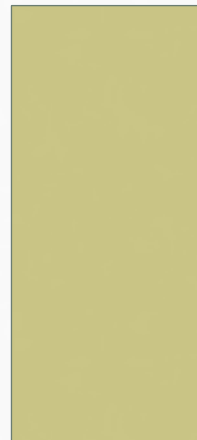


REGION LEADERSHIP CONFERENCE

2014



REGION CONFERENCE

- Where: South Gwinnett High School
- When: January 29, 2014
- Registration Deadline: December 3, 2013
- Cost: \$25
- Testing: January during school

ACCOUNTING I

The accurate keeping of financial records is an ongoing activity in all types of businesses. This event provides recognition for FBLA members who demonstrate an understanding of and skill in basic accounting principles and procedures.

- Up to 3 individual competitors*
- On-line objective test*

BANKING & FINANCIAL SYSTEMS

Understanding how financial institutions and financial consulting and advisory services operate is important to successful business ownership and management, as well as to personal financial success. This event provides recognition for FBLA members who demonstrate an understanding of and skill in the general operations of the various components of the financial service sector.

- Team = 2 – 3 people
- Can enter 2 teams
- Online test only at RLC
- Performance at SLC (requires official dress)

BUSINESS CALCULATIONS

Acquiring a high level of mathematics skill to solve business problems is a challenge for all prospective business employees. This event provides recognition for FBLA members who demonstrate an understanding of mathematical function in business applications.

- Up to 3 individual competitors*
- On-line objective test*

BUSINESS COMMUNICATION

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for all FBLA members who work toward improving their business communication skills of writing, speaking, and listening skills.

- Up to 3 individual competitors
- On-line objective test

BUSINESS ETHICS

Ethical decisions are essential in the business world and the workplace. This team event recognizes FBLA members who demonstrate the ability to present solutions to ethical situations encountered in the business world and workplace.

- Team 2-3 people
- Requires official dress
- Performance event
- Given ethical scenario and you would have to describe how to solve the problem to the judges.

BUSINESS MATH

Acquiring the ability to solve common business mathematical problems in a basic skill needed by all prospective business employees. This event provides recognition for all FBLA members who demonstrate an understanding of basic math functions needed in business.

- Up to 3 individual competitors*
- On-line objective test*
- 9th & 10th grade only*

BUSINESS PRESENTATION

Using technology to support your presentation can significantly enhance a business leader's effectiveness. This event provides recognition for all FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.

- Team 2-3 people
- Requires official dress
- Performance event

- -Topic: See Mrs. Rush for topic

CLIENT SERVICE

This event provides members with an opportunity to develop and demonstrate skills in interacting with internal and external clients to provide an outstanding client service experience. The client service consultant engages clients in conversations regarding products, handles inquiries, solves problems, and uncovers opportunities for additional assistance. Participants develop speaking ability and poise through presentation as well as critical-thinking skills.

- 1 person*
- Requires official dress*
- Role-play event*
- Given a problem to solve and 15 minutes to prepare*

DIGITAL DESIGN & PROMOTION

An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.

- Team of 1-2 people

- Create product

- Resubmission of entry by December 5

- Topic: "You will develop a corporate identity for Xtreme Adventure Travel Company, a new venture offering tours of the Southwestern United States. The company is based in Anaheim, California and provides tours to small groups via jeep, helicopter, hot air balloon, bicycle, kayak/canoe, and other modes of transport to experience the area's natural beauty up close.

You, as a designer, have been charged with the task of developing a corporate logo with a tag line that can be used in a variety of multiple designs and media. You should design your primary logo and tag line as well as supporting logos that can be incorporated into the following items:

Business Documents

- Letterhead/envelope(acceptable formats: pdf, eps)
- Electric gift certificate(acceptable formats: pdf, doc, docx)
- Presentation Template(acceptable formats: ppt, pptx, jpg)

Promotional Items

- Billboard(10.55" x 4.55" scalable size. This must be a vector-based artwork; acceptable formats: eps, pdf)
- One-quarter page grayscale newspaper advertisement to appear in the Orange County Register(5.14" x 10.5")(acceptable formats: pdf, jpg, tif, eps)
- Promotional t-shirt for both screen printing and sublimation. This must be a vector-based artwork; acceptable formats: eps, pdf.
- Web Banner- size 728 x 90 pixels; (acceptable formats: gif or jpg)

ECONOMICS

This event provides recognition for FBLA members who can identify, understand, and apply economic principles to contemporary social, political, and ecological problems.

- Up to 3 individual competitors
- On-line objective test

EMERGING BUSINESS ISSUES

This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. This even is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

- Team 2-3 people

- Requires official dress

- Performance event

- Given an issue. Must prepare both pro and con side but will only present one side (coin flip)

- -Topic: See Mrs. Rush for topic

ENTREPRENEURSHIP

Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. In addition to learning and applying business decision making skills, team participants develop speaking abilities and poise through oral presentations.

- Team = 2 – 3 people*
- Can enter 2 teams*
- Online test only at RLC*
- Performance at SLC (requires official dress)*

FUTURE BUSINESS LEADER

- *This event honors outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business.*
 - Up to 3 individual competitors
 - On-line objective test
 - Must know FBLA plus current events
 - Interview at SLC (requires official dress)
 - Premiere FBLA event

GLOBAL BUSINESS

The global economy is a complex, continually flowing and constantly changing network of information, goals, services, and cultures. Most nations rely on other nations for national resources to supply their needs and wants. Global business also provides new markets and investment opportunities as well as promotion of better relationship.

- Team = 2 – 3 people
- Can enter 2 teams
- Online test only at RLC
- Performance at SLC (requires official dress)

HELP DESK

The ability to provide technical assistance to the users of computer hardware and software is essential to the success of any organization and its continued operation. This event provides recognition for FBLA members who demonstrate an understanding of and ability to provide technical assistance to end users.

- Up to 5 individual competitors
- On-line objective test
- Role-play at SLC (requires official dress)

IMPROMPTU SPEAKING

The ability to express one's thoughts without prior preparation is a valuable asset, as are poise, self-confidence, and organization of facts. This event recognizes FBLA members who develop qualities of business leadership by coming quick and clear thinking with conversational speaking.

- 1 person
- Requires official dress
- Given a topic and 10 minutes to prepare speech

INTRODUCTION TO BUSINESS COMMUNICATION

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who demonstrate an understanding of basic communications skills and concepts.

- Up to 5 individual competitors
- On-line objective test
- English, spelling, grammar
- 9th & 10th grade only

INTRODUCTION TO TECHNOLOGY CONCEPTS

The process of data is important to the successful operation of business. This event provides recognition for FBLA members who understand the basic principles involved in computer technology.

- Up to 5 individual competitors
- On-line objective test
- Computing in the Modern World/Introduction to Digital Technology
- 9th & 10th grade only

JOB INTERVIEW

This event provides recognition for FBLA members who demonstrate proficiency in applying for employment in business.

- 1 person
- Requires official dress
- Resume, cover letter, and job application prepared by December 5
- Interview at RLC

MANAGEMENT DECISION MAKING

Making critical decisions that provide the right direction and a winning position in today's business world is essential to good management. Business executives must make high-quality, nearly instantaneous decisions all the time. The ability to make the right decisions concerning vision, growth, resources, strengths, and weaknesses leads to a successful business. It is management's responsibility to manage for today and tomorrow, to manage for optimum efficiency, and to manage to compete in the marketplace.

- Team = 2 – 3 people
- Can enter 2 teams
- Online test only at RLC
- Performance at SLC (requires official dress)

MANAGEMENT INFORMATION SYSTEMS

The ability to design and implement an information system solution to effectively manage vast amounts of information is a valuable skill that leads to the success of many business entities today. The use of technology to develop these information systems plays a crucial role in a businesses' ability to compete in today's business environment. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.

- Team = 2 – 3 people
- Can enter 2 teams
- Online test only at RLC
- Performance at SLC (requires official dress)

MARKETING

Marketing involves the distribution of products and services to customers. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

- Up to 3 individual competitors
- On-line objective test

NETWORK DESIGN

The ability to evaluate the needs of an organization and then design and implement network solutions is a valuable skill in today's connected workplace. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.

- Team = 2 – 3 people
- Can enter 2 teams
- Online test only at RLC
- Performance at SLC (requires official dress)

PERSONAL FINANCE

Financial literacy is essential in meeting the financial challenges of the 21st century. This event recognizes students who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations.

- Up to 5 individual competitors
- On-line objective test

PUBLIC SPEAKING I

This event provides recognition for FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills.

- 1 person
- Requires official dress
- Write a 4 minute speech on one or more of the 9 FBLA goals
- Deliver speech
- 9th & 10th grade only

PUBLIC SPEAKING II

This event provides recognition for FBLA members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantial speech.

- 1 person
- Requires official dress
- Write a 5 minute speech on one or more of the 9 FBLA goals
- Deliver speech
- 11th & 12th grade only

WEB SITE DESIGN

The ability to communicate ideas and concepts, and to deliver value to customers using the Internet and related technologies, is an important element in a business' success. This event provides recognition for FBLA members who demonstrate proficiency in the creation and design of Web sites.

- Team of 1-3 people
- Can enter 2 teams
- Design and upload a website
- Must be uploaded to a server by beginning of December
- See Mrs. Rush for topic