



TRANSFORM YOUR TOMORROW

2024-2025

MIDDLE LEVEL

ADVISER

RESOURCE BOOK

WELCOME TO THE 2024-2025 FBLA SCHOOL YEAR!

Hope you had a great summer break and are ready to “Transform Your Tomorrow” with FBLA Arizona this year.

With the start of a new year, we have high hopes that the 2024-2025 school year will bring immense success for you and your chapter.

This year FBLA will again offer many opportunities for your students on the local, state, and national levels. Whether it be leadership camp, FBLA on Fire, FLEX Conference, Online Testing Tournament, or Regional, State, and National Conferences, there is something for everyone.

We are proud to offer this year’s adviser resource guide. Please look it over as it provides all our year’s activities and valuable information to help assist you as an FBLA Adviser. You can also find additional and updated information about state events on our website, www.azfbla.org.

Join with us this year as we “Transform Your Tomorrow” with FBLA Arizona for another fun and exciting school year.

Thank you for all you do and best wishes for a great year!

Missey Boucher-Goodman

Missey Boucher-Goodman
FBLA State Adviser



ARIZONA DEPARTMENT OF
EDUCATION

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FBLA ARIZONA 2025 CALENDAR OF EVENTS

June 26 - July 3, 2024:	National Leadership Conference (NLC) – Orlando, FL
June 27- July 3, 2024:	National Leadership Conference (NLC) – Orlando, FL
August 22-24, 2024:	Adviser Leadership Conference – Westin La Paloma, Tucson, AZ
September 23-25, 2024:	Leadership Camp – Lost Canyon, Williams, AZ
October 1, 2024:	Online Testing Tournament Begins
October TBD , 2024:	FBLA on Fire Leadership Conference with the Suns – Footprint Stadium, Phoenix, AZ
November 6, 2024:	Fall Leadership Extravaganza (FLEX) – Phoenix Convention Center, Phoenix, AZ
November 22, 2024:	Adviser Competitive Event Training – Phoenix, AZ
December 1, 2024:	Online Testing Tournament Ends
January TBD , 2025:	*Region 3 Conference – Grand Canyon University, Phoenix, AZ
January 15, 2025:	*Region 4 Conference – Ottawa University, Surprise, AZ
January 23, 2025:	*Region 1 Conference – Eastern Arizona College, Thatcher, AZ
January TBD , 2025:	*Region 5 Conference – Grand Canyon University, Phoenix, AZ
January TBD , 2025:	*Region 2 Conference – Location TBD
January TBD , 2025:	*Middle Level Competition – Grand Canyon University, Phoenix, AZ
February 28, 2025:	State Officer Interviews – Phoenix, AZ
April 1-2, 2025:	Middle Level State Conference – Tucson Convention Center, Tucson, AZ
April 1-3, 2025:	State Leadership Conference – Tucson Convention Center, Tucson, AZ
June 27 - July 3, 2025:	National Leadership Conference – Anaheim, CA (Includes travel days)

***Dates are subject to change**

2024 ADVISER LEADERSHIP CONFERENCE

Westin La Paloma Resort - Tucson, AZ

August 22-23, 2024



Conference Overview

Join FBLA Arizona for our annual Adviser Leadership Conference (ALC) where you will learn what it takes to be successful with your FBLA chapter this year. The focus is CTSO driven with best practices, participation in engaging workshop sessions, and networking opportunities.

Content will include program of work, calendar of events, state and national programs, membership database system, competitive event updates, and so much more.

Registration

Opens: July 1, 2024

Closes: August 17, 2024

Registration Cost: \$225 per Adviser

Registration includes:

- Lunch on 8/22
- Breakfast on 8/23
- Conference Materials
- Resources
- Much more



Hotel Information

Hotel Information:

Westin La Paloma Resort

3800 E. Sunrise Drive, Tucson

Hotel Rate: \$125 per night + 12.05% tax

Hotel link on our website on the Adviser Leadership Conference tab! You must make your own hotel reservation by August 5th.

Tentative Schedule

Thursday, August 22, 2024

- 9 am -10 am Registration
- 10 am-12 pm Conference Sessions
- 12 pm-1 pm Networking Lunch
- 1 pm- 4 pm Conference Sessions

Friday, August 23, 2024

- 8 am-9 am Breakfast
- 9 am-12 pm Conference Sessions

**A detailed conference schedule will come out soon

For more information contact FBLA State Adviser, Missey Boucher-Goodman at missey.boucher-goodman@azed.gov or (602) 364-2339





FBLA ON FIRE

LEADERSHIP CONFERENCE WITH THE SUNS
FALL TBD, 2024



Conference Overview

Join FBLA Arizona for a day of learning about the world of Sports Management! Members will arrive at the Footprint Center (home of the Phoenix Suns) where they will begin a tour of the facility while learning all that goes into preparing the venue for events and games. Afterwards students will hear from a panel of industry insiders, and will have the opportunity to ask any questions they may have about the industry. The day wraps up with seeing all of the staff's hard work on display at a Phoenix Suns game! Join FBLA Arizona this year for a day of learning, sports, and connecting with members from across the state.

Registration

Opens: September 1, 2024
Closes: September 30, 2024

Registration Cost:

\$60 per student for conference and game
\$40 per adviser for conference and game

Registration includes: Event Access, 3 Workshops, and Ticket to the game

***Invoices will be generated when registration closes and there will be no refunds or changes after this date*

Tentative Schedule

- 11 am to 12 pm - Registration
- 12 pm to 12:30 pm - Opening Session
- 12:40 pm to 3:00 pm - Workshop Sessions
- 3:00 pm to 5:00 pm - Dinner on your own
- Doors Open at 5:30 pm
- Game at 7:00 pm

***A detailed conference schedule will come out soon*

For more information contact Missey Boucher-Goodman at missey.boucher-goodman@azed.gov



FLEX CONFERENCE

PHOENIX CONVENTION CENTER
NOVEMBER 6, 2024



FBLA Arizona brings you the Fall Leadership Extravaganza (FLEX) Conference. With over 50 innovative, hands on, exciting specialized leadership sessions this conference has something for everyone. Sessions focus on leadership skills, professional and career skills, and competitive event training.



GENERAL INFORMATION

- Registration Opens:
 - September 16, 2024
- Registration Closes:
 - October 17, 2024
 - Invoicing will be done when registration closes and there will be no refunds granted after this date.
- Dress:
 - Chapter T-shirts or polos/nice jeans or slacks
- Cost:
 - Student - \$50 Conference Only
 - Student - \$85 Conference & After Activity
 - Adviser/Chaperone - \$0 Conference Only
 - Adviser/Chaperone - \$35 Conference After Activity

TENTATIVE AGENDA

- Registration for all chapters 12:00 pm to 12:45 pm (Lunch is not provided so eat beforehand)
- Doors open for Opening Session 12:30 pm
- Opening Session 1:00 pm to 2:00 pm
- Workshops 2:00 pm to 5:00 pm
- Dave & Buster's Pre-Paid Dinner and After Conference Activity 6:00 pm to 10:00 pm

AFTER ACTIVITY

Join us for dinner, networking, and fun at an after the conference activity at Dave and Busters. Costs includes: dinner buffet and game card with unlimited game play on some games. You can choose from the Tempe, Phoenix, or Glendale locations.



CONTACT MISSEY BOUCHER-GOODMAN AT MISSEY.BOUCHER-GOODMAN@AZED.GOV OR (602) 354-2339 FOR MORE INFORMATION

Adviser Competitive Event Training

NOVEMBER 22, 2024 PHOENIX, AZ



Topics

- What are Competitive Events
- Competitive Event Guidelines
- Registering for Regionals
- Arizona Competition Grid
- Break out Panels
- New Adviser and Veteran Adviser Tracks
- Tips and hints

Tentative Schedule

- 8:30 am to 9:00 am Registration
- 9:00 am to 12:00 pm Sessions
- 12:00 pm to 12:30 pm lunch
- 12:30 pm to 3:00 pm Sessions



General Information

- Cost is free
- Lunch is provided
- Registration Opens - October 15, 2024
- Registration Closes - November 15, 2024

Join us for a day filled of competition fun. Go through the registration process, learn about competitive events, national changes and updates, and what to expect for competition.

For More Information

For more information contact Missy.boucher-goodman@azed.gov or (602) 364-2339



ARIZONA DEPARTMENT OF
EDUCATION

REGIONAL CONFERENCES

JANUARY 2025



Regional conferences are an opportunity to practice your competitive event before the state competition.

We have team and individual presentation and performance events as well as online objective testing competitions. Please refer to the competitive events page on our website for more information.

After competitions, members can compete in the leadership circus, attend workshops, meet fellow members, compete in our Arizona only events, and win awards at the closing ceremony.

REGION 1

- EASTERN ARIZONA UNIVERSITY - THATCHER, AZ
- \$40 STUDENT INCLUDES LUNCH
- \$0 WORKING ADVISERS/CHAPERONES
- \$20 NON-WORKING ADVISER/CHAPERONE INCLUDES LUNCH

REGION 2

- TBD
- \$40 STUDENT INCLUDES LUNCH
- \$0 WORKING ADVISERS/CHAPERONES
- \$20 NON-WORKING ADVISER/CHAPERONE INCLUDES LUNCH

REGION 3

- GCU - GLENDALE, AZ
- \$40 STUDENT INCLUDES LUNCH
- \$0 WORKING ADVISERS/CHAPERONES
- \$20 NON-WORKING ADVISER/CHAPERONE INCLUDES LUNCH

REGION 4

- OTTAWA UNIVERSITY - PHOENIX, AZ
- \$40 STUDENT INCLUDES LUNCH
- \$0 WORKING ADVISERS/CHAPERONES
- \$20 NON-WORKING ADVISER/CHAPERONE INCLUDES LUNCH

REGION 5

- GCU, GLENDALE, AZ
- \$40 STUDENT INCLUDES LUNCH
- \$0 WORKING ADVISERS/CHAPERONES
- \$20 NON-WORKING ADVISER/CHAPERONE INCLUDES LUNCH

MIDDLE SCHOOL

- JAKES UNLIMITED BANQUET ROOMS
- \$30 STUDENT INCLUDES LUNCH
- \$0 WORKING ADVISERS/CHAPERONES
- \$15 NON-WORKING ADVISER/CHAPERONE INCLUDES LUNCH





FBLA ARIZONA STATE LEADERSHIP CONFERENCE

APRIL 1-3, 2025
TUCSON CONVENTION CENTER, TUCSON AZ

State Leadership Conference will be held on April 1-3, 2025 in Tucson. Join us to test your competitive skills as you go up against the best of the best in the state. Come and show what you got!

★ *General Information*

- April 1-3, 2025 - High School
- April 1-2, 2024 - Middle School
- Tucson Convention Center

★ *Registration*

- Opens February 1, 2025
- Closes March 7, 2025
- High School Student Cost \$90
- Middle School Student Cost \$60
- Adviser Cost \$45
- Middle School Adviser Cost \$35
- All Chaperone/Guest Cost \$10

★ *Hotel Blocks & Optional Pre-Paid Meals*

- TBD



For more information
contact
[Missy.boucher-
goodman@azed.gov](mailto:Missy.boucher-goodman@azed.gov)
or (602) 364-2339



ARIZONA DEPARTMENT OF
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2024-2025 FBLA ARIZONA – MIDDLE LEVEL CHAPTERS

Middle Level

Arizona City Elementary School
Bagdad Middle School
BASIS Scottsdale
Calabasas Middle School
Camp Verde Middle School
Cheyenne Elementary School
Coatimundi Middle School
Cooley 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
Greenfield Junior High School
J.O. Combs Middle School
Leading Edge Academy – Mountain View Campus
Magma Ranch K8 School
Marshall Ranch Elementary School
Morris Kay Udall Middle School
Oakwood Elementary
Old Vail Middle School
Pioneer Elementary School
Queen Creek Middle School
Ridgeline Academy
Rincon Vista Middle School
Round Valley Middle School
San Tan Heights K-8
Vail Academy
Vistancia Elementary School
Willow Creek Charter
Zuni Hills Elementary



2024-2025 FBLA ARIZONA – INTRA-CURRICULAR PROGRAM MEMBERSHIP

What is the Intra-Curricular Program Membership Plan?

The Intra-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 Intra-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 Intra-Curricular Program Plan Work?

For a flat fee in a single Business Education, Media, and/or Information Technology program, join FBLA Arizona under a tiered program fee based on student enrollment in your current classes. **Reminder all membership payments need to be mailed to the FBLA Arizona Payment Address NOT the National Office:**

FBLA Arizona Financial Services
 PO Box 1440
 Owasso, OK 74055

Intra-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 Intra-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 2023-2024</u>	<u>Intra-Curricular Program fee for 2024-2025</u>
5-40	\$700
41-80	\$1400
81-100	\$1800
101-125	\$2200
126-150	\$2700
151-175	\$3100
176-200	\$3600
201-225	\$4000
226-250	\$4500
251+ or district wide	Contact FBLA Arizona

2024-2025 FBLA ARIZONA – INTRA-CURRICULAR PROGRAM MEMBERSHIP

• **Submitting your Membership.** You will submit your membership on the National website. **Ignore the invoice as you will be invoiced by the State Office.** If your school has multiple chapters, you will need to register them with Nationals SEPARATELY; however, with the state 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.org and then click on FBLA Connect Login.
- ◆ 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 Members Tab and input members.
- ◆ Choose send check later option.
- ◆ Once you hit submit, you will receive an invoice in your email. This invoice will be for the National Fee only; so, ignore it and wait for an invoice from the State.
- ◆ Only pay the State Invoice NOT the National Invoice.

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

Input your membership and notify the State Office what tier level you want. Remember, please mail payment to the State Office and not the National Office. Mail your payments to:

FBLA Arizona Financial Services
PO Box 1440
Owasso, OK 74055



FBLA ARIZONA CHAPTER AWARDS

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 10**. Go to azfbla.org website, under **Adviser Resources**.

Arizona Bronze Chapter (Required for all chapters)

1. Local Bylaws on record with State Office.
2. Minimum membership requirements (currently five paid members).
3. Submit Program of Work (POW) to State Office.
4. Hold at least four meetings per school year (submit minutes).

Bronze level chapters will receive an official certificate, bronze chapter ribbons at SLC, and chapter listed on the FBLA Arizona website and app.

Arizona Silver Chapter (Bronze level plus the activities below)

1. Attend at least two FBLA Arizona events.
2. Conduct a Chapter Community Service Project.
3. Invite a business and industry person to be a guest speaker in your class.

Silver level chapters will receive an official certificate, silver chapter ribbons at SLC, and chapter name listed on the FBLA Arizona website and app.

Arizona 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 10% of your students achieve a Business Achievement Award or LEAD Award. Each level will count as one student.
3. Create a chapter budget for the year.
4. Complete **ONE** of the following national FBLA chapter awards:
 - a. One level of the Champion Chapter Award (Summer Starter, Shaping Success, Service Season, and CTE Celebration). ML get the MERIT.
 - b. Connect Ten (Increase membership by ten members from previous year)
 - c. Outstanding Local Chapter
 - d. Celebrate FBLA week in February

Gold level chapters will receive an official certificate, gold chapter ribbons at SLC, chapter name listed on the FBLA Arizona website and app, on stage plaque presentation at SLC, and upfront seating at the closing session.

Arizona Platinum Chapter (Gold level plus the activities below)

1. Recruit a judge to judge at regional or state competition **OR** a workshop presenter for either the Fall or State Conference.
2. Have at least 25% of your students achieve a Business Achievement Award or LEAD Award. Each level will count as one student

FBLA ARIZONA CHAPTER AWARDS

3. Compete in ONE of the chapter events at state:
 - a. American Enterprise Report
 - b. Local Annual Chapter Activities Report (MS)
 - c. Local Annual Chapter Report
 - d. Community Service Report
 - e. Partnership with Business Report
 - f. Business Financial Plan
 - g. Business Plan
4. Do one of the following activities:
 - h. Have at least one student apply for an Arizona FBLA state council
 - i. Recruit at least three members for our FBLA Alumni database system
 - j. Have at least one senior apply for the FBLA Arizona Scholarship or the National FBLA scholarship
5. Chapter participates in the State Community Service Project donating to the charity for that year or Chapter contributes \$100 to the FBLA Arizona Scholarship or Sponsorship Fund. The chapter will sponsor and present the winners for one objective test event at State Leadership Conference (This is good for first, second and third place winners in an event). Please email Missy.Boucher-Goodman@azed.gov

Platinum level chapters will receive an official certificate, platinum chapter ribbons at SLC, chapter listed on the FBLA Arizona website and app, a stage platinum level banner presentation on stage at SLC, an entry as a Gold Seal Chapter at the National level, and upfront seating at the opening and closing session for SLC.



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.)

MERIT AWARD

The Middle School Merit Award is a membership engagement-focused challenge that chapters may complete for national recognition. Chapters work toward building a basic program of work through a calendar of activities to complete throughout the year. Recognition will be given at the Middle School and High School National Leadership Conference to the top 10 states and top 10 local chapters based on the number of point accumulated and quality of entries.

Deadline

May 15, 2025

Instructions

1. Please download and review the Merit Award tracker on the [National Website](#).
2. Be sure to save your documentation for the activities that you choose to participate in on a shared drive, flash drive, or a folder your hard drive as you complete each activity.
3. Once you have completed all your activities, please complete the submission form and upload your documentation.
4. Submission forms are now live, but local advisers will not receive log in instructions for FBLA Connect until August 15, as forms are directly tied to each local chapter record.
5. Only local chapter advisers or chapter presidents will be able to access and submit entry forms.
6. Each entry should only be submitted once.

AUGUST 2023	SEPTEMBER 2023	OCTOBER 2023	NOVEMBER 2023
<ul style="list-style-type: none"><input type="checkbox"/> 1. Elect Chapter Officers. (100)<input type="checkbox"/> 2. Plan a "Welcome Back" event for returning members and prospective members. (100)<input type="checkbox"/> 3. Create a Membership Committee. (50)<input type="checkbox"/> 4. Create a Community Service Committee. (50)<input type="checkbox"/> 5. Hold a "Lunch & Learn" with members to discuss FBLA benefits, projects, and activities. (50)	<ul style="list-style-type: none"><input type="checkbox"/> 1. Plan a chapter meeting. (100)<input type="checkbox"/> 2. Plan a recruitment drive. (100)<input type="checkbox"/> 3. Participate in the fall FBLA LifeSmarts Challenge. (50)<input type="checkbox"/> 4. Participate in the fall Stock Market Game. (50)<input type="checkbox"/> 5. Plan an Icebreaker for a chapter meeting. (50)	<ul style="list-style-type: none"><input type="checkbox"/> 1. Have at least two members sign up for a competitive event at the district/regional or state level. (100)<input type="checkbox"/> 2. Submit dues for at least five members. (100)<input type="checkbox"/> 3. Plan a community service project. (50)<input type="checkbox"/> 4. Plan a Member Appreciation Day. (50)<input type="checkbox"/> 5. Help your adviser with a task or project. (50)	<ul style="list-style-type: none"><input type="checkbox"/> 1. Have at least one member attend the National Fall Leadership Conference in Providence, RI or Dallas, TX. (100)<input type="checkbox"/> 2. Plan an activity to promote American Enterprise Day. (100)<input type="checkbox"/> 3. Tour a business. (50)<input type="checkbox"/> 4. Invite a business leader to speak at one of your meetings. (50)<input type="checkbox"/> 5. Sponsor a Spirit Day where all members wear blue and gold. (50)

Merit Award Tracker Sample

Recognition Levels

1. MERIT Achievement Award
1,500 Points
◆ Digital Certificate
2. MERIT Excellence Award
2,500 Points
◆ Certificate at NLC
◆ Ribbons at NLC

2024 ONLINE TESTING TOURNAMENT

FBLA Arizona is excited to launch the 11th Annual Online Testing Tournament! This exciting opportunity allows FBLA members to test their knowledge, experience a collection of online tests and compete against other members in the state.

Who:

All Chapters and members are encouraged and invited to participate. The Online Testing Tournament is free for all members! You must be registered with Nationals in order to compete.

What:

The FBLA Online Testing Tournament encompasses some awesome opportunities.

First, it's online testing. During the two-month tournament, students have the opportunity to take as many online tests as they would like. However, you can only take the same test once.

Second, it is a Chapter competition! The top three Chapters from each region will be recognized on stage at their respective Regional Conference. Additionally, the top three statewide Chapters will be recognized on stage at the State Leadership Conference in April. Top Chapters will be determined based on the point system below.

1 st Place	5 points
2 nd Place	4 points
3 rd Place	3 points
4 th Place	2 points
5 th Place	1 point

Where:

Online! For the Online Testing Tournament, the only requirement is that tests be taken in your school environment. We will follow the same proctor rules that we do for the State Leadership Conference. The adviser must complete the **Online Testing Proctor Certification** for each testing date. Failure to do so will result in disqualification. They may not be completed at home. All competitors will be required to fill out and submit an **Honor Code Form BEFORE** they take any tests. The **Honor Code Form** will verify that they have read and will abide by the 2024 Online Testing Tournament Guidelines. If the honor code form is not submitted with each test, the test will not count and your score will be disqualified.

Testing:

During the Online Testing Tournament, every test is taken as an individual – there are no collaborative or team events. After the tournament, your adviser will receive your scores so that you determine which events you would like to compete in at the Regional and State Conferences.

When:

Registration will be accepted during the entire tournament. Testing will be open from 7:00 a.m. – 5:00 p.m. unless otherwise requested. The tournament will be open from October 1 to December 2, 2024.

Middle Level Tests:

Business Etiquette, Business Financial Math & Literacy, Career Exploration, Exploring Business, Digital Citizenship, Digital Photography, Introduction to Business Communication, Introduction to Computer Science & Coding, and Study Skills.

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 and click “Conferences” to see a full schedule of events along with additional helpful information!

FBLA on Fire Leadership Conference with the Suns

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

- **What:** FBLA on Fire Leadership Conference with the Suns
- **When:** Fall 2024
- **Where:** Footprint Center - Phoenix, AZ
- **Cost:** \$60 – per Student
\$40 – per Adviser/Chaperone
(Includes Suns ticket to the game.)
- **Registration:** Opens – September 1, 2024
Closes – September 30, 2024

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 at Dave & Busters.

- **What:** Fall Leadership Extravaganza (FLEX)
- **When:** November 6, 2024
- **Where:** Phoenix Convention Center - Phoenix, AZ
- **Cost:** Student (\$50 for Conference Only)
(\$85 for Conference & After-Conference Activity)
Adviser (\$0 for Conference Only)
(\$35 for Conference & After-Conference Activity)
Chaperone (\$0 for Conference Only)
(\$35 for Conference & After-Conference Activity)
- **Registration:** Opens – September 16, 2024
Closes – October 10, 2024

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 twenty 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 2025 Middle Level Conference is:

Middle Level Competition – Jake’s Unlimited Banquet Hall, Mesa, AZ– January TBD, 2025

- **Cost:** \$30 – Middle Level Student
\$0 – Middle Level Advisers
\$15 – Middle Level Chaperone
- **Registration:** Opens – November 11, 2024
Closes – December 27, 2024

Middle Level State Leadership Conference (SLC)

The State Leadership Conference is held at the Tucson Convention Center in Tucson, AZ in April. This conference is the culmination of a leadership-filled year of FBLA! We are expecting over 100 attendees as members participate in 20+ 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 Anaheim, CA.

Highlights:

- Leadership Development workshops.
- Over 20+ competitive events.
- Leadership Village full of games and activities
- BINGO
- Plus, much more

Cost: Registration and T-Shirt included.

- \$60 Middle Level Student; \$90 High School Student; \$35 Middle Level Adviser; \$45 High School Adviser; \$10 Middle Level & High School Chaperones.
- Hotel price per night plus tax will come out soon and will hold up to four per room.
 - Room rates and hotel accommodation will be found in a *SLC Hotel Guide* via a link found at www.azfbla.org.

Important Dates:

- **February 3, 2025:** SLC Registration Opens
- **February 24, 2025:** SLC Online Testing Opens
- **March TBD, 2025:** All Hotel drops last day
- **March 5, 2025:** Skills Event Testing must be completed by 5:00 p.m.
- **March 5, 2025:** All SLC Prejudged Material/Awards Due –
Uploaded to Website by 5:00 p.m.
- **March 6, 2025:** SLC Registration Closes
- **March 27, 2025:** SLC Online Testing Closes
- **April 1-2, 2025:** Middle Level State Leadership Conference
- **April 1-3, 2025:** State Leadership Conference

FBLA ARIZONA CONFERENCES & EVENTS

Key Information:

- **Dress Code:** Dress code will be strictly followed. Please refer to 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 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 27 – July 3, 2025
- **Where:** Anaheim, CA
- **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 the city
 - Arizona-only activities
 - Institute for Leaders
 - It is FBLA at its best
 - Leadership development and networking opportunities



FBLA COMPETITIVE EVENT CHANGES FOR 2024-2025

NATIONAL CHANGES

MIDDLE SCHOOL

NEW EVENT: Exploring Computer Applications (Production)

NAME CHANGE:

Business Ethics --> Exploring Business Ethics

Leadership --> Exploring Leadership

Running an Effective Meeting --> Exploring Parliamentary Procedure

Elevator Speech --> Exploring Public Speaking

Multimedia & Website Development --> Exploring Website Design



2024-2025 FBLA Arizona Middle Level Competitive Event List REGIONALS - 3 events MAX

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

Objective Test (100 ?s; 60 min for State-Home Site Testing)	<p><u>M/L OBJECTIVE TESTS</u></p> <ul style="list-style-type: none"> Business Etiquette Career Exploration Digital Citizenship Exploring Computer Science Exploring Economics Exploring Leadership Exploring Parliamentary Procedure Exploring Technology FBLA Concepts Financial Literacy Interpersonal Communications Learning Strategies
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Step 2: Without going over the Max of 5 events, you can pick **TWO** performance events

Performance Events	<p><u>Individual – Performance</u></p> <ul style="list-style-type: none"> Career Research +^ Exploring Computer Applications (Production) Exploring Public Speaking +^ Pledge & Mission + 	<p><u>Team – Performance</u></p> <p><i>Teams of 1-3 students</i></p> <ul style="list-style-type: none"> Exploring Business Ethics +^~ (Testing Required) Critical Thinking Skills ~# Exploring Business Issues +^~ Exploring Website Design +^ Marketing Mix Challenge +~ Video Game Challenge +^~
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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.

<p><u>Arizona Only Chapter Events</u> (not eligible for NCL)</p> <ul style="list-style-type: none"> Battle of the Chapters Business Graphics Chapter Sign+
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<p><u>CHAPTER LIMITS</u></p> <p>There are NO Chapter Limits per event for M/L Regionals.</p> <p>You can enter as many students per event as you like, but can’t go over the 3 limit per student</p> <p><i>Remember students can go over the 5-event limit only by adding Arizona Chapter Events to their mix of tests and performances</i></p>

Legend = + prepared prior to competition / ^topic provided annually / ~ presentation / # role play

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

(Updated: 7/25/2024)

2024-2025 FBLA Arizona 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.

Objective Test (100 ?s; 60 min for State-Home Site Testing)	<p><u>M/L OBJECTIVE TESTS</u></p> <ul style="list-style-type: none"> Business Etiquette Career Exploration Digital Citizenship Exploring Computer Science Exploring Economics Exploring Leadership Exploring Parliamentary Procedure Exploring Technology FBLA Concepts Financial Literacy Interpersonal Communications Learning Strategies
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Step 2: Without going over the Max of 5 events, you can pick **TWO** performance events

Performance Events	<p><u>Individual - Performance</u></p> <ul style="list-style-type: none"> Career Research⁺[^] Exploring Computer Applications (Production) Exploring Public Speaking⁺[^] Pledge & Mission⁺ 	<p><u>Team - Performance</u></p> <p><u>Teams of 1-3 students</u></p> <ul style="list-style-type: none"> Exploring Business Ethics⁺[^][~] (Testing Required) Critical Thinking Skills[~][#] Exploring Business Issues⁺[^][~] Exploring Website Design⁺[^] Marketing Mix Challenge⁺[~] Video Game Challenge⁺[^][~] <p><u>Team-Chapter with Performance</u></p> <ul style="list-style-type: none"> Annual Chapter Activities Presentation⁺[~] Community Service Presentation⁺[~]
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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.

<p><u>Arizona Only Chapter Events</u> (not eligible for NCL)</p> <ul style="list-style-type: none"> Battle of the Chapters Business Graphics Chapter Scrapbook⁺ Chapter Sign⁺ Chapter T-Shirt⁺

<p><u>CHAPTER LIMITS</u></p> <p>There are NO Chapter Limits per event for M/L State.</p> <p>You can enter as many students per event as you like, but can't go over the 5 event limit per student</p> <p><i>Remember students can go over the 5-event limit only by adding Arizona Chapter Events to their mix of tests and performances</i></p>

Legend = ⁺ prepared prior to competition / [^]topic provided annually / [~] presentation / [#] role play

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

(Updated: 7/25/2024)

FBLA ARIZONA GOVERNING BODIES & STAFF

Board of Trustees

Board Chair – Gregg Pelka
Board Elect-Chair – Troy Maskill
Past Chair – Laurie Urich
Board Secretary – Laurie Urich
Board Treasurer – Debbie Cross
FBLA Region Rep. – CJ Martinez
FBLA Region Rep. – Gregg Pelka
FBLA Region Rep. – Tom Bird
FBLA Region Rep. – Renee Morgan
FBLA Region Rep. – Sherri Braden
FBLA Middle Level Rep. – Vacant
Business, Education, & Industry – Michael Fox
Business, Education, & Industry – Troy Maskell
Business, Education, & Industry – Yvette Perez
Business, Education, & Industry – Dave Sousa
Business, Education, & Industry – Laurie Urich
Business, Education, & Industry – Mahesh Vinayagam
Business, Education, & Industry – Kel Vrana
Business, Education, & Industry – Vacant
Business, Education, & Industry – Vacant
Business, Education, & Industry – Vacant
FBLA State Adviser – Missey Boucher-Goodman
FBLA State President – Natalie LaPaglia Pisano
FBLA Collegiate State Adviser – TBD
PBL State President – Katie Holm
PBL Local Chapter Adviser – Tirso Tonche
Alumni Representative – Debbie Cross
ADE – Julie Ellis
ADE – Tracy Rexroat
ADE – Elena Sobampo

Executive Council

State President – Natalie La Paglia Pisano
Executive Vice-President – Lizbeth Ortiz
VP of Leadership Development – Bruce Ruan
VP of Chapter Development – Miguel Cancio
VP of Communications – Eva Falcon
VP of Community Service & Alumni Relations – Lesira Kpea
VP of Finance & Sponsorship – Frankie Cappello
VP of Media Relations – Esther Anna Nsengi
VP of Public Relations – Hanna Macias
VP of State and National Programs - Elizabeth Young
FBLA Adviser – Kathryn Englehorn
FBLA Adviser – Paul Hintz
FBLA Adviser – Crystal Hunt
FBLA Adviser – Mylynda Koener
FBLA Adviser – Tiffany Kurtz
FBLA Adviser – Gregg Pelka
FBLA Adviser – Jodee Penneck
FBLA Adviser – Jennifer Piercy
FBLA Adviser – Patricia Quezada
FBLA Adviser – Nicole Schmitt
CTSO State Director – Julie Ellis
FBLA State Adviser – Missey Boucher-Goodman

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
CTSO Program Project Specialist – Alvin Todd
Assistant to the FBLA State Adviser – Adryanna Leatherwood

Contact Information

Missey Boucher-Goodman – State Adviser

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Mailing Address (ADE South Campus)

1535 West Jefferson Street, Bin #42
Phoenix, AZ 85007

Physical Address (ADE North Campus)

100 N 15th Ave, 4th Floor
Phoenix, AZ 85007

FBLA Payment Address

FBLA Financial Services
PO Box 1440
Owasso, Ok 74055



Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

ACCEPTABLE ITEMS



BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.

UNACCEPTABLE ITEMS



The following items are prohibited in all conference areas, including competitive events.

- ⊘ Denim or flannel clothing
- ⊘ Shorts
- ⊘ Athletic clothing
- ⊘ Leggings or graphically designed hosiery/tights
- ⊘ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ⊘ Swimwear
- ⊘ Flip flops or casual sandals
- ⊘ Athletic shoes
- ⊘ Industrial work shoes
- ⊘ Hiking boots
- ⊘ Hats
- ⊘ Graphically printed clothing

No dress code can cover all contingencies, so FBLA 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 adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.

June 2023

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 NATIONAL LEADERSHIP CONFERENCE PRESS RELEASE



The National Leadership Conference was held in Orlando, FL this year. Arizona had 432 students and 121 advisers and guests in attendance.

Congratulations to our Arizona Members and Chapters for these accomplishments:

National Competitive Even Winners

<u>Event</u>	<u>Place/Participant</u>
ML Marketing Mix Challenge	3rd Ashlyn Haws Round Valley Middle School
Help Desk	6th Jeremy Tailman Lake Havasu High School
Introduction to Programming	3rd Mary Donick Paradise Honors High School
Network Design	10th Michael Packer Round Valley Middle School
Public Speaking	3 rd Ryan Conner San Tan Foothills High School
	10 th Emily Contreras San Tan Foothills High School
Sales Presentation	5 th Maigan Ferrin Kamea Nelson Pima High School
Securities & Investments	6 th Dawson Warren Mohave Accelerated Learning Center
Spreadsheet Applications	1 st Brayden Matyniak Sunrise Mountain High School
Word Processing	8 th Kenneth Armstrong Ironwood High School – IT
BAA Capstone Project Finalist	Hailey Helm Buckeye Union High School – Business
	Nicole Grim Snowflake High School
	Isaiah Hernandez Yuma High School – Business

2024-2025 STATE OFFICER TEAM



Natalie LaPaglia Pisano
Coolidge High School
State President



Lizbeth Ortiz
Buckeye Union High School
Executive Vice-President



Bruce Ruan
Mountain Ridge High School
VP of Leadership Development



Miguel Cancio
Liberty High School
VP of Chapter Development



Eva Falcon
Metro Tech High School
VP of Communications



Lesira Kpea
Buckeye Union High School
VP of Community Service &
Alumni Relations



Frankie Cappello
Liberty High School
VP of Finance & Sponsorship



Esther Anna Nsengi
Estrella Foothills High School
VP of Media Relations



Hanna Macias
Centennial High School
VP of Public Relations



Team 63



Elizabeth Young
Sandra Day O'Connor High School
VP of State and National Programs





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