



# TRANSFORM YOUR TOMORROW

2024-2025

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](http://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 <b>TBD</b> , 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 <b>TBD</b> , 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 <b>TBD</b> , 2025:	*Region 5 Conference – Grand Canyon University, Phoenix, AZ
January <b>TBD</b> , 2025:	*Region 2 Conference – Location TBD
January <b>TBD</b> , 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](mailto:missey.boucher-goodman@azed.gov) or (602) 364-2339





FBLA ARIZONA

# LEADERSHIP CAMP

SEPTEMBER 23-25, 2024

Lost Canyon - Williams, AZ



Join Future Business Leaders of America (FBLA) for this year's Leadership Camp! Leadership Camp is 3 days and 2 nights of intensive leadership training meant to prepare you and your chapter for a successful year with FBLA Arizona. Compete with your color team, enjoy a bonfire, and gear up for the annual dodgeball tournament while planning your program of work, learning officer roles, and connecting with like-minded students from across the State.

**WHEN:** September 23-25, 2024

**WHERE:** Lost Canyon Young Life Camp  
1450 S. Perkinsville Road  
Williams, AZ 86046

**TIME:** 2:00 PM to 4:00 PM - Registration  
10:30 AM on Wed - Departure

**COST:** Student - \$200 per person  
Adviser - \$200 per person



**INCLUDES:** Lodging at Camp, 5 meals, color team bag, and an official camp shirt

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

**REGISTRATION:** Opens - August 1, 2024  
Closes - September 2, 2024

For more information Contact Missey Boucher-Goodman at:  
[Missey.Boucher-Goodman@azed.gov](mailto:Missey.Boucher-Goodman@azed.gov)







# 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](mailto: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](mailto: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](mailto:Missy.boucher-goodman@azed.gov) or (602) 364-2339



ARIZONA DEPARTMENT OF  
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# 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



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# 2024-2025 FBLA ARIZONA – CHAPTERS BY REGION

## REGION 1

Amphitheater High School  
Andrada Polytechnic High School  
Baboquivari High School  
Benson Digital Learning Center  
Benson High School  
Bisbee High School  
Canyon Del Oro High School  
Catalina Foothills High School  
Catalina High School  
Cholla High School  
Cienega High School  
Desert View High School  
Douglas High School  
Duncan High School  
Empire High School  
Flowing Wells High School  
Ft. Thomas High School  
Ironwood Ridge High School  
Marana High School  
Mica Mountain High School  
Morenci High School  
Mountain View High School - Marana  
Nogales High School  
Pierson High School  
Pima High School  
Pima JTED Project SEARCH – Banner South  
Pima JTED Project SEARCH – The Bridges  
Pima JTED Project SEARCH – U of A  
Rincon High School  
Rio Rico High School  
Sabino High School  
Safford High School  
San Manuel Jr Sr High School  
Santa Rita High School  
Sierra Vista High School  
St. David High School  
Sunnyside High School  
Tanque Verde High School  
Thatcher High School  
Tombstone High School  
Tucson High School  
Tucson Unified Virtual Academy  
University High School  
Vail Academy and High School  
Valley Union High School  
Walden Grove High School

## REGION 2

ALA Applied Technology  
Alchesay High School  
Arcadia High School  
Arizona College Prep High School  
Basha High School  
Blue Ridge High School  
Cactus Shadows High School

Campo Verde High School  
Casteel High School  
Chandler High School  
Chaparral High School  
Chinle High School  
Combs High School  
Coolidge High School  
Corona Del Sol High School  
Coronado High School  
Crismon High School  
Desert Mountain High School  
Desert Ridge High School  
Desert Sunrise High School  
Desert Vista High School  
Dobson High School  
East Valley Institute of Technology  
Eastmark High School  
Florence High School  
Globe High School  
Hamilton High School  
Hayden High School  
Highland High School  
Higley High School  
Holbrook High School  
Horizon High School  
Joseph City High School  
Marcos De Niza High School  
Maricopa High School  
McClintock High School  
Mesa High School  
Mesquite High School  
Miami High School  
Mogollon High School  
Mountain Pointe High School  
Mountain View High School  
Perry High School  
Pinon High School  
Poston Butte High School  
Queen Creek High School  
Red Mesa High School  
Red Mountain High School  
Round Valley High School  
Saguaro High School  
San Carlos Secondary School  
San Tan Foothills High School  
Show Low High School  
Skyline High School  
Snowflake High School  
St. Johns High School  
Superior High School  
Tempe Union High School  
Tuba City High School  
Westwood High School  
Williams Field High School  
Winslow High School

# 2024-2025 FBLA ARIZONA – CHAPTERS BY REGION

## REGION 3

Apollo High School  
Barry Goldwater High School  
Boulder Creek High School  
Cactus High School  
Centennial High School  
Cortez High School  
Flagstaff High School  
Glendale High School  
Greenway High School  
Independence High School  
Ironwood High School  
Jefferson Preparatory  
Liberty High School  
Mayer High School  
MET Professional Academy  
Mingus Union High School  
Moon Valley High School  
Mountain Ridge High School  
North Canyon High School  
Paradise Valley High School  
Peoria High School  
Pinnacle High School  
Raymond S. Kellis High School  
Ridgeline Academy  
Sandra Day O'Connor High School  
Sunnyslope High School  
Sunrise Mountain High School  
Thunderbird High School  
Washington High School  
Williams High School

## REGION 4

Agua Fria High School  
Alhambra High School  
Betty H. Fairfax High School  
Bostrom Alternative High School  
Camelback High School  
Canyon View High School  
Carl Hayden High School  
Central High School  
Cesar Chavez High School  
Copper Canyon High School  
Desert Edge High School  
Dysart High School  
Insight Academy of Arizona  
Linda Abril Educational Academy  
Maryvale High School  
Metro Tech High School  
Millennium High School  
North High School  
Paradise Honors High School  
Shadow Ridge High School  
Sierra Linda High School

South Mountain High School  
Tolleson Union High School  
Trevor Browne High School  
Valley Vista High School  
Verrado High School  
West Point High School  
West-MEC – Central Campus  
West-MEC – Northeast Campus  
Westview High School

## REGION 5

Antelope Union High School  
Bagdad High School  
Bradshaw Mountain High School  
Buckeye Union High School  
Cibola High School  
El Capitan High School  
Estrella Foothills High School  
Gila Ridge High School  
Harvest Preparatory Academy  
Kingman High School  
Kofa High School  
Lake Havasu High School  
Lee Williams High School  
Mohave Accelerated Learning Center  
Mohave High School  
Odyssey Institute  
Parker High School  
Prescott High School  
Salome High School  
San Luis High School  
STEDY – Southwest Technical Education District of  
Yuma  
Tonopah Valley High School  
Vista Alternative High School  
Wickenburg High School  
Youngker High School  
Yuma High School



# 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>
<b>5-40</b>	<b>\$700</b>
<b>41-80</b>	<b>\$1400</b>
<b>81-100</b>	<b>\$1800</b>
<b>101-125</b>	<b>\$2200</b>
<b>126-150</b>	<b>\$2700</b>
<b>151-175</b>	<b>\$3100</b>
<b>176-200</b>	<b>\$3600</b>
<b>201-225</b>	<b>\$4000</b>
<b>226-250</b>	<b>\$4500</b>
<b>251+ or district wide</b>	<b>Contact FBLA Arizona</b>



## 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](http://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](mailto: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.





# BUSINESS ACHIEVEMENT AWARDS

## ABOUT THE BUSINESS ACHIEVEMENT AWARDS

The Business Achievement Awards are an individual achievement award program for high school students. Participating students 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 four levels to the Business Achievement Awards.

- Contributor Award (Level One) – Members are introduced to the foundations of FBLA and learn how to best take advantage of the opportunities available to members.
- Leader Award (Level Two) – Members learn the fundamentals of leadership and explore their personal leadership style.
- Advocate Award (Level Three) – Members have the opportunity to select a business skill or content area that they would like to further develop. Once completed, members have the choice of continuing to the Capstone Project or selecting a new business skill or concept to earn an additional Advocate Award.
  - Understanding Ethics
  - Personal Branding (*Coming Soon*)
- Capstone Award (Level Four) – Participating members will design, complete, and reflect on a project that solves a real-world problem. Interested members can submit their project for competitive review at the National Leadership Conference.

(Log in to Register int the Learning Center for more information.)

The screenshot shows the FBLA Connect website. At the top, there is a blue header with the text "Future Business Leaders of America" and a "LOGIN" link. Below the header is the "CONNECT" logo, where the "O" is a stylized blue and yellow circle. The main content area contains a paragraph: "FBLA Connect, powered by GreekTrack, has replaced the myFBLA database, the Learning Center, and the Leadership Community as our new one-stop shop for membership, education programs, and community. You should have received an email from mail@fbla.org on August 15 with an invitation to set up your account. If you did not receive the email, please submit an FBLA Help Desk ticket including your name, email, and the name of your school." Below this is a link: "Need help getting started? Check out our step-by-step tutorial videos and Quick Guides!". At the bottom, there is a footer with the text "Future Business Leaders of America", a "Login" link, the address "PO Box 79063, Baltimore MD 21279", social media icons for Facebook, Twitter, and Instagram, and the FBLA logo with the text "Future Business Leaders of America". The footer also includes "© 2024 Future Business Leaders of America" and "Powered by GreekTrack".

# 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 <sup>st</sup> Place	5 points
2 <sup>nd</sup> Place	4 points
3 <sup>rd</sup> Place	3 points
4 <sup>th</sup> Place	2 points
5 <sup>th</sup> 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.

# 2024 ONLINE TESTING TOURNAMENT

Results will be available sometime during the third week of December. The following tests will be offered (additional tests may be added after the CPR Team meeting in August).

## High School FBLA Tests Available

- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Banking and Financial Systems
- Business Calculations
- Business Communication
- Business Law
- Computer Application
- Computer Problem Solving
- Cyber Security
- Database Design & Application
- Digital Photography
- Economics
- Entrepreneurship
- Future Business Leader
- Global Business
- Health Care Administration
- Help Desk
- Hospitality Management
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Communication
- Introduction to Business Procedures
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology

- Introduction to Parliamentary Procedure
- Journalism
- Management Decision Making
- Management Information System
- Marketing
- Network Design
- Networking Concepts
- Organizational Leadership
- Parliamentary Procedure
- Personal Finance
- Political Science
- Securities & Investments
- Sport & Entertainment Management
- Spreadsheet Applications
- Word Processing

## Middle Level Tests Available

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

Testing will launch on October 1.  
Contact the State Office with any questions. Good luck!



## 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!**

### Leadership Camp

This FBLA Arizona Leadership Camp focuses on leadership development and campground fun. Over 300 FBLA members and advisers take on the pines of Williams. This three-day, two-night event gives FBLA members the opportunity to meet new people, learn about FBLA, enhance their leadership skills, and help lead a color team to victory! Camp is intended to serve local officers and/or other local leaders.

- **What:** Leadership Camp
- **When:** September 23-25, 2024
- **Where:** Lost Canyon – Young Life, Williams, AZ
- **Cost:** \$200– per Person  
(Includes meals, lodging and an official t-shirt.)  
Cost also applies to Advisers.
- **Registration:** Opens – August 1, 2024  
Closes – September 2, 2024

### 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. Cost also applies to advisers.)
- **Registration:** Opens – September 1, 2024  
Closes – September 30, 2024





# FBLA ARIZONA CONFERENCES & EVENTS

## 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

## Regional Conferences

Five Regional Conferences will be offered across the state: one for each of the five regions of FBLA Arizona. These conferences are held at college campuses across the state and allow members to experience the college campus life first-hand! At the conferences, members will network, attend workshops, and compete in over 60 competitive events.

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.

These conferences are the first opportunities 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. **Please see pages 9-10 to see what region your local chapter is listed in.**

The dates and locations for the 2025 Regional Conferences are:

**Region 1 Conference** – Eastern Arizona College – Thatcher, AZ – January 23, 2025

**Region 2 Conference** – Arizona State University – January TBD, 2025

**Region 3 Conference** – Grand Canyon University – January TBD, 2025

**Region 4 Conference** – Ottawa University, Surprise, AZ – January 15, 2025

**Region 5 Conference** – Grand Canyon University – January TBD, 2025

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

- **Cost:** \$30 – Middle Level Student  
\$40 – High School Student  
\$0 – Middle Level Advisers  
\$15 – Middle Level Chaperone  
\$0 –High School Advisers  
\$20 – High School Chaperone
- **Registration:** Opens – November 11, 2024  
Closes – December 27, 2024

# FBLA ARIZONA CONFERENCES & EVENTS

## 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're expecting over 2,000 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 Anaheim, CA.

### Highlights:

- Leadership Development workshops.
- Over 60+ 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](http://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

### 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.

# FBLA ARIZONA CONFERENCES & EVENTS

## 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**
  - 17,000+ 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

### **HIGH SCHOOL**

**RETIRED:** Database Design & Applications

#### **NAME CHANGE:**

Business Calculations --> Financial Math





**2024-2025 FBLA Arizona Competitive Event List**  
**REGIONAL CONFERENCE (High School)**  
**3 Events Max Per Student**

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

	<u>OBJECTIVE TESTS; (9-10 ONLY)</u>	<u>OBJECTIVE TESTS; (9-12)</u>
<b>OBJECTIVE TEST</b> (100 ?s; 60 min for SLC-Pre-submitted)	Introduction to Business Communication Introduction to Business Concepts Introduction to Business Procedures Introduction to FBLA Introduction to Financial Math Introduction to Information Technology Introduction to Marketing Concepts Introduction to Parliamentary Procedures	Accounting I Accounting II Advertising Agribusiness Business Communications Business Law Computer Problem Solving Cyber Security Digital Photography Economics <span style="background-color: #e0f0ff;">Financial Math</span> Health Care Administration Human Resource Management Insurance & Risk Management Journalism Networking Infrastructures Organizational Leadership Personal Finance Public Policy and Advocacy Securities & Investments Supply Chain Management UX Design

**Step 2: In place of One written test, you can compete in ONE Skill Event. Skill Production will be done Prior to Regional Competition. Written test will be done at Regional Competition. Advisers will be notified ahead of time for planning purposes. See AZFBLA website for all information about testing and production.**

<b>SKILL EVENT</b>	<u>SKILL EVENT (85%) + TEST (15%)</u> Computer Applications ** Word Processing **

**Step 3: Without going over the Max of 3 events, students can pick TWO performance events from any of the events listed below. They can be from the same event box.**

	<u>INDIVIDUAL EVENTS</u>	<u>TEAM EVENTS</u>	
<b>EVENTS THAT GET MORE TEAMS BASED ON SPECIFIC CTE PROGRAM</b>	Digital Photo: Prof. Business Portraits – AZ Event ONLY Photo Editing – AZ Event ONLY Photo Gallery Walk – AZ Event ONLY	Broadcast Journalism Coding and Programming Computer Game & Simulation Programming Data Analysis Digital Animation Digital Photo-Commercial Photography Portfolio – AZ Event ONLY Digital Video Production	Graphic Design Introduction to Business Presentation (9-10) Introduction to Programming (9-10) Introduction to Social Media Strategy (9-10) Mobile Application Development Public Service Announcement Sales Presentation Social Media Strategies Visual Design
	<b>INDIVIDUAL ROLE PLAY WITH TEST (TEST 80% - PERFORMANCE 20%)</b>	<b>TEAM EVENTS - ROLE PLAY WITH TEST TEST 80% - PERFORMANCE 20%</b>	
	Help Desk  Client Service  <b>ROLE PLAY ONLY No TEST</b>	Banking and Financial Systems Business Management Entrepreneurship Hospitality and Event Management	International Business Introduction to Event Planning (9-10) Management Info Systems Marketing Network Design Sports and Entertainment Management
	<b>Individual Performance, Interview, OR Speech</b>	<b>Case Study &amp; Performance</b>	<b>Project and Performance</b>
<b>NO EXTRA TEAMS - ALL PROGRAMS</b>	Electronic Career Portfolio Future Business Leader Future Business Educator Impromptu Speaking Introduction to Public Speaking Job Interview Public Speaking	Business Ethics Parliamentary Procedures	Website Coding and Development Website Design

**IMPORTANT-Follow the Event Limits Based on Conference Registration & CTE Program**

**TABLE 1: CHAPTER LIMITS FOR EVENTS IF THIS IS YOUR CTE PROGRAM AREA**

CONFERENCE STUDENT ATTENDEES	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
<b>INDIVIDUAL EVENTS</b> (PER Event If This <b>IS</b> the Program You Teach)	3	4	5	6	7	8	9	10
<b>TEAM EVENTS</b> (PER Event If This <b>IS</b> the Program You Teach)	2	3	4	5	6	7	8	9

**TABLE 2: CHAPTER LIMITS FOR EVENTS IF THIS IS NOT YOUR CTE PROGRAM AREA & EVENTS THAT ARE CONSIDERED TO BE ALL CTE PROGRAMS**

CONFERENCE STUDENT ATTENDEES	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
<b>INDIVIDUAL EVENTS</b> (PER Event If This <b>IS NOT</b> the Program You Teach)	2	3	4	5	6	7	8	9
<b>TEAM EVENTS</b> (PER Event If This <b>IS NOT</b> the Program You Teach)	1	2	3	4	5	6	7	8

**Step 4:** Students can compete in Arizona CHAPTER EVENTS. These events are **NOT** part of the Student’s Event Limit.

**ARIZONA ONLY EVENTS**

Battle of the Chapters Business  
Graphics Chapter Sign

*ALL Team Tests will be taken Individually, then scores will be averaged together for Team Score*

- All “Introduction” Events are ONLY for 9<sup>th</sup> & 10<sup>th</sup> Grade Students

• Blue Highlight indicates changes made for 2024-2025 competitive events year.

**Read about events & view sample materials online:**

AZFBLA - [Arizona FBLA Competitive Event Link](#) & National FBLA - [National FBLA Event Information Link](#)

# FBLA EVENTS BY CTE PROGRAMS



**\*\* NOTE:** CTE programs are allowed an additional entry into events related to their CTE program. These programs are divided into Business, Information Technology, and Media. Below is the list of events each program is allowed an additional entry for under which CTE Program. If you are doing events in these programs but it is not your CTE program, use Table 2 instead of Table 1 for chapter limits.

BUSINESS	INFORMATION TECHNOLOGY	MEDIA
Banking and Financial Systems Business Management Entrepreneurship Hospitality and Event Management International Business Introduction to Business Presentation Introduction to Event Planning Marketing Sales Presentation Sports and Entertainment Management	Coding and Programming Computer Game and Simulation Programming Data Analysis Help Desk Introduction to Programming Management Information Systems Mobile Application Development Network Design Website Coding and Development	Broadcast Journalism Digital Animation Digital Photo: Commercial Photography Portfolio Digital Photo: Professional Business Portraits Digital Video Production Graphic Design Introduction to Social Media Strategy Photo Editing Photo Gallery Walk Public Service Announcement Social Media Strategies Visual Design

**\*\*** These events are ones that can fit in all programs, so an extra entry is not allowed. You will follow the chapter guidelines for TABLE 2 on the Arizona Competitive Event List.

PERFORMANCE, INTERVIEW, OR SPEECH	CASE STUDY & PERFORMANCE	PROJECT AND PERFORMANCE
Client Service Electronic Career Portfolio Future Business Leader Future Business Educator Impromptu Speaking Introduction to Public Speaking Job Interview Public Speaking	Business Ethics Parliamentary Procedures	Website Design



## 2024-2025 FBLA ARIZONA COMPETITIVE EVENT LIST STATE LEADERSHIP CONFERENCE (SLC) – 5 EVENTS MAX PER STUDENT

**Step 1: You can Select UP TO FIVE objective tests. Tests are an individual competition. Testing is prior to SLC.**

	<u>OBJECTIVE TESTS: (9-10 ONLY)</u>	<u>OBJECTIVE TESTS: (9-12)</u>
<b>OBJECTIVE TEST</b> (100 %; 60 min for SLC-Pre-submitted)	Introduction to Business Communication Introduction to Business Concepts Introduction to Business Procedures Introduction to FBLA Introduction to Financial Math Introduction to Information Technology Introduction to Marketing Concepts Introduction to Parliamentary Procedures	Accounting I Accounting II Advertising Agribusiness Business Communications Business Law Computer Problem Solving Cyber Security Digital Photography Economics <span style="background-color: #e0f0ff;">Financial Math</span> Health Care Administration Human Resource Management Insurance & Risk Management Journalism Networking Infrastructures Organizational Leadership Personal Finance Public Policy and Advocacy Securities & Investments Supply Chain Management UX Design

**Step 2: In place of One written test, you can compete in One Skill Event. Written test will be done before SLC and be used as the qualifier for who will perform the skill portion. Advisers will be notified ahead of time for planning purposes. See AZFBLA website for all information about testing and production at SLC.**

<b>SKILL EVENT</b>	<u>SKILL EVENT (85%) + TEST (15%)</u>
	Computer Applications ** Spreadsheet Applications Word Processing **

**Step 3: Without going over the Max of 5 events, students can pick TWO performance events from any of the events listed below. They can be from the same event box.**

	<u>INDIVIDUAL EVENTS</u>	<u>TEAM EVENTS</u>	
<b>EVENTS THAT GET MORE TEAMS BASED ON SPECIFIC CTE PROGRAM</b>	Digital Photo: Prof. Business Portraits – AZ Event ONLY Photo Editing – AZ Event ONLY Photo Gallery Walk – AZ Event ONLY	Broadcast Journalism Coding and Programming Computer Game & Simulation Programming Data Analysis Digital Animation Digital Photo-Commercial Photography Portfolio – AZ Event ONLY Digital Video Production	Graphic Design Introduction to Business Presentation (9-10) Introduction to Programming (9-10) Introduction to Social Media Strategy (9-10) Mobile Application Development Public Service Announcement Sales Presentation Social Media Strategies Visual Design
	<b>INDIVIDUAL ROLE PLAY WITH TEST (TEST 80% - PERFORMANCE 20%)</b>	<b>TEAM EVENTS - ROLE PLAY WITH TEST TEST 80% - PERFORMANCE 20%</b>	
	Help Desk  <b>ROLE PLAY ONLY No TEST</b>  Client Service	Banking and Financial Systems Business Management Entrepreneurship Hospitality and Event Management	International Business Introduction to Event Planning (9-10) Management Info Systems Marketing Network Design Sports and Entertainment Management
	<b>INDIVIDUAL PERFORMANCE, INTERVIEW, OR SPEECH</b>	<b>CASE STUDY AND PERFORMANCE</b>	<b>PROJECT AND PERFORMANCE</b>
<b>NO EXTRA TEAMS - ALL PROGRAMS</b>	Electronic Career Portfolio Future Business Leader Future Business Educator Impromptu Speaking Introduction to Public Speaking Job Interview Public Speaking	Business Ethics Parliamentary Procedures	Website Coding and Development Website Design

**IMPORTANT-Follow the Event Limits Based on Conference Registration & CTE Program**

**TABLE 1: CHAPTER LIMITS FOR EVENTS IF THIS IS YOUR CTE PROGRAM AREA**

CONFERENCE STUDENT ATTENDEES	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
<b>INDIVIDUAL EVENTS</b> (PER Event If This <b>IS</b> the Program You Teach)	3	4	5	6	7	8	9	10
<b>TEAM EVENTS</b> (PER Event If This <b>IS</b> the Program You Teach)	2	3	4	5	6	7	8	9

**TABLE 2: CHAPTER LIMITS FOR EVENTS IF THIS IS NOT YOUR CTE PROGRAM AREA & EVENTS THAT ARE CONSIDERED TO BE ALL CTE PROGRAMS**

CONFERENCE STUDENT ATTENDEES	1-24	25-49	50-74	75-99	100-124	125-149	150-174	175-199
<b>INDIVIDUAL EVENTS</b> (PER Event If This <b>IS NOT</b> the Program You Teach)	2	3	4	5	6	7	8	9
<b>TEAM EVENTS</b> (PER Event If This <b>IS NOT</b> the Program You Teach)	1	2	3	4	5	6	7	8

Step 4: Or Students can compete in National CHAPTER EVENTS. These events COUNT AS part of the Student's Event Limit of 5 Events. All Chapter Reports will present at SLC.

**CHAPTER AWARDS & NLC QUALIFYING EVENTS**

American Enterprise  
Project Community Service Project  
Local Chapter Annual Business Report  
Partnership with Business

Step 5: Students can compete in Arizona CHAPTER EVENTS. These events are NOT part of the Student's Event Limit.

**ARIZONA ONLY EVENTS (NON-QUALIFYING FOR NLC)**

Arizona Business Leadership Empowerment (ABLE)  
Job Interview Arizona Business Leadership Empowerment (ABLE)  
Public Speaking  
Battle of the Chapters  
Business Graphics  
Chapter Scrapbook Professionally Printed  
Chapter Scrapbook Traditional  
Chapter Awards  
Program Chapter  
Shirt Chapter Sign  
State Trading Pin Competition  
National T-Shirt Design Contest

***ALL Team Tests will be taken Individually, then scores will be averaged together for Team Score***

***• All "Introduction" Events are ONLY for 9th & 10th Grade Students***

***• Blue Highlight indicates changes made for 2024-2025 competitive events year.***

Read about events & view sample materials online:

AZFBFA - [Arizona FBFA Competitive Event Link](#) & National FBFA - [National FBFA Event Information Link](#)

# ***FBLA EVENTS BY CTE PROGRAMS***



**\*\*NOTE: CTE programs are allowed an additional entry into events related to their CTE program. These programs are divided into Business, Information Technology, and Media. Below is the list of events each program is allowed an additional entry for under which CTE Program. If you are doing events in these programs but it is not your CTE program, use Table 2 instead of Table 1 for chapter limits.**

BUSINESS	INFORMATION TECHNOLOGY	MEDIA
Banking and Financial Systems Business Management Entrepreneurship Financial Statement Analysis Hospitality and Event Management International Business Introduction to Business Presentation Introduction to Event Planning Marketing Sales Presentation Sports and Entertainment Management	Coding and Programming Computer Game and Simulation Programming Data Analysis Help Desk Introduction to Programming Management Information Systems Mobile Application Development Network Design Website Coding and Development	Broadcast Journalism Digital Animation Digital Photo: Commercial Photography Portfolio Digital Photo: Professional Business Portraits Digital Video Production Graphic Design Introduction to Social Media Strategy Photo Editing Photo Gallery Walk Public Service Announcement Social Media Strategies Visual Design

**\*\*These events are ones that can fit in all programs, so an extra entry is not allowed. You will follow the chapter guidelines for TABLE 2 on the Arizona Competitive Event List.**

PERFORMANCE, INTERVIEW, OR SPEECH	CASE STUDY & PERFORMANCE	PROJECT AND PERFORMANCE
Electronic Career Portfolio Future Business Leader Future Business Educator Impromptu Speaking Introduction to Public Speaking Job Interview Public Speaking	Business Ethics Parliamentary Procedures	Business Plan Website Design

# **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**

Phone: 602.364.2339

Fax: 602.364.4035

Email: [Missey.Boucher-Goodman@azed.gov](mailto:Missey.Boucher-Goodman@azed.gov)

## **Mailing Address (ADE South Campus)**

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

## **Physical Address (ADE North Campus)**

100 N 15th Ave, 4<sup>th</sup> 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 <sup>rd</sup> Ryan Conner San Tan Foothills High School
	10 <sup>th</sup> Emily Contreras San Tan Foothills High School
Sales Presentation	5 <sup>th</sup> Maigan Ferrin Kamea Nelson Pima High School
Securities & Investments	6 <sup>th</sup> Dawson Warren Mohave Accelerated Learning Center
Spreadsheet Applications	1 <sup>st</sup> Brayden Matyniak Sunrise Mountain High School
Word Processing	8 <sup>th</sup> 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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