

Leadership Development Workshops
Networking
Motivational Speakers
State Officer Election
Competitive Events
“Who’s Who” Recognition
TLLA & Gold Seal Chapters
Outstanding Adviser Award
Chapter & Adviser Anniversaries
It’s the action-packed event of the year:

***The 58th North Carolina Phi Beta Lambda
State Leadership Conference***

April 12-14, 2012 Hilton Charlotte University Place



Conference Guide

*Including information that can be submitted on-line
and materials that need to be mailed*

Hotel Reservation information - deadline March 21
Competitive Event information – deadlines March 7, March 14
Conference Registration information – deadline March 14
Membership deadline for event participation – deadline March 14

It's That Time!

At the first state meeting of NC PBL'ers, an FBLA Convention at East Carolina College, delegates would get a career edge by attending a speed-typing demonstration! The college-level representatives of approximately 20 from East Carolina and Western Carolina University did, as best we can tell, three events: Spelling, Parliamentary Procedure, and Vocabulary Relay. The state newsletter reminded delegates to bring sheets and towels with them since they would be staying in the college dorms!

Fast forward to 2012 and join us as we celebrate the 58th Annual NC PBL State Leadership Conference (SLC) April 12-14 at the Hilton Charlotte University Place. This is your guide to all the activities, including information for the on-line registration and event entries. Needed SLC forms are available on the state website, ncpbl.org; look in Appendices 2 and 3 of the state handbook. You should also check the website periodically for program updates. If you have any questions, please don't hesitate to call one of your State Executive Council members.

SLC is for all PBL members, advisers, and Professional Division members, as well as guests. Please read the guide carefully and then plan to be a delegate to the 2012 NCPBL SLC. We will celebrate a successful year and emphasize our "Gateway to Greatness" theme.

We look forward to seeing you in Charlotte for an outstanding conference.

Your NCPBL State Executive Council

NCPBL Commemorative SLC Pin

The NCPBL Foundation, Inc., is selling the third annual NCPBL SLC pin, selected by FLDC delegates. The limited edition pin is \$10. Pins can be shipped or held for pickup at SLC. An order form with details is posted on the state website. Show your state pride and Foundation support by purchasing this special item as a memento of your participation in the 2012 SLC!

Singers/Musicians Needed

Any chapter members who would like to sing the national anthem or other patriotic selections during the Thursday and Friday night general sessions should contact the State Adviser. Instrumental selections could also be done as delegates are gathering for both sessions.

NEW On-line Conference Registration

Conference Registration must be submitted by midnight March 14. On-line registration is being finalized. Advisers will access the registration through the state website. Registered members' names will be moved to the drop-down list for competitive event entries. Since this is the first year for on-line registration and event entries, check early to make sure you can access the necessary links. Chapters are responsible for payment for the number of delegates registered.

Non-adviser Professional members may be registered through the chapter adviser or through a direct Professional registration link.

Special thanks to Mr. Herb Boeckenhaupt, the Rowan-Cabarrus CC and NCPBL Business Person of the Year for 2011, for his complimentary work on the on-line processes.

The registration fee is \$70 per member, adviser, PD member, and guest attending. Chapters are to submit a college or chapter check for registration (not individual personal checks). PD members may submit personal checks. A copy of the completed on-line registration form should be printed and included with the checks. The on-site registration is \$80.

For conference participation and the membership awards, midnight March 14 is also the deadline for members to be entered in the national database and listed as paid. (You can pay by credit card at the time you enter the names; checks for dues must be posted by the 14th.)

Hotel Reservations

Hotel reservations are to be made directly with the Hilton Charlotte University Place by March 21. Room rate is \$99 plus tax for any occupancy. A reservation form is in Handbook , Appendix 2.8-9. The block of rooms reserved for PBL will be released after March 21, and rooms will be available at general rates on a first-come, first-served basis. There is no charge for parking at the hotel. The official hotel check-in time is 3 p.m. so delegates should plan accordingly if involved in Thursday afternoon activities. Early checkout fees apply. The State Executive Council asks for your assistance in making sure we fill our room block since that is what off-sets the cost of the meeting rooms. If you call the hotel and all rooms have been taken, you probably will be making reservations at a nearby hotel. However, if you will let Publications Director Susan Stinson (publicationsdir@ncpbl.org) know, she will keep a running tab on rooms needed. If you find you blocked more rooms than you need, do not cancel them until you check with Ms. Stinson. She will keep a list of rooms available and hopefully get the appropriate advisers contacted to switch the rooms, allowing all delegates to be in the conference hotel and keeping us above our minimum room usage. The hotel will allow names to be changed. Rooms cancelled after the deadline are not available at conference rates. Cancelled rooms do not count toward fulfilling our block. We realize this is not the most convenient procedure, but it is our attempt to fill cancellations. Thank you for your cooperation.

Lunch and Awards Banquet Guest Tickets

The conference registration includes tickets to two meal functions; this year we are scheduling lunch on Friday rather than Saturday so delegates will have one meal provided each day. Guests wishing to join delegates for lunch and/or the Awards Program banquet and dance Saturday night must fill out the “Guest Ticket” form and submit the listed payment. A limited number of tickets will be available at the conference registration area. Please note that guests are expected to adhere to the conference dress requirements and code of ethics. If you purchase an un-used banquet ticket from a chapter, remember the seat is with that chapter, not yours.

Chapter Contributions

The NC PBL Foundation, Inc., Scholarship

The NCPBL Foundation, Inc., Scholarships are presented at the Fall Leadership Development Conference. Applications are in the State Handbook. The Scholarship fund is supported by contributions from chapters and individuals, and contributors are recognized in the SLC program. Certificates will be presented to those chapters contributing \$30 or more. Checks separate from SLC registration should be made to “The NCPBL Foundation, Inc., Scholarship

Fund” and can be mailed with your conference registration or mailed directly to the Foundation. Note that only those chapters who contribute to the Scholarship fund are eligible to have applicants next fall. The receipt deadline for contributions is March 14.

The NCPBL Foundation, Inc.

The NCPBL Foundation, Inc., assists our state chapter by generating funds for state activities and projects beyond those in the regular budget. One of the state goals for this year was for each chapter to contribute \$30 or more as a way of showing to businesses and other individuals a high degree of internal support. A check separate from SLC registration should be made to The NCPBL Foundation, Inc., and mailed directly to the Foundation before March 14.

Mission LIFT (March of Dimes) – NCPBL “Day of Service” Funds

FBLA-PBL is one of the largest national contributors to March of Dimes, with chapters throughout the country doing fund-raising activities through the Mission LIFT (Leading Into the Future Together) Project. At the 2011 National Leadership Conference in Orlando, NCPBL received Second Place for our total contribution. Contributions are made directly to a local or the national March of Dimes association. These should be noted on the Contributions Form in the Conference Guide for state PBL records and recognition. For national recognition, chapters are encouraged to complete the Mission LIFT entry form in the Chapter Management Handbook. The Council appreciates the activities chapters are doing on the February 11 “Day of Service.”

State Officer Nominations

The NCPBL state officer team is comprised of six local members who are nominated for the positions by their chapters and elected by the SLC voting delegates. The State Handbook gives the details on nominating, campaigning, and serving. Candidates for Historian, Secretary-Treasurer, and President present campaign speeches Thursday night, and Vice President candidates present their speeches at the regional meetings that follow. All candidates will be elected by secret ballot of voting delegates at the Saturday business session. Potential candidates are reminded that campaigning outside the chapter (including information on personal websites) prior to the state officer screening meeting at SLC can result in disqualification.

In opposed elections, a majority is needed to win. In unopposed elections, a majority of “yes” votes from the voting delegates present is necessary. Chapters may nominate two members for state office. If both are opposed and both win their elections, the one elected for the higher office serves and the other is eliminated. If one or both are unopposed, both could be elected.

The number of voting delegates per chapter is determined by the number of chapter members (up to 50, 2 voting delegates; 50-100, 3; more than 100, 4). To vote, voting delegates must have their voting delegate ribbons and must be in their seats by the time listed in the program.

Candidate Nomination Dates:

March 19 – Receipt deadline to State Adviser for completed Official Nomination for State Officer Form (see Section 9 of State Handbook)

March 23 – Notification to chapter advisers of any positions for which there were no candidates.

April 6 – Receipt deadline to State Adviser for either completed Official Nomination for State Officer Form or completed Office Position Change Form for any open positions reported on March 23.

Conference Program Highlights

National Officer

National President Jake Barreau, from the University of Wisconsin, has accepted an invitation from the State Executive Council to attend SLC, and we look forward to finalizing his participation in the program. We will be honored to have him as a guest and encourage delegates to spend time networking with him.

“The Best Seats in the House”

To recognize the chapters that have had exceptional membership recruitment programs and to welcome new chapters, the front rows of general sessions will be reserved for their SLC delegates. Sitting at the front on Thursday evening will be delegates from new/reactivated chapters. On Friday evening will be chapters that have increased their membership by ten members.

State Leadership Conference-Leadership Development Program

The State Leadership Conference Leadership Development Program is a series of seminars on topics for career and leadership success. Those attending three of the sessions will receive certificates of participation in their chapter packets.

Exhibits, Campaign Booths, and Sales Booths

Chapters wishing to have college recruitment booths or sales tables must reserve space by returning the Exhibit Space Response form. There is no charge for college recruitment tables for colleges with PBL chapters.

NCPBL Foundation Store

NCPBL Foundation, Inc., representatives will have PBL items from the Foundation on-line store available so plan to purchase some articles that you'll enjoy wearing, that will promote PBL, and that will benefit the Foundation. (You can check on items in advance through the store link on the state website (ncpbl.org)).

Conference Dance

Delegates are invited to network and socialize during a dance on Friday night. The dance is an opportunity to “show off” your college and chapter t-shirts/sweatshirts. SLC name badges serve as the dance “tickets.” Appropriate behavior and dancing is expected, and State Executive Council members will be monitoring and insisting delegates participate under these guidelines.

PBL Dress Code

Please note that the PBL dress code is in effect for ALL sessions except the dance and the formal awards banquet. This includes meetings, events, food functions, etc. Chapter advisers and presidents are asked to make sure their members and guests are familiar with the code as listed in the State Handbook. Attire for the awards banquet is “dressy” but must be appropriate.

Parade of Presidents and “Anniversary” Advisers

The Friday evening session begins with an introduction of each local chapter’s president (or another officer if the president is not in attendance). Such chapter awards as the “Largest Delegation” and the Chapter Anniversary recognition will be presented during the Parade.

Awards Program Seating

As much as possible, banquet seating will be assigned from the front to the back in the order chapter registration materials are received. Chapters should understand, though, that there may be exceptions in order to complete tables without separating chapter members. Banquet tickets will be collected at the door, and place cards will be put at each table to identify the chapter to which those seats are assigned. A seating list will be posted outside.

State Competitive Event “Reminders”

(Be sure to read complete details in the State Handbook; do not hesitate to ask about any items if you would like more information.)

Guidelines

Event participants should read carefully sections related to their events in the 2011-2012 issues of the State Handbook and the National Awards Program section of the Chapter Management Handbook. **If there are questions on the guidelines or on interpretation, please contact the State Awards Program Director so the State Awards Program Committee can address the question prior to the entry dates.**

Receipt Dates

An Event Entry Form that can be used as a worksheet for on-line registration and event entries is in the State Handbook. Forms that are to be mailed are also in the State Handbook and may be filled out and printed from there. Note that the deadlines listed are receipt dates, not postmark dates. Please allow adequate time for your materials to be received on time. **EXCEPTIONS CANNOT BE MADE.** *The State Awards Program Director will send an email acknowledging the receipt of your conference items. Therefore, if you do not receive an email, please contact Dr. Doole immediately.*

Event Substitutions

No competitive event entries will be accepted at SLC. However, chapters may do substitutions for events already entered. Substitutions cannot be made in events which involve school-site tests. Substitutions can be made prior to SLC or during the time designated in the conference program.

Event Administrators and Assistants

The State Awards Program Committee depends upon advisers to work as event administrators and assistants (not judges). Because of the number of events, advisers will probably be needed to work with more than one event. E-mails will be sent from the Awards Program Director. The State Executive Council thanks advisers for their help in this most important area.

Event Entries Per Chapter

A chapter may enter two individuals or teams in the events, with the exception of Job Interview. Only one entry per chapter may be submitted for that event.

Events a Delegate is Eligible to Enter (Please Note Major Change)

As announced last fall and printed in the State Handbook, a delegate may now enter any event in which he has not competed at the national level; i.e., you may enter an event AGAIN unless you were in that event at any previous PBL NLC. For the sake of clarity: If a Fifth Place person in Accounting Principles competed at the national level but the First Place person did not, the Fifth Place person cannot enter the event again but the First Place person can.

The national rules do not allow a member to enter a national event twice (other than certain team events that allow repeat members). In an effort to send our best state representatives to national competition, though, NCPBL is going to follow what many other states have been doing and let those who did not compete nationally enter the state event again. The Executive Council hopes you feel this provides the maximum opportunity to select the events you think best suit you.

Number of Events Members May Enter

NCPBL follows the national guideline that allows members to enter the two events they wish. Your cooperation was greatly appreciated as we worked through the logistics of making this possible the past few years.

Events are still referred to as “team,” “individual,” and “chapter” events, and a “team” event is any event that will allow more than one person to work together - - even if an option is doing the event with a “team” of one!

IMPORTANT EXCEPTION: In order to increase the number of chapters entering the two chapter project events, the State Council has voted that doing a project oral presentation will not count as one of the two events. That is why the event entry materials have three places to list the events in which the student is entered. However, the total number of events cannot exceed three. A member may enter two individual/team events and be a presenter for one project event or he may enter one individual/team event and be a presenter for both a Community Service and a Free Enterprise project events. A member may not be a presenter for two Community Service or two Free Enterprise Project entries. *For national competition, the project presentations do count as one of the two events in which a student may enter.* Equipment and screens are not provided. Again this year, two copies of each project report (and annual business reports) must be submitted.

“Who’s Who in NCPBL” is a state event and can be done in addition to entering the other allotted events. (Therefore it would be possible for a member to enter two events, present one of the chapter projects, and be nominated for “Who’s Who!”)

Back-to-Back Written Test Sessions (Thursday evening and Saturday morning)

To allow a member to enter any two events and to avoid the possibility of information about a test being discussed, there will again this year be back-to-back testing sessions Thursday evening (events that have written tests and performances) and Saturday morning (events that are based on written tests only). The events for each testing session will be listed in the conference program and will be posted online closer to conference time. Just as last year, all members taking one or

two of the tests at that session must report at the beginning of the testing session. After the allotted time, those taking only one test will be allowed to exit the session, leaving those who are taking another of the tests being given. Those members will immediately take their second event test. Members choosing to take two tests at the same session should understand they will have to remain in the testing room for approximately 2 ½ hours (an hour for each test and 15 minutes for roll call and instructions on each) without a break. The Business Communications writing sample will be done at a time other than the testing blocks.

This has worked well the past four years, but, again, delegates must remember there will not be a break between the two tests and that once they've left the testing room for whatever reason they cannot return.

Performance Events – Note Day Change

The tentative schedule is to have all performance events conducted on Friday (rather than part of them Friday afternoon and part of them Saturday morning). This will allow business leaders who can take time from work for community/volunteer service to work throughout the day as judges. Event times will be noted but a specific schedule cannot be done until any testing that is used to determine finalists is done. The time for each performance will be posted outside Event Headquarters Thursday night.

“Team” Event Testing

Certain team events allow for the written tests to be taken collaboratively. Although event directors will address excessive noise, participants taking team collaborative tests should anticipate that the testing room will not be completely quiet.

Participant Criteria

Participants must have paid state/national dues and must have registered for SLC by March 14. Members who graduated at the end of the fall/winter term may compete as long as they are not enrolled in a graduate program (have not taken 500 level or higher class) before December 1.

Accounting Principles: participants must not have had more than two semesters (four quarters) of accounting instruction, with no intermediate accounting classes or advanced accounting classes.

Team Events: In the case of an entry submitted by a team, rather than an individual, one member of each team may compete a second time in Accounting Analysis & Decision Making, Business Decision Making, Business Ethics, Business Presentation, Computer Game & Simulation Programming, Desktop Publishing, Digital Video Production, Economic Analysis & Decision Making, Emerging Business Issues, Financial Analysis & Decision Making, Financial Services, Hospitality Management, Human Resource Management, Management Analysis & Decision Making, Marketing Analysis & Decision Making, Network Design, Small Business Management Plan, Strategic Analysis & Decision Making, and Web Site Design. A student may not compete more than twice in the same team event at SLC.

Parliamentary Procedure: Two members of each team may have competed in this event at a previous SLC or NLC. A student may not compete more than twice in the same team event at the SLC or NLC.

School-site Testing

The performance test for Accounting for Professionals, Computer Applications, Database Design and Applications, Desktop Publishing, and Word Processing are conducted at the participant's school. A form is in the Handbook to identify the person to whom the tests should be sent, and this must be received by March 7. The test administrator will seal and sign the envelope containing the test materials, and the chapter adviser will deliver it to the State Awards Program Committee during the designated time on Thursday. Participants will also take a test at SLC.

Pre-judged Events

Computer Game and Simulation Programming, Digital Video Production, and Web Site Design events have entry forms and pre-judged materials that must be received by the Awards Program Director by March 7. The Small Business Management Plan, Community Service Project, and Free Enterprise Project reports are due by March 7. The Local Chapter Annual Business Report copies are due March 14, and an annual must be entered to be eligible for the Gold Seal Chapter designation.

Spectator Events

The conference program will designate particular events as being open to spectators. However, delegates competing in an event may not be spectators for that event.

Calculators and Other Needed Testing Items

Participants must bring #2 pencils for the standardized tests and pens for any writing samples that need to be done; these will not be supplied (paper will be). Participants may bring non-graphing, battery-operated calculators for all events; these will not be supplied. Phones or other memory-storage devices CANNOT be used.

Resume/Application Letter/Application/Lesson Plan Copies

Copies of such items as application letters, resumes, applications, and lesson plans are required in particular events; six copies of each are to be submitted in separate folders. These are to be turned in during the designated time Thursday afternoon.

Accommodations

Special needs accommodations of any kind should be made known by notifying the Awards Program Director and the State Adviser.

Event Topics

The topics to be addressed in such events as "Emerging Business," "Business Ethics," etc., are detailed in the National Chapter Management Handbook.

Award Certificates

The Awards Program certificates will have the event and conference information printed on them but will not be individualized with the winner's name and chapter. A duplicate of the certificates presented on stage will be provided for the chapter in an envelope that should be picked up following the banquet by the chapter adviser.

NCPBL Professional Division/Foundation, Inc., Involvement

Annual Meeting

Professional Division members provide invaluable assistance to the State Leadership Conference as they serve as judges, assistants, cheerleaders, and fulfill many other responsibilities. An annual meeting of the group will be held during the SLC. PD dues deadline for membership awards is March 12.

PD Distinguished Service Award

The PD Distinguished Service Award is presented during the Awards Banquet at SLC. A nomination form is in the Professional Division section of the State Handbook. The nomination is to be mailed to the Professional Division officers by April 1. PBL and PD members may nominate a PD member for this recognition.

National Leadership Conference (NLC) and Competition

San Antonio, Texas, is the site of the June 24-27 National Leadership Conference and preceding Institute for Leaders (June 23-24). An NLC guide with conference registration and hotel forms is mailed to advisers from the national office. The NLC guide is also available on the national website (FBLA-PBL.org).

However, each state must prepare its list of competitive entries to submit for national competition. NLC response forms will be included in the chapter packet to be picked up after the banquet program. The top THREE in events which consist of only a written test are eligible to participate nationally. In events with performance components, the top TWO will qualify. It is very important that the state winners return the response form saying they will represent the state at NLC. If a positive response form is not received by the date on the form, the delegate forfeits participating at the national level and the next highest placing individual or team will be contacted.

Event substitutions can no longer be made on-site at NLC, making it imperative that chapter advisers and event representatives communicate with the State Awards Program Director.

North Carolina Phi Beta Lambda

**58th Annual State Leadership Conference
April 12-14, 2012 Hilton Charlotte University Place**

Tentative Overview of Conference Program
Check ncpbl.org for updates and additional details
(Upon arrival at SLC, refer to the official SLC program)

Wednesday, April 12

Noon State Committee Meeting, State Officer Practice Session
3:00 p.m. Awards Program Committee Meeting

Thursday, April 13

3:00 p.m. Listed Hotel Check-in

4:30 p.m. – 8:30 p.m. Conference Registration

4:30 p.m. – 5:45 p.m. Event Substitutions and Deletions
Submission of school-site tests
Submission of resume folders for interview events
Submission of synopsis for Business Ethics

5:00 p.m. – 5:45 p.m. State Officer Candidates Meeting and Materials Screening

5:45 p.m. Doors open for Testing Session for Performance Events
(All participants for the events being tested must be in the testing room at the beginning of the session. Those testing in only one event will be able to leave after the first test. Those testing for two events will not be allowed to leave the room between the tests.)

6:00 p.m. – 8:30 p.m. Back-to-Back Written Tests for Performance Events

7:00 p.m. – 8:00 p.m. LEADERSHIP DEVELOPMENT SEMINAR I

8:45 p.m. – NCPBL 58th SLC Opening Ceremonies and Regional Meetings
Nomination Speeches (Historian, Secretary-Treasurer,
President)

Regional Meetings (begin 10 minutes after general session)
Presentation of Regional Awards
Regional Vice President Nomination Speeches

Friday, April 13

8:30 a.m. – 9:30 a.m.	Event Administrators, Timekeepers, and Judges Meeting for performance events being done Friday morning
9:30 a.m. - noon	Competitive Event Presentations (list of events will be announced online after SLC event entries deadline)
10:00 a.m. – 10:45 a.m.	LEADERSHIP DEVELOPMENT SEMINAR II
11:00 a.m. – 11:45 a.m.	LEADERSHIP DEVELOPMENT SEMINAR III
10:00 a.m. – 5:00 p.m.	Sales and Campaign Booths open
11:45 a.m. – 1:15 p.m.	Lunch
11:30 a.m. – 12:30 p.m.	Business Communications Writing Exercise
12:30 p.m. – 1:00 p.m.	Event Administrators, Timekeepers, and Judges Meeting for performance events being done Friday afternoon
1:00 p.m. – 5:00 p.m.	Competitive Event Presentations (list of events will be announced on-line after SLC event entries deadline)
1:30 p.m. – 2:15 p.m.	LEADERSHIP DEVELOPMENT SEMINAR IV
3:00 p.m. – 3:45 p.m.	LEADERSHIP DEVELOPMENT SEMINAR V
7:30 p.m.	Presidents and Anniversary Advisers meet for ‘parade’ instructions
7:45 p.m.	First General Session
Following Session	Meeting of members planning to transfer to four-year colleges next year
9:30 p.m. – 10:30 p.m.	Professional Division Reception
9:30 p.m.	Dance

Saturday, April 14

8:30 a.m. – 9:00	Event administrators meeting for written testing session
9:15 a.m.	Doors open for Testing Session for Events with Written Test only (All participants for the events being tested must be in the testing room at the beginning of the session. Those testing in only one event will be able to leave after the first test. Those testing for two events will not be allowed to leave the room between tests.)
9:30 a.m. – 11:45 a.m.	Testing Session for Events with Written Test only

9:00 a.m. – Noon	Judges Meeting for School-Site Test Events
9:00 a.m. – 11:30 p.m.	Campaign and Sales Booths open
10:45 a.m. – 11:30 a.m.	LEADERSHIP DEVELOPMENT SEMINAR VI
Noon	<p>Business Session (Open to all members and advisers) (Voting delegates will be at front by region and must be seated by noon to be eligible to vote.)</p> <p>Call to Order and Roll Call of Voting Delegates</p> <p>Approval of Minutes</p> <p>Financial Report</p> <p>Voting - State Officers, including regional vice presidents</p> <p>Voting - By-laws proposals</p> <p>Presentation of Certificates for contributing to March of Dimes, The NCPBL Foundation, Inc., and the NCPBL Foundation, Inc., Scholarship</p>
1:30 p.m.	NCPBL Foundation, Inc., annual meeting
2:00 p.m.	Awards Program Setup
6:30 p.m.	Formal Awards Banquet and Installation Service
Following Program	Meeting of current and newly-elected State Executive Councils
Following Program	Distribution of Chapter Packets

(A final schedule, with any updated times and more details, will be posted online and emailed to advisers closer to the conference.)