



**TO:** FBLA Advisers  
**FROM:** Morgan Ruff, FBLA State Adviser  
**DATE:** February 13, 2025  
**SUBJECT:** 2025 State Leadership Conference (SLC)  
 April 7-8, 2025, Little Rock

The Arkansas State Leadership Conference will be held April 7-8, 2025, in Little Rock. Join Arkansas FBLA advisers from across the state to:

- Hear an outstanding keynote speaker: DR. TYLER TARVER!
- Attend exciting leadership workshops!
- Experience the thrill of campaigning for state office!
- Participate in competitive events!

Mark your calendars and plan to attend! This packet has all the information you will need to register members for the conference, run a campaign for state office, enter competitors in events, etc. Please refer to the individual handouts for additional information.

## Deadlines to Remember

### All Information MUST BE RECEIVED in Office by Deadline

DATE	✓	ITEM AND INSTRUCTIONS
February 18 <sup>th</sup>		Hotel reservation window opens. (Advisers are responsible for reserving rooms)
February 18 <sup>th</sup> -28 <sup>th</sup>		Registration window open
March 4 <sup>th</sup> -18 <sup>th</sup>		Online testing window
March 4 <sup>th</sup> -18 <sup>th</sup>		Skills Test window Skills Tests will be uploaded to Blue Panda.
March 9 <sup>th</sup>		All forms, projects, applications, and reports should be <b>uploaded</b> to <b>Blue Panda</b> with registration.
March 9 <sup>th</sup>		State and National Officer Candidate Applications and Information sheets should be <b>uploaded</b> to <b>Blue Panda</b> with registration.

## Conference Overview

### Conference Packet Pick Up

Packet pick up will be in **Hall III** of the Statehouse Convention Center on Sunday from 7:00- 9:00 p.m. and on Monday from 7:30 – 9:30 a.m. The adviser responsible for the delegation must come to this area to pick-up registration materials. **DO NOT BRING YOUR ENTIRE DELEGATION TO THE REGISTRATION AREA.**

### Name Badges

Because of security concerns, name badges **must** be worn to gain admittance to any activity. Students, advisers, and guests must all have name badges to enter workshops, general sessions, and competitive events. **It is imperative that all guests who are attending with your delegation be registered.** There will be people stationed at the doors of workshops and general sessions to check for name badges. However, caution students not to wear their name badges when leaving the conference area to go downtown or to one of the restaurants in the area.

### Conference Schedule

A tentative conference schedule is included with this packet. A detailed copy of the workshop schedule and any changes in the conference schedule will be distributed closer to the conference. **Check your conference program or the conference app on the first day of the conference for the official schedule that will include any changes in times and/or room assignments.**

### Advisers' Assignment Sheet

An adviser's assignment sheet for administering the state competitive events program will be distributed to advisers after the conference registration deadline. All advisers need to help to have a successful competitive events program at the state conference. If you are unable to complete your adviser assignment, it is your responsibility to find your replacement. The competitive events program is offered for the benefit of your students; therefore, your help is necessary. This year there will be an Adviser's Briefing before each competitive event time. Please be present for the briefing so that we can determine if anyone is missing. Please make sure you are on time for the briefing and that you know the competitive event where you will be working. Last year, as in years' past, there were quite a few "no shows" at assigned events, and that puts a hardship on other advisers and the students. It also causes delays in the performances and judging. District Coordinators may also contact you regarding your assignment.

### Student/Adviser Assignment

For every twelve (12) students, there must be one adult chaperone. Chaperones may be teachers, parents, bus drivers, etc., if they accept full responsibility for twelve (12) students. These adult chaperones should know the names and hotel room numbers of the students for which they are responsible. Advisers and adult chaperones must assume full responsibility for the conduct and activities of their delegates during the conference.

### Conference Dress Code

Please be sure your students and parents have copies of the state dress code. We will be enforcing the [National Dress Code](#) during the conference. Business attire (as defined by the dress code document at the end of this packet) is required for workshops, competitive events, and closing session. **Students not in dress code will not be allowed on stage.** For the general session, students may wear their conference t-shirt with **appropriate** jeans.

***CLARIFICATION—Many women's two-piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.***

**Please remind students that professional dress is very conservative. They should dress as if they are going to a job or college interview. If there is any question as to whether a dress/skirt is too short, err on the side of caution and do not wear it.**

## Curfew

Conference curfew is 11:00 PM. Students must be **in their own room and quiet** by curfew time, and no one is to be out of their rooms **before** 7:00 a.m. without permission from his or her adviser. Please remind your students that there are other guests in the hotels and ask them to respect other guests' rights. Please, no running, shouting, or door slamming in the hotel hallways or rooms. Security guards will be on duty at all hotels. Students creating disturbances or creating problems in the hotel will be escorted to their adviser by security personnel. Serious infractions of the conduct rules by a student could result in the student's parents and the school administrator being called, and the student sent home from the conference.

## Public Etiquette

Remind your students they are ambassadors of the FBLA organization. We want to make sure that each person associated with FBLA upholds the integrity of the organization and stays respectful when shopping, eating, or traveling around Little Rock.

## Conference Conduct Guidelines

In order for a conference of this size to run smoothly and to be effective, guidelines must be established and followed. Carefully read the Conduct Rules and Regulations below. This document should be duplicated and distributed to each delegate and their parents or guardians. By registering your students in Blue Panda and submitting the registration you and your students are agreeing to follow the rule and accept the consequences if they do not follow the guidelines.

## Hotel Information

Hotel information can be found on the Arkansas FBLA [website](#).

## Conduct Rules and Regulations

Chapter advisers should explain student regulations and reasons for them to all FBLA members attending the conference before students sign their agreement forms. Students must understand that infractions of the rules of conduct could result in the forfeiture of all individual rights and privileges.

1. Advisers are responsible for the conduct of their students who attend.
2. Advisers should be available at any time for handling disturbances and accepting responsibility for checking student activities.
3. The FBLA Board of Directors or state adviser will decide extreme situations.
4. The Arkansas FBLA state dress code will be adhered to during this conference. Students not in dress code will not be allowed on stage to receive their award.
5. No FBLA member shall leave the hotel or convention center unless permission has been received from the adviser. Members must keep their advisers always informed of their activities and whereabouts. Students must stay in groups of four or more outside the hotel and convention center and have an adviser with them. Students are not allowed to leave these areas after dark unless accompanied by an adviser. All delegates must adhere to the conference curfew. After curfew, no one is allowed to leave their rooms before 7:00 a.m. the next morning unless prior authorization is given by their adviser.
6. There shall be no defacing of public property. The individual or chapter responsible must pay any damage to property or furnishings in the hotel rooms, lobby, or meeting rooms. Do not remove any hotel property from the premises.
7. Members shall possess no alcoholic beverages or narcotics in any form at any time under any circumstances.
8. Members of the opposite sex are not allowed in the same hotel room unless chaperoned by an adviser.

Members and advisers shall attend **all** general sessions, workshops, and other activities of the conference.

## Registration Information

### Registration Fee

The conference registration fee is **\$50** and includes a t-shirt for FBLA attendees. Registration must be completed no later than **February 28th**. **No late registration will be accepted after February 28<sup>th</sup>**. The deadline for payments to be made is **March 21st**. All checks are made payable to **Arkansas FBLA** and should be sent to:

**Arkansas FBLA  
PO Box 609  
Paris, AR 72855**

Please include a copy of invoice in remittance. Fees must be paid prior to the conference for competitors to be eligible to compete. Be sure to keep a copy for your records. Send school checks or money orders only – **NO PERSONAL CHECKS ACCEPTED**. There will be no registration refunds.

### Register conference attendees and competitors at the following website:

[Blue Panda \(gobluepanda.com\)](http://gobluepanda.com)

#### Items of Note:

- ALL delegates, advisers, guests and chaperones attending the conference must pay a registration fee even though they may not be able to attend all functions. *(This is required so that we can maintain as low a cost as possible for our members. If advisers or chaperones were not charged a fee the cost per member would have to rise.)*
- Current state officers do not pay the registration fee; however, they must be listed on the registration form.
- The student/adviser ratio for all FBLA state events is 10/1.
- All competitors must pay a registration fee, even if they do not attend the conference.
- Competitors have already qualified for competition at the district conferences; **they must register for state competition by the registration deadlines**.
- Competitor ribbons will be included in chapter packets. These ribbons and name badges must be worn by competitors to gain access to their events.
- Students not meeting dress code will not be allowed on stage.**

### Special Needs Information

If you have a student that has special needs for online objective testing or performing at the conference, please include the information when you register that student.

#### Instructions:

- Click “Add” under “Attendees”
- Choose the attendee
- Click the box next to “Special Needs”
- Include all information that will need to be known about the accommodations for that student.
- Repeat for any other students you are registering.

**If there is any trouble with registration, please contact:**

Morgan Ruff: [morgan.ruff@ade.arkansas.gov](mailto:morgan.ruff@ade.arkansas.gov)

or

Dr. Kelley Todd: [ktodd1@atu.edu](mailto:ktodd1@atu.edu)

# Competitive Event Information

## Skills Test Request

There will be no request form for the Skills Tests. You will register your students in the conference registration system and I will send your proctors the information they need to give students who are taking a Skills Test and what they need to administer the test.

## Uploaded Information for Events

You will upload all files to [Blue Panda](#). Blue Panda requires different file types for different events. Please make sure to check before trying to upload documents.

### When uploading your files, use the following format:

EventName\_School\_City\_StudentLastName

#### Example:

ComputerGameSimulationProgramming\_Central\_LittleRock\_Jones

We are unable to go through individual documents to determine the appropriate event. **If the document is not saved properly (see above) it will NOT be accepted.**

**All submission materials** – All materials listed in this packet are due by **March 9**. There is a report check-off list for written reports included on page 12 of this packet. Check your written reports against this check-off sheet to prevent being disqualified. **Do not** return the check-off list with your reports. It is simply provided for your convenience. **The following events must be submitted to Blue Panda.**

- American Enterprise Project (PDF)
- Business Financial Plan (PDF)
- Business Plan (PDF)
- Business Ethics (PDF)
- Community Service Project (PDF)
- Digital Animation (URL)
- Digital Video Production (URL)
- Future Business Educator (PDF)
- Future Business Leader (one PDF with both resume and cover letter)
- Job Interview (one PDF with both resume and cover letter)
- Largest Chapter Market Share Form (PDF)
- Local Chapter Annual Business Report (PDF)
- Report of Charitable Contributions Form (PDF)
- Officer Applications (PDF)
- Partnership with Business Project (PDF)
- Scholarships (refer to [AR FBLA website](#)) (ZIP Folder)

**Individual/Chapter Recognition** – The following events are forms to be completed in FBLA CONNECT (once logged in to FBLA CONNECT, click “More”, then click “Forms”. Scroll down until you see “Posted by Arkansas - High School”):

- Businessperson of the Year (refer to Forms on [FBLA CONNECT](#))
- Who’s Who in Arkansas (refer to Forms on [FBLA CONNECT](#))
- Outstanding Local Adviser (refer to Forms on [FBLA CONNECT](#))
- Gold Seal Chapter Award of Merit (refer to Forms on [FBLA CONNECT](#))

**PLEASE NOTE:** The following events are offered at the state and national levels only:

American Enterprise Project  
Broadcast Journalism  
Business Plan  
Client Services  
Community Service Project  
Computer Applications  
Computer Game & Simulation Programming  
Data Analysis  
Digital Animation  
Digital Video Production  
Financial Statement Analysis

Help Desk  
International Business  
Introduction to Programming  
Local Chapter Annual Business Report  
Management Information Systems  
Mobile Application Development  
Network Design  
Partnership with Business Project  
Parliamentary Procedure  
Spreadsheet Applications  
Word Processing

**School-Site Skill Events** – Contestants in Computer Applications, Spreadsheet Applications, and Word Processing events are required to take two different exams: skills test and online objective.

- Failure to take both parts of the exam will disqualify the competitor.**
- The skills portion of the exam will be administered at the competitor's home school during the testing window.
- Students will save, upload, and follow the proctor's instructions.

**REMINDER:** Test proctors must be school employees. Advisers must furnish proctor name, email address, and phone number when registering.

- Proctors cannot be FBLA advisers, business education faculty members (senior or junior high), or student teachers.**
- Tests will be emailed directly to test proctors at the email provided. Advisers and/or members of the business education faculty are not allowed to view the test. **Advisers, make sure your test proctors receive the tests and understand that they must read and carefully follow the instructions that are sent with the tests.**

**Competitive Event Information** - Be familiar with the competitive event guidelines. Guidelines for High School events are on the [National website](#). There are several changes and some events have been modified this year so please read the guidelines carefully.

**Online Testing** - All objective tests are online and will be administered at a school site. You will need the proctor's name, email address, and telephone number when completing the registration. The test proctor will be sent the testing tickets.

**State Voting Delegate** – Voting will be held immediately following the Campaign Rally and Question/Answer session. Voting delegates must show their name tag and voting delegate ribbon included in the registration packet. Voting delegates will remain in Governor's Hall I-III, should be seated as directed, and will need to bring an internet capable device to cast their vote. Results of the election will be announced at the end of the General Session.

### **State & National Officer Candidate Information**

State and National Officer Candidate Applications can be found on the Arkansas FBLA [website](#). You will upload them into Blue Panda by March 9th.

### **Scholarships and Other SLC Awards**

To access available SLC Scholarships and other SLC Award information, please use this [link](#). All forms and applications should be uploaded by March 9th, 2025.

- Heather Stocks Scholarship
- Hettie Lou Martin State Adviser Scholarship
- Mildred Brading - Mary Alice Elam Scholarship

### **Conference Forms**

Conference forms are listed below. You will upload them into Blue Panda by March 9th. These forms can be found on the Arkansas FBLA [website](#).

- Agreement Form
- National Officer Application
- State Officer Application
- FBLA Reports/Project Checklist (just for reference)

## Tentative Schedule

### Monday, April 7th, 2025 FBLA Headquarters – Toltec (Headquarters only accessible to state staff)

7:30 a.m. - 8:45 a.m. Registration	Governor's Hall 3, Statehouse
8:00 a.m. - Campaign Booth Set-Up begins	Rotunda, Statehouse
8:15 a.m. - Judges Briefing	Wally Allen Ballroom, Statehouse
8:30 a.m. - Adviser Briefing for 9:00 Events	Governor's Hall III/IV, Statehouse
9:00 a.m. - Officer Candidates Briefing	Rotunda, Statehouse
9:00 a.m. - Competitive Event Prelims	Governor's Hall IV, Statehouse
<b>****ALL COMPETITORS WAIT IN GOVERNOR'S HALL II UNTIL YOUR TIME IS CALLED TO CHECK-IN****</b>	
9:30 a.m. - 10:15 a.m. Workshop Session 1	See schedule for locations
9:30 - 12:00 p.m. Campaign Area open	Rotunda, Statehouse
10:00 a.m. - 2:00 p.m. Adviser Hospitality	Statehouse
10:30 a.m. - 11:15 a.m. Workshop Session 2	See schedule for locations
11:15 a.m. - Judges Lunch/Briefing	Wally Allen Ballroom, Statehouse
11:30 a.m. - Adviser Briefing for 12:00 Events	Governor's Hall III/IV, Statehouse
12:00 p.m. - Competitive Event Finals	Governor's Hall IV, Statehouse
<b>****ALL COMPETITORS WAIT IN GOVERNOR'S HALL II UNTIL YOUR TIME IS CALLED TO CHECK-IN****</b>	
1:30 p.m. - 2:15 p.m. Workshop Session 3	See schedule for locations
2:00 p.m. - Judges' Briefing	Wally Allen Ballroom, Statehouse
2:15 p.m. - Adviser Briefing for 2:45 Events	Governor's Hall III/IV, Statehouse
2:30 p.m. - 3:15 p.m. Workshop Session 4	See schedule for locations
2:45 p.m. - Competitive Event Finals	Governor's Hall IV, Statehouse
<b>****ALL COMPETITORS WAIT IN GOVERNOR'S HALL II UNTIL YOUR TIME IS CALLED TO CHECK-IN****</b>	
3:30 p.m. - Heather Stocks Scholarship Interviews	Toltec, Statehouse
5:00 p.m. - FBLA Foundation Meeting	Quapaw, Statehouse
5:00 p.m. - Campaign Rally/Q&A/Voting Session (Only Delegates Voting)	Governor's Hall I, II, & III, Statehouse
7:30 p.m. - Doors Open for General Session	Governor's Hall I, II, & III, Statehouse
8:00 p.m. - General Session	Governor's Hall I, II, & III, Statehouse
<b>11:00 p.m.</b>	<b>Curfew for all Participants</b>

### Tuesday, April 8th, 2025

8:00 a.m. - State Officer Rehearsal <b>**Outgoing officers and new officers</b>	Governor's Hall I, II, & III, Statehouse
10:00 a.m. - Awards Session	Governor's Hall I, II, & III, Statehouse