



**TO:** FBLA Advisers

**FROM:** Kelly Todd, Arkansas FBLA Finance Director  
Morgan Ruff, FBLA State Adviser

**DATE:** February 14, 2025

**SUBJECT:** 2025 Arkansas FBLA Middle School Division State Leadership Conference  
April 9th, 2025, Little Rock

The Arkansas Middle Level State Leadership Conference will be held April 9, 2025, in Little Rock. Join Arkansas FBLA advisers from across the state to:

- Hear from a fabulous speaker – Brandon Lee White
- Participating in competitive events
- Cheer on all competitive award winners!

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

## Deadlines to Remember

### **All Information MUST BE RECEIVED in the State Office by the Deadline**

DATE	✓	ITEM AND INSTRUCTIONS
February 18 <sup>th</sup> -28 <sup>th</sup>		Middle School Division Conference Registration window opens
February 28 <sup>th</sup>		All forms should be <b>uploaded</b> to Blue Panda
March 4 <sup>th</sup> -18 <sup>th</sup>		Online testing window.
March 20 <sup>th</sup>		All registration payments must be received at the address listed in this packet on page 4.

## Conference Overview

**Conference Packet Pick Up** – Packet pick up will be located at conference headquarters in the State House, located at Toltec – **Wednesday** from 8:15 – 8:45 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 the conference, competitive events, and awards ceremony 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 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 on page 9. 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.

**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 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 e-mailed through FBLA Connect, 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 the competitive event time. Advisers will be notified of the time and room. 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. After the briefing, please make your way to your event. "No shows" at assigned events 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 ten (10) students, there must be one adult chaperone. Chaperones may be teachers, parents, bus drivers, etc., as long as they accept full responsibility for ten (10) 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 the conference, competitive events, and awards ceremony. **Students not in dress code will not be allowed on stage.**

**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.**

**Infractions of the Conduct Rules** – 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. 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.

## Registration Information

**Registration Fee** – The conference registration fee is **\$35** and includes a T-shirt for FBLA attendees. Registration must be completed no later than **February 28<sup>th</sup>**. **No late registration will be accepted after February 28<sup>th</sup>**. The deadline for payments to be made is **March 20**. All checks should be made payable to Arkansas Middle Level FBLA and sent to:

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

Please include a copy of your invoice in remittance. All Fees and National/State Dues must be paid prior to the conference for competitors to be eligible to compete. Be sure to keep a copy of 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. If the bus driver is considered a chaperone, please register them as a guest.
- 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 that have already qualified for competition at the district conferences **must register for state competition by the registration deadlines**.
- Competitor name badges will be included in chapter packets. These must be worn by all attendees and competitors to gain access to the conference and the individual competitive events.
- Advisers will be notified if competitors do not show for their competitions
- **Students who do not meet the dress code will not be allowed on stage.**

**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 Events

## Competitive Event Information

The following are the Performance/Presentation competitive events for Arkansas Middle Level FBLA:

### Top 3 from District Conferences:

- Exploring Business Ethics (Top 10 Test Scores Present) Career Research
- Exploring Public Speaking Critical Thinking
- Exploring Website Design FBLA Mission & Pledge
- Exploring Computer Applications

### State Only Events

- Annual Chapter Activities Video Game Challenge
- Community Service Presentation Marketing Mix Challenge
- Exploring Business Issues

The following are the Objective competitive events for Arkansas Middle Level FBLA:

### Top 5 from District Conferences:

- Business Etiquette FBLA Concepts
- Career Exploration Financial Literacy
- Digital Citizenship Interpersonal Communications
- Exploring Computer Science Exploring Leadership
- Exploring Economics Learning Strategies
- Exploring Technology Exploring Parliamentary Procedure

**School-Site Online Objective Testing Events** – **Contestants (5 Finalists from each district) in all State objective tests will be required to retest for SLC**, and the online objective test will be administered at the school site. Advisers must furnish proctor name, email address, and phone number when registering. The test proctor will be given a site to print testing tickets and rosters.

- Failure to take the STATE online objective test will disqualify the competitor.

#### REMINDER:

- Test proctors must be school employees.
- Proctors cannot be FBLA advisers, business education faculty members (senior or junior high), or student teachers.
- 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.**

**Outstanding Middle Level Awards** – All outstanding Middle Level award winners from their Respective District Conferences, must be submitted in FBLA Connect by March 8. All information regarding the Outstanding Middle Level Awards can be found in the Arkansas Middle Level Handbook on the Arkansas FBLA [website](#) on pages 29 – 32. **Each District Winner will resubmit to compete at state.**

**FBLA Headquarters – TBD**  
**(Headquarters are only accessible to state staff and District Coordinators)**

**Arkansas Middle Level FBLA**  
**Tentative Schedule of Events**  
(Could Change Based on the Number of Entries)

April 9th, 2025

8:15 AM – 4:00PM State House Convention Center – Governor’s Halls III-IV  
Conference packet pick-up times will be Wednesday from 8:15 – 8:45 a.m. Toltec

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9:00 AM – 12:00 PM	<b>Competitive Event-Presentation with Equipment</b> Annual Chapter Activities, Exploring Business Ethics, Exploring Website Design, Career Research, Community Service Presentation, Marketing Mix Challenge, and Video Game Challenge	Governor’s Hall IV
9:30 AM – 11:00 AM	<b>Opening Session</b>	Governors Hall III
9:00 AM – 10:00AM	<b>Competitive Event-Speech</b> Exploring Public Speaking Preliminaries	Governor’s Hall IV
9:00 AM – 12:30 PM	<b>Competitive Event-Presentation without Equipment</b> Critical Thinking Event, Exploring Business Issues, and FBLA Mission & Pledge	Governor’s Hall IV
12:00 PM – 2:00 PM	<b>Lunch</b> On Your Own	
2:00 PM - 4:00 PM	<b>Awards</b>	Governors Hall III

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## Arkansas FBLA-PBL Dress Code

Arkansas FBLA members and advisers should develop an awareness of the image of one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for all attendees—**advisers, members, and guests**—at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Professional attire acceptable for official FBLA activities can be found on the following [link](#). Please review the dress code and make sure you and your students follow the dress code. Anyone student or adviser not in dress code will not be allowed on stage and students will lose points in their events if they are not in dress code.

**Included in this Packet**

**Adviser Records**

Copies of ALL forms  
Uploaded to Blue Panda

**Reference Only**

Deadline Sheet  
Arkansas FBLA Dress Code  
Tentative Schedule

**Upload to Blue Panda**

Conference Agreement Form  
Outstanding Chapter Award of  
Merit Form

*Both can be found on State  
Website.*