
	Running an Effective Meeting	Team Performance	Team of 1-3 Students		YES		YES		YES
Video Game Challenge									

# STATE LEADERSHIP CONFERENCE (SLC): COMPETITIVE EVENTS

## 2021-22 Arizona FBLA Competitive Event List- MIDDLE LEVEL STATE CONFERENCE (SLC)-5 events MAX

**Step 1:** Select **UP TO THREE** objective tests. Tests are an individual competition. State has home site testing.

<b>Objective Test</b> (100 %s; 60 min for State-Home Site Testing)	<p style="text-align: center;"><b><u>M/L OBJECTIVE TESTS</u></b></p> <p style="text-align: center;">         Business Etiquette          Career Exploration          Digital Citizenship          Exploring Computer Science          Exploring Economics          Exploring Technology          FBLA Concepts          Financial Literacy          Interpersonal Communications          Leadership          Learning Strategies          Running an Effective Meeting       </p>
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**Step 2:** Without going over the Max of 5 events, you can pick **TWO** performance events

<b>Performance Events</b>	<p style="text-align: center;"><b><u>Individual – Performance</u></b></p> <p style="text-align: center;">         Career Research<sup>++</sup> (Now NCL Event)          Elevator Speech<sup>++</sup>          Pledge &amp; Mission<sup>+</sup> (Now NCL Event)       </p>	<p style="text-align: center;"><b><u>Team – Performance</u></b></p> <p><u>Teams of 1-3 students</u></p> <p style="text-align: center;">         Business Ethics<sup>++</sup> (Now NCL Event-will have test too)          Critical Thinking Skills<sup>~</sup> #          Exploring Business Issues<sup>++</sup>          Marketing Mix Challenge<sup>++</sup>          Multimedia &amp; Website Development<sup>++</sup>          Video Game Challenge<sup>++</sup> </p> <p style="text-align: center;"><b><u>Team-Chapter with Performance</u></b></p> <p style="text-align: center;">         Annual Chapter Activities Presentation<sup>++</sup>          Community Service Presentation<sup>++</sup> </p>
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**Step 3:** In addition, you can compete in CHAPTER EVENTS. These events are **not** part of the Student's Event Limit.

### **Arizona Only Chapter Events** (not eligible for NCL)

Battle of the Chapters  
 Business Graphics  
 Chapter Scrapbook<sup>+</sup>  
 Chapter Sign<sup>+</sup>  
 Chapter T-Shirt<sup>+</sup>

### **CHAPTER LIMITS**

There are **NO** Chapter Limits per event for M/L State.

**You can enter as many students per event** as you like, but can't go over the 5 limit per student  
 Remember students can go over the 5-event limit only by adding Arizona Chapter Events to their mix of tests and performances

<sup>+</sup> prepared prior to competition / <sup>^</sup>topic provided annually / <sup>~</sup> presentation / # role play  
**New National Event for 2021-22 & Event Modifications for 21-22**

Read about events & view sample materials online:

ARIZONA LINK: [Middle Level Competitive Events Link](#)

NATIONAL FBLA LINK: [National FBLA Middle Level Competitive Events Link](#)

(Updated: 6-24-21)

STATE LEADERSHIP CONFERENCE (SLC): COMPETITIVE EVENTS-AT-A-GLANCE

2021-22 ARIZONA FBLA MIDDLE LEVEL EVENTS AT A GLANCE  
STATE LEADERSHIP CONFERENCE (SLC)

AZ FBLA Competitive Events	Type of Event	Individual or Team Event & Student Number	Prepared Prior to Competition	Topic Provided Annually	Presentation	Role Play	At Regional	Submission prior to SLC	Update Information
Annual Chapter Activities Presentation	Team Performance for Chapter	Chapter	YES	YES	YES	YES	No	No	Was AZ Event only, now RLZ event with name update
Battle of the Chapters	Arizona Only Event						YES		Now Qualifying for RLZ
Business Ethics	Team Performance	Team of 1-3 Students	YES	YES	YES	YES	YES	YES	Was AZ Event only, now RLZ event
Business Etiquette	Objective Test	Individual					YES		RLZ Qualifier
Business Graphics	Arizona Only Event	Team of 1-3 Students					YES		Now Qualifying for RLZ
Career Exploration	Objective Test	Individual					YES		RLZ Qualifier
Career Research	Individual Performance	Individual	YES	YES	YES	YES	YES	YES	Was Open "Transposition" but now a new RLZ Event with new name
Chapter Scrapbook	Arizona Only Event	Chapter	YES				No	No	Traditional FBLA Scrapbook Cover Used. Top 3 Places only recognized at SLC. Now Qualifying for RLZ
Chapter Sign	Arizona Only Event	Chapter	YES				YES		Now Qualifying for RLZ
Chapter T-shirt	Arizona Only Event	Chapter	YES				No		Now Qualifying for RLZ
Community Service Presentation	Team Performance for Chapter	Team of 1-3 Students	YES		YES	YES	No	No	Was AZ Only event, now a RLZ Event with updated name
Critical Thinking Skills	Presentation without Equipment	Team of 1-3 Students			YES	YES	YES		RLZ Qualifier
Digital Citizenship	Objective Test	Individual					YES		RLZ Qualifier
Elevator Speech	Speech	Individual	YES	YES			YES		RLZ Qualifier
Exploring Business Issues	Team Performance	Team of 1-3 Students	YES	YES	YES	YES	YES	YES	Now RLZ Event
Exploring Computer Science	Objective Test	Individual					YES		Name Change
Exploring Economics	Objective Test	Individual					YES	YES	Now RLZ Event



STATE LEADERSHIP CONFERENCE (SLC): COMPETITIVE EVENTS-AT-A-GLANCE

2021-22 ARIZONA FBLA MIDDLE LEVEL EVENTS AT A GLANCE  
STATE LEADERSHIP CONFERENCE (SLC)

AZ FBLA COMPETITIVE EVENTS	Type of Event	Individual or Team Event & Student Number	Prepared Prior to Competition	Topic Provided Annually	Presentation	Role Play	At Regionals	Submission prior to SLC	Unique Information
Exploring Technology	Objective Test	Individual					YES		New K12 Event
FBLA Concepts	Objective Test	Individual					YES		New K12 Event
Financial Literacy	Objective Test	Individual					YES		Minor Change
Interpersonal Communications	Objective Test	Individual					YES		New K12 Event
Leadership	Objective Test	Individual					YES		New K12 Event
Learning Strategies	Objective Test	Individual					YES		New K12 Event
Marketing Mix Challenge	Team Performance	Team of 1-3 Students	YES		YES		YES		New K12 Event
Multimedia & Website Development	Team Performance	Team of 1-3 Students	YES	YES			YES		New 2 hour event, no Pre-submission and no final demonstration only
Pledge & Mission	Individual Performance	Individual	YES				YES		Was only an AZ event, but now a new K12 Event
Running an Effective Meeting	Objective Test	Individual					YES		New K12 Event
Video Game Challenge	Team Performance	Team of 1-3 Students	YES	YES	YES		YES		New K12 Event

# 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.*

*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.*

# **FBLA ARIZONA GOVERNING BODIES & STAFF**

## **Board of Trustees**

Board Chair – Jens Eltze  
Board Elect-Chair – Laurie Ulrich  
Past Chair – Debbie Cross  
Board Secretary – Tami Melton  
Board Treasurer – Debbie Cross  
FBLA Region Rep. – Bill Babyar  
FBLA Region Rep. – Traci Jones  
FBLA Region Rep. – Gregg Pelka  
FBLA Region Rep. – Donald Sheldon  
FBLA Region Rep. – Vacant  
FBLA Middle Level Rep. – Brandon Le Blanc  
Business, Education, & Industry – Jens Eltze  
Business, Education, & Industry – Michael Fox  
Business, Education, & Industry – Gaspar Mata  
Business, Education, & Industry – Tami Melton  
Business, Education, & Industry – Nancy Okabe  
Business, Education, & Industry – Yvette Perez  
Business, Education, & Industry – Stephanie Romo  
Business, Education, & Industry – Laurie Ulrich  
Business, Education, & Industry – Mahesh Vinayagam  
Business, Education, & Industry – Vacant  
FBLA State Adviser – Missey Boucher-Goodman  
FBLA State President – Boston Siddoway  
PBL State Adviser – Mike Manion  
PBL State President – Lucero Vargas  
PBL Local Chapter Adviser – Linda Friedel  
ADE – Julie Ellis  
ADE – Tracy Rexroat  
ADE – Elena Sobampo

## **Executive Council**

President – Boston Siddoway  
VP of Leadership Development – Dolores Vasquez  
VP of Communication – Aniya King  
VP of Public Relations – Jared Weber  
VP of Media Relations – Alexandria Lopez  
VP of Finance & Sponsorship– Noah Killeen  
VP of Community Service & Alumni – Dylan Walia  
VP of Chapter Development/State & National Programs – Allyson Tate  
FBLA Adviser – Brandon LeBlanc  
FBLA Adviser – Mylynda Koener  
FBLA Adviser – Tiffany Kurtz  
FBLA Adviser – Tonya Nolan  
FBLA Adviser – Gregg Pelka  
FBLA Adviser – Jennifer Piercy  
CTSO State Director – Julie Ellis  
FBLA State Adviser – Missey Boucher-Goodman  
FBLA State Staff – Lupita Simbron  
Retired FBLA Adviser– Debbie Cross

## **FBLA Arizona Staff**

CTSO State Director – Julie Ellis  
FBLA State Adviser – Missey Boucher-Goodman  
Program Specialist Business & Marketing Education – Elena Sobampo  
Program Specialist IT Education – Tracy Rexroat  
Assistant to the State Adviser – Lupita Simbron  
CTSO Program Project Specialist – Alvin Todd

## **Contact Information**

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Phoenix, AZ 85007



# FBLA NATIONAL LEADERSHIP CONFERENCE PRESS RELEASE

The National Leadership Conference was held Virtually this year. Arizona had 266 students and 78 advisers in attendance.

Congratulations to our Arizona Members and Chapters for these accomplishments:

## WESTERN REGION AWARDS

<b>Largest State Chapter Membership</b>	<b>1<sup>st</sup></b>	<b>FBLA Arizona</b>
<b>Largest State Increase in Membership</b>	<b>1<sup>st</sup></b>	<b>FBLA Arizona</b>
<b>State Recruitment of Chapters</b>	<b>1<sup>st</sup></b>	<b>FBLA Arizona</b>

## NATIONAL COMPETITIVE EVENT WINNERS

<u>Event</u>	<u>Place/Participant</u>
<b>ML Business Math and Financial Literacy</b>	<b>9<sup>th</sup> Cody Legge Cotton Boll Elementary School</b>
<b>ML Elevator Speech</b>	<b>8<sup>th</sup> Alawna Goodin Old Vail Middle School</b>
<b>ML Introduction to Computer Science &amp; Coding</b>	<b>10<sup>th</sup> AnnieMae Laughner Cotton Boll Elementary School</b>
<b>Broadcast Journalism</b>	<b>5<sup>th</sup> Carli Brown Brianne Szabo Eastmark High School</b>
<b>Business Communication</b>	<b>5<sup>th</sup> Naina Misra Bagdad High School</b>
<b>Business Ethics</b>	<b>8<sup>th</sup> Guenevere Coury Riley Lanning Litzzy Romero Ironwood High School</b>
<b>Digital Video Production</b>	<b>4<sup>th</sup> Chiamaka Nwazue Kayla Walla Centennial High School</b>
<b>Graphic Design</b>	<b>1<sup>st</sup> Henry Calkins Oliver Howard Sunnyslope High School</b>
<b>Insurance and Risk Management</b>	<b>3<sup>rd</sup> Neil Khurana Sandra Day O'Connor High School</b>
<b>Network Design</b>	<b>7<sup>th</sup> Frans Malapo Centennial High School – IT</b>
<b>Partnership with Business</b>	<b>5<sup>th</sup> Max King Megan Saxe Sunnyslope High School</b>
<b>Sales Presentation</b>	<b>10<sup>th</sup> Manasi Khandekar Aisiri Samak Anaika Sangelkar Mountain Ridge High School – IT</b>
<b>Virtual Business Management Challenge</b>	<b>5<sup>th</sup> Subeen Park Mountain Pointe High School</b>

# FBLA NATIONAL LEADERSHIP CONFERENCE PRESS RELEASE

## NATIONAL AWARDS

Big Ten Award	7 <sup>th</sup>	San Luis High School
FBLA Chapter Challenges		Casteel High School Media Estrella Foothills High School Sunnyslope High School Youngker High School
Gold Seal Chapters		El Captain High School Estrella Foothills High School Poston Butte High School San Luis High School Sunnyslope High School Valley Union High School Youngker High School
Largest Local Chapter Membership	1 <sup>st</sup> 2 <sup>nd</sup>	San Luis High School Kofa High School
Local Outstanding Chapter Adviser		Tamara Melton Duncan High School
Market Share Award	1 <sup>st</sup>	Valley Union High School
Middle Level Young Leader Award		Kali Meyers Old Vail Middle School
Outstanding Local Chapters		Casteel High School Estrella Foothills High School Valley Union High School

## INDIVIDUAL AWARDS RECOGNITION

Who's Who	Amelia Brackett Lee Williams High School
BAA's America Olivia Drogosz Mason Anway Peter Eng Max King Breana Enriquez Camely Esquer Damon Larson Alberto Marmolejo Natasha Phillips	Casteel High School Media St. David High School Sunnyslope High School Sunnyslope High School Valley Union High School Valley Union High School Valley Union High School Valley Union High School Valley Union High School
CSA's Achievement Abraham Rivera Garcia Victoria Armijo Mason Anway Peter Eng Alberto Marmolejo Guenevere Coury	Apollo High School Valley Union High School St. David High School Sunnyslope High School Valley Union High School Ironwood High School
Lead Gold & Silver Kali Meyers	Old Vail Middle School



## 2021-2022 STATE OFFICER TEAM



[illegible]

[illegible]



## NOTES

[illegible]

## NOTES

[illegible]

## NOTES

[illegible]

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