TO: New York State FBLA Advisers
FROM: New York State FBLA Board of Trustees
DATE: February 8, 2021
SUBJECT: 2021 Virtual State Leadership Conference

The NYS FBLA Board of Trustees and State Officer Team have been working diligently to be able to provide our members the opportunity to participate in a Virtual State Leadership Conference in 2021. Below is a description of how conference and competition registration, actual competitions, and the election of state officers will work this year.

1. Virtual SLC Registration Fee is going to be $25 per member, payable to NYS FBLA via school check.
2. Members must have had their state/national dues PAID by January 31, 2021 in order to compete in the 2021 SLC.
3. All conference and competitive event registration will be entered by advisers online through DLG. DLG is our testing platform for objective tests and judging of our performance events.
4. ALL performance events will be done via video submissions (preferably private YouTube video). There will not be any live performances. We will have two rounds of performances – preliminaries and finals. Please review the attached schedule of deadlines VERY CAREFULLY. If there are less than 10 entries for any performance event, we will only do one round of performances.
5. All objective tests will be taken via the DLG online testing site. The first round of tests for the three SDM events (Future Business Leader, Parliamentary Procedure, and State Office Exam) will take place on Wednesday, February 10 for those students who were registered for these events on their SDM registration forms.
6. The top five scoring competitors in all competitive events will be announced during our Virtual SLC Awards ceremony to be held on Friday, April 9. The top four in each event will be eligible to compete in the Virtual National Leadership Conference at the end of June.
7. Awards will be mailed after the conference to the chapter advisers for distribution to the chapter’s winners.

PLEASE MAKE SURE YOU CAREFULLY REVIEW THE 2020-2021 NYS FBLA COMPETITIVE EVENT GUIDELINES. There are several changes to existing events and new event names for the SLC. Please go to the NYS FBLA website to download a copy for your chapter: http://www.nysfbla.org/conferences-competitions/slc

The Conference and Competitive Event Registration are to be submitted by the ADVISER ONLY via the DLG link we will send to advisers by February 14. Registration must be completed by 11:59pm on Friday, March 5, 2021. This is the only way we will accept this information.

This mailing contains templates for all SLC-related forms that you can download/print for your use in developing your registration prior to entering it online. You can also use these templates to submit to your school for payment. All payments will need to be made via mail.

Checks are to be made payable to NYS FBLA. Please mail via US Mail First Class or Priority Mail (so you can track). DO NOT SHIP VIA CERTIFIED, EXPRESS OR OTHER FORMAT WHERE A SIGNATURE IS REQUIRED

If you have any questions regarding the SLC, please call or write Ms. Anita Halstead, NYS FBLA, 12 Ora Street, New Windsor, NY 12553, cell phone: 845-781-3945. E-Mail: anitahalstead@gmail.com

ADVISERS’ MEETING
Once all conference registrations have been submitted, we will schedule an online adviser’s meeting to review timelines and answer questions.
CALENDAR OF DEADLINES
A multi-page calendar of SLC-related deadline dates is included with this mailing. Please print this calendar and keep it posted where you can see it on a daily basis to make certain you don't miss a filing deadline.

COMPETITIVE EVENT REGISTRATION TEMPLATE included in this mailing; online submission is required using DLG link
1. Before completing this form, please review the 2020-2021 NYS Competitive Events Guidelines to familiarize yourself with the eligibility requirements for each competitive event. The Competitive Event Guidelines can be viewed on the NYS FBLA website at http://www.nysfbla.org/conferences-competitions/slc.

The competitive event registration form must be submitted as follows:
- Online submission deadline date for all items listed is March 5, 2021 at 11:59 pm
- Online registration forms are not available after March 5, 2021
- You must submit transcripts, IEP, and Course Offering Analysis Forms via PDF upload by March 5.
  - One alternative testing form per student if needed (for students with IEP’s)
  - SLC Competitive Event Eligibility Information (unofficial transcript and/or current report card). Note: An unofficial transcript and/or current report card is required of all students competing in the following events and must be uploaded using the forms on our state website. Transcripts and/or current report cards must indicate grade level (7, 8, 9, 10, 11, or 12) and all business courses taken or presently taking. Students will be disqualified if a transcript and/or current report card is not submitted.
    - Accounting I
    - Introduction to Business
    - Introduction to Business Communication
    - Introduction to Business Presentation
    - Introduction to Business Procedures
    - Introduction to Decision Making*
    - Introduction to Emerging Business Issues
    - Introduction to Event Planning
    - Introduction to FBLA
    - Introduction to FBLA Creed Speaking
    - Introduction to Financial Math
    - Introduction to Information Technology
    - Introduction to Parliamentary Procedure
    - Introduction to Public Speaking*
    - Introduction to Social Media Strategy
    - Introduction to Word Processing
    - Outstanding New Member
  *Transcript was to be submitted at Spring District Meeting.

2. For the following SKILLED EVENTS (Computer Applications, Introduction to Word Processing, Spreadsheet Applications, Word Processing), a home-site testing component is part of the event. Upon receipt of your online competitive event registration, Mrs. Judge will send the chapter adviser, VIA E-MAIL, downloadable copies of the performance section of the skilled events for which your chapter has registered. The completed home-site tests must be uploaded to the state website in accordance with the instructions by MARCH 21, 2021 at 11:59 pm. There can be no substitutions of students taking these tests once your chapter has submitted its competitive event registration. The students registered must also take the second part of the skilled event test, a 100-question written test. The results of the written test and the home-site performance section will be combined to determine the winners in each of the skilled events.

DRESS CODE
Through their participation in FBLA, students should develop a keen awareness of what appropriate business attire consists of, as well as an awareness of the image one’s attire projects in the business world. Appropriate business attire, according to the NYS FBLA Dress Code, will be required of all students and advisers during performance event videos and by state officer candidates during their online campaigning. The full Dress Code is included as part of this mailing.

EVENT TOPICS
The following events have pre-assigned topics issued by National FBLA that are to be used at both the SLC and NLC. These topics have been issued in adviser e-mail blasts as well as posted on the NYS FBLA and National FBLA websites all school year.
LEADERSHIP MATERIALS ORDER FORM
Tests are available from the following years: 2015, 2016, 2017, 2018, and 2019. You can order the tests via the online submission form on the state website at https://www.nysfbla.org/conferences/slc-order-form/. Tests will not be mailed until payment is received.

NATIONAL OFFICER APPLICANTS
Any student interested in running for a National Office must upload a letter of intent, national officer application, and resume to https://www.nysfbla.org/nys-competitive-events-uploads by March 1, 2021. An interview with members of the National Officer Candidate Committee will be scheduled during the virtual SLC. National Officer information is available on-line at the national website: https://www.fbla-pbl.org/fbla/officers/candidates/ Please note the national form is an online-submission form, which you will have to print out in order to complete for the SLC. DO NOT complete the form online and submit. You must be the selected and approved state candidate in order to submit the national online form.

STUDENT HONOR CODE/CO DE OF CONDUCT
The Student Honor Code/Code of Conduct must be completed by each member participating in the virtual SLC and signed by the member, the member's parent/guardian, the chapter adviser, and a school administrator. All Student Honor Codes/Codes of Conduct must be uploaded in PDF format by March 21, 2021.

SKILLED EVENTS UPDATE MEMO
Advisers, please review this memo which provides updates on the competitive events that have a home-site testing component to them and how these events will be handled for the SLC.

STATE OFFICER CANDIDATES
All state officer candidates will receive information pertaining to campaign speeches, online campaigning, and election procedures from the State Officer Adviser.

VOTING DELEGATE INFORMATION
Each local chapter, in good standing, is entitled to send voting delegates from its active membership to the State Leadership Conference in accordance with the following:

- 1-49 members = 2 voting delegates
- 50-100 members = 3 voting delegates
- 101 members or over = 4 voting delegates

All voting delegates must be certified 15 days prior to the State Leadership Conference. To be "certified," delegates must be named by the chapter adviser on the attached voting delegate form. The form must be submitted online by March 5, 2021. Voting delegates should be carefully selected as to their a) interest in and knowledge of FBLA, b) good judgment, c) ability to express themselves intelligently, and d) readiness to accept responsibility. Below is an explanation of the responsibilities of a voting delegate. Please have your voting delegates read this thoroughly.

RESPONSIBILITIES OF A VOTING DELEGATE
1. View Mainline and District candidate speeches online when announced that they are available for viewing.
2. View candidate campaign materials when announced they are available for viewing.
3. Discuss candidates with chapter members to assist you in evaluating candidates.
4. Participate in online election when date/time are announced. Be available for a potential second round of voting should a majority not be reached for any candidate.
## CALENDAR OF DEADLINES FOR 2021 SLC CONFERENCE AND COMPETITION REGISTRATION

(Supplement to updates as required)

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Deadline/Upload Details</th>
</tr>
</thead>
</table>
| **SDM Objective tests**  
February 10, 2021 – Noon to 9pm | Members registered through SDM registration for Future Business Leader, Parliamentary Procedure and State Officer Exams will take these exams via DLG online link already provided to them and their advisers. |
| Upload by March 1 at 11:59 pm (*Upload links are already active on the state website – [www.nysfbla.org](http://www.nysfbla.org)* | Reports, technology-based productions, interview materials for:  
- 3D Animation  
- American Enterprise Project  
- Business Plan  
- Businessperson of the Year Application  
- Coding and Programming  
- Community Service Project  
- Computer Game & Simulation Programming  
- Digital Video Production  
- E-Business  
- Future Business Leader  
- Job Interview  
- Local Chapter Annual Business Report  
- Mobile Application Development  
- Multimedia & Website Development (Middle Level)  
- National Officer Candidate  
- Outstanding Local Adviser Award Application  
- Outstanding New Member  
- Partnership with Business  
- Website Design  
- Who’s Who In FBLA |
| Online submission via DLG link by March 5 at 11:59 pm | Conference and Competitive Event Registration (template/worksheet available in this mailing; actual registration will be done via a link to DLG). Mailed copies will not be accepted.  
- All necessary transcripts, IEP forms, and Course Analysis Forms are to be uploaded in PDF format to the State website  
- 50% conference registration payment via check must be postmarked by March 5 to Anita Halstead and the remaining balance due by March 31, 2021 |
| Upload by March 21 at 11:59 pm ([www.nysfbla.org](http://www.nysfbla.org)) | Completed Skilled Events Home-site Test Component to be uploaded to [www.nysfbla.org](http://www.nysfbla.org):  
- Computer Applications  
- Introduction to Word Processing  
- Spreadsheet Applications  
- Word Processing |
| Upload by March 21 at 11:59 pm ([www.nysfbla.org](http://www.nysfbla.org)) | Student Honor Code/Code of Conduct to be uploaded via PDF (one packet of all student forms preferably in alphabetic order by last name) to [www.nysfbla.org](http://www.nysfbla.org) |
| March 26 at 7pm | Case Studies/Topics Will Be Emailed to preliminary round competitors for:  
- Client Service  
- Impromptu Speaking  
- Introduction to Decision Making |
| March 26 at 9pm | Video URL’s for preliminary round of Client Service, Impromptu Speaking and Introduction to Decision Making must be uploaded to the NYS FBLA website. |
| March 26 at 9pm | Video URL’s for all other preliminary round events must be uploaded to the NYS FBLA Website:  
- Broadcast Journalism  
- Business Ethics  
- Electronic Career Portfolio  
- Future Business Leader  
- Graphic Design  
- Introduction to Business Presentation |
<table>
<thead>
<tr>
<th>Event</th>
<th>Date and Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 31 from 7am to 8pm</td>
<td>All collaborative event objective tests and Help Desk objective test online through DLG. Members will be sent the testing link and their login and password via email a few days before the test date.</td>
<td></td>
</tr>
<tr>
<td>April 2 at Noon</td>
<td>The top finalists from all preliminary events will be announced on the state website. The top five teams or individuals from the collaborative events and Help Desk will be announced on the state website.</td>
<td></td>
</tr>
<tr>
<td>April 5-7; Noon to 8pm each day</td>
<td>Remaining objective tests can be taken:</td>
<td></td>
</tr>
</tbody>
</table>

- Introduction to Emerging Business Issues
- Introduction to FBLA Creed Speaking
- Introduction to Public Speaking
- Introduction to Social Media Strategy
- Job Interview
- Outstanding New Member
- Public Service Announcement
- Public Speaking
- Publication Design
- Sales Presentation
- Social Media Strategies

- Help Desk
- Banking & Financial Systems
- Entrepreneurship
- Hospitality & Event Management
- International Business
- Introduction to Event Planning
- Management Decision Making
- Marketing
- Network Design
- Sports & Entertainment Management

- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Business Calculations
- Business Communication
- Business Law
- Computer Applications
- Computer Problem Solving
- Cyber Security
- Economics
- Health Care Administration
- 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
- Introduction to Word Processing
- Journalism
- Networking Infrastructures
- Organizational Leadership
- Personal Finance
- Political Science
<table>
<thead>
<tr>
<th>Event Date/Time</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 6 at 7pm</td>
<td>Case Studies/Topics will be emailed to final round competitors</td>
</tr>
<tr>
<td>April 6 by 9pm</td>
<td>Video URLs for all performance final events must be uploaded to the state website</td>
</tr>
<tr>
<td>April 9 at 8pm</td>
<td>Competitive Event Winners and 2021-2022 State Officer Team Announced</td>
</tr>
</tbody>
</table>
2021 FBLA SLC/NLC TOPICS

3-D ANIMATION
Often, members’ lives have been changed because of their involvement in FBLA. Create a 3-D animation video that describes how FBLA has impacted them for the future. Cite at least two testimonials or quotes from current or past FBLA members.

BROADCAST JOURNALISM
You and/or your team are a part of your school’s broadcast team. Deliver a **LIVE** broadcast event that includes the following:
- Teacher spotlight
- Local community event
- A unique story about your school; include history and/or statistics about your school

BUSINESS ETHICS
Social media companies often utilize personal information and collect data from their users. Anti-trust laws are designed to protect consumers and encourage free enterprise. Have these companies become too intrusive, and do they now fall under anti-trust law considerations?

CODING AND PROGRAMMING
Develop an original computer program to randomly generate a five-question FBLA quiz from a database. The program must complete a minimum of the following tasks:
- Have at least 50 questions in the database with the ability to see correct answers
- Include at least 4 types of questions (i.e. multiple choice, T/F, fill-in-the-blank, matching, and dropdown, etc.).
- Inform the user which questions were correctly answered
- Calculate the total correct on the five-question quiz
- Generate a printable report on quiz results
- Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON, or XML files.
- All data entry must be validated with appropriate user notifications and error messages including the use of required fields.

COMPUTER GAME & SIMULATION PROGRAMING
Create an original game designed around a puzzle concept.
- The game should be a standalone and executable game
- The game should contain a scoreboard
- The game should contain a leaderboard and celebratory messages
- The game should have a minimum of three levels
- The game should have lives
- The game should have an instructional display

DIGITAL VIDEO PRODUCTION
Option 1: Create a video promoting your school to the community. The video should include co-curricular, extra-curricular organizations, and points of pride. All video content must be original.

or

Option 2: Create a video promoting your community. The video could include attractions unique to your area, what organizations are doing to fight the COVID-19 crisis, and points of pride. All video content must be original.

E-BUSINESS
Create an E-Business website for a new school store/school-based enterprise at your school that will also do business online. The new store should specifically address your school and demographics. The site should include:
- Store name and logo
- Items for sale, including pictures and descriptions
- Purchasing and delivery/pick up information
- A shopping cart
- Social media links

GRAPHIC DESIGN
You have been hired by your chamber of commerce to present a new sports team proposal to the city council. The informational presentation should include a name, slogan, logo, and colors. Three unique branded promotional items should be developed for the presentation.
INTRODUCTION TO BUSINESS PRESENTATION
Prepare a presentation discussing how social media posts will affect career opportunities, the opportunity to be accepted into a higher education institution, or how it affects one’s future in general.

INTRODUCTION TO SOCIAL MEDIA STRATEGY
Develop a social media strategy or campaign to increase engagement and presence for career and technical education (CTE), a school district, or a local government entity. *No new social media account(s) should be created for the campaign without written consent from the entity.

MOBILE APPLICATION DEVELOPMENT
Create the next NEW professional social media app (i.e. LinkedIn, Tallo, etc.). The app must be rated for all ages.

PUBLIC SERVICE ANNOUNCEMENT
Create a public service announcement for your school and community on the health risks of vaping. All video content must be original.

PUBLICATION DESIGN
Create publications for a monthly subscription service (Apple Music, Netflix, Dollar Shave Club, Hello Fresh, etc.). The service must be an original idea that is not currently on the market. Include different types of printable, online, or direct mailing promotional materials. Create three unique publications or promotional materials.

SOCIAL MEDIA STRATEGIES
Develop long-term branding strategies to increase awareness and membership engagement for your local or state FBLA chapter using multiple social media platforms. *No new social media account(s) should be created for the campaign without written consent from the entity.

WEBSITE DESIGN
Create a website for a new photographer. The website must include:
- Photographer name, photo, and bio
- Portfolio (previous work)
- Ability to book and schedule an appointment
- Ability to view package options and pricing
- Social media links

2021 MIDDLE LEVEL SLC/NLC TOPICS

ELEVATOR SPEECH
You and the other FBLA-Middle Level members at your school are visiting city hall to learn about local government during FBLA-PBL Week. You are introduced to the Mayor, and she asks you to give her an example of a leadership skills you’ve acquired since joining FBLA-Middle Level. In a 30-second elevator speech, share with the mayor an example of a leadership skill you’ve acquired since joining FBLA-Middle Level.

MULTIMEDIA & WEBSITE DEVELOPMENT
Design, build, and launch a website that features your FBLA-Middle Level chapter’s community service project for the 2020-21 school year. The website must include, but is not limited to the following:
- An animated theme and logo that includes music.
- A form for chapter members to complete that will allow them to sign up for activities that will take place related to the community service project.
- A video from the chairperson of your chapter’s Community Service Project Committee that explains what this year’s project is, and why it was chosen.
FBLA-PBL Members and advisors should develop an awareness of the image 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, at all conference functions, including meals, unless otherwise stated. Conference name badges and SLC bracelets are part of this dress code and must be worn at all conference functions. For safety reasons, do not wear name badges when touring outside the conference facility.

ACCEPTABLE PROFESSIONAL ATTIRE FOR OFFICIAL FBLA ACTIVITIES:

- Business suit with:
  - Blouse
  - Collared dress shirt and necktie or bowtie
- Dress pants or skirt with:
  - Blouse
  - Collared dress shirt and necktie or bowtie
- Business dress
- Blazer/sport jacket with dress pants and:
  - Blouse
  - Collared dress shirt and necktie or bowtie
- Dress shoes/dress boots
- Belt or suspenders are to be worn unless there are no belt loops on the pants
- Banded collar shirt may be worn ONLY if sport coat or business suit is worn
- Dress shoes and socks
- Capris or gauchos with coordinating jacket/suit, worn BELOW the knee

INAPPROPRIATE ATTIRE INCLUDES:

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric of any kinds, overalls, shorts, skirts, stretch or stirrup pants, exercise or bike shorts
- Backless, see-through, tight fitting, spaghetti straps, strapless, or low cut blouses/tops/dresses/skirts or any other garment with a low neckline.
- Skirts & Dresses that are more than approximately 2 inches ABOVE the knee
- T-Shirts, Lycra, spandex, midriff tops, tank tops, and bathing suits
- Sandals, athletic Shoes, industrial work shoes, hiking boots, bare feet or over the knee boots.
- Athletic wear, including sneakers
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

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.

Casual Attire is acceptable for some dances. Casual attire includes jeans, shorts (no more than 4 inches above the knee), nice t-shirts or denim/chambray shirts, sneakers or sandals. (Not Allowed are Lycra, spandex, midriff tops, pajamas, bathing suits). If there is doubt, select something else to wear. Be a professional.

A delegate must wear footwear in all public areas during non-conference FBLA activities (no socks or barefeet).

Updated July 2018
SKILLED EVENTS UPDATE REMINDER

NYS FBLA has approved home-site testing for the computer-generated portion of the skilled events (Computer Applications, Introduction to Word Processing, Spreadsheet Applications, and Word Processing).

Each event will be composed of two (2) parts.

Advisers will be sent the computer-generated part of the exams via e-mail as soon as NYS FBLA receives and verifies your chapter’s competitive event registration, which must be submitted online March 5, 2021. You will only be sent the exams in which you have registered students.

Another teacher or administrator (other than the chapter adviser) must administer the exams. The exams must be **UPLOADED by March 21, 2021** or it will result in disqualification. The completed exams must be uploaded. Email submissions will be disqualified.

The second part of the exam is a 60-minute written test administered through the DLG testing site for the same students who produced the computer-generated part of the exam. The students will be emailed the DLG testing link and their login and password information a few days prior to the test window (April 5-7 between noon and 8pm each day).

There can be no substitutions of students between the two portions of the exam.

PLEASE TAKE THE TIME NOW TO CAREFULLY REVIEW THE EVENT GUIDELINES FOR THESE FOUR (4) EVENTS TO BE SURE THAT YOU ARE REGISTERING THE APPROPRIATE STUDENT(S) FOR THE EVENTS.

UPON RECEIPT OF THE COMPUTER-GENERATED SECTIONS OF THE EXAMS, PLEASE CAREFULLY FOLLOW THE INSTRUCTIONS FOR ADMINISTERING AND SUBMITTING THE EXAMS TO AVOID DISQUALIFICATION.

Questions pertaining to the skilled events, the event guidelines, or the computer-generated sections of the exam may be directed to Mrs. Jennifer Judge, Board of Trustees Chairperson at jjudge@nysfbla.org.
2021 NYS FBLA VIRTUAL SLC HONOR CODE

Integrity and honor are integral elements of ethical, responsible leadership. In a community devoted to learning, a foundation of integrity and honor among individuals must exist if that community is to thrive with respect and harmony among its members. Great care must be taken in maintaining academic integrity and honor while preparing students/members for their future careers, and as they grow into future leaders. It is the individual responsibility of every member, local adviser, and adviser to maintain and enforce these standards. To administer such a high standard across our organization, every competitor, their parent/guardian, and adviser must agree and certify to the compliance of the following guidelines for any competitive event into which they are registered:

1. The contents of this FBLA-PBL competitive event entry, and any answers or solutions provided, are solely the work of the undersigned competitor and/or his/her team members.
2. The FBLA-PBL competitive event guidelines related to this event were read and followed.
3. No help was sought beyond that allowed in any FBLA-PBL competitive event instructions or guidelines.
4. No more time was taken than allowed by FBLA-PBL competitive event guidelines, and all video recordings submitted for judging were recorded in one take.
5. No textbooks, reference materials, or other aids not specifically allowed in the FBLA-PBL competitive event guidelines were or will be used.
6. In the case of extemporaneous presentations, no cases, prep materials, student notes, or associated items were provided or used to aid the undersigned competitor prior to recording of the presentation and that all the above listed, if utilized, were destroyed.
7. No FBLA-PBL competitive event or test materials will be or have been saved to any storage device remaining in the possession of the undersigned competitor or that of any other person; nor has it been saved to any cloud storage.
8. No portion of this entry has previously been entered into an FBLA-PBL national competition.
9. Participation of the undersigned competitor in this, and any, FBLA-PBL competitive events will take place in an honest fashion.

While the traditional New York State FBLA Code of Conduct is written for in-person conferences, there are a few items that are relevant to the 2021 Virtual State Leadership Conference and will be enforced:

4. A delegate will wear appropriate business attire at leadership sessions and competitive events. Refer to Dress Code.
7. Smoking/vaping, use of any tobacco-related products is not permitted. Make sure your videos (including backgrounds) do not contain any of the items mentioned.
13. No delegate will use, possess, or sell illegal or controlled substances, or alcoholic beverages. No delegate will be permitted at a bar or in nightclubs. Make sure your videos (including backgrounds) do not contain any of the items mentioned.
15. No delegate will engage in any activity that will result in a risk to health, safety, and/or welfare of self or others. No delegate will violate any local, state, or federal law. No delegate will engage in any form of bullying. Violators will be turned over to the appropriate law enforcement agency.

In the event of an alleged violation to one or more of these guidelines, the New York State Discipline Committee will have the authority to make an official decision in order to settle the allegation. If a violation is determined to have occurred, the entry will be subject to penalties of point deductions or disqualification at the determination of the Discipline Committee, and information will be forwarded to the New York State FBLA Board of Trustees for potential action of academic integrity violations.

By completing the information below, I am indicating my understanding of the consequences of violating this Honor Code.

______________________________________________________________________________
School Name

______________________________________________________________________________
Name of Competitive Event(s)

Competitor Signature     Date Signed

Parent/Guardian Signature     Date Signed

Adviser Signature     Date Signed
SLC COMPETITIVE EVENT REGISTRATION

All information must be submitted online. Use this only as a template to make sure you have all the information you require to complete the online form. All transcripts must be uploaded in PDF format by March 5, 2021 at 11:59 pm. The online submission form for competitive event registration must be submitted by March 5, 2021 at 11:59 pm.

DISTRICT ELIMINATION FINALISTS

This section will be completed by the Verification Coordinator based on the finalist lists submitted by the Board of Trustees from the Spring District Meetings and the top state-wide students in the Parliamentary Procedure team, Parliamentary Procedure Individual, and the Future Business Leader competitions. Chapters will be emailed the final competitors in these events during the last week of February.

DIRECT ENTRY SLC CHAPTER EVENTS

Please check the events that your chapter will be entering for the SLC. Guidelines and application forms are located on the NYS FBLA website: www.nysfbla.org

American Enterprise Project ___ Report uploaded to the state website by March 1, 2021
Businessperson of the Year ___ Application uploaded to the state website by March 1, 2021
Community Service Project ___ Report uploaded to the state website by March 1, 2021
Local Chapter Annual Business Report ___ Report uploaded to the state website by March 1, 2021
Outstanding Local Adviser Award ___ Application uploaded to the state website by March 1, 2021
Partnership with Business Project ___ Report uploaded to the state website by March 1, 2021

No individual student may enter more than three competitive events (excluding the Outstanding New FBLA Member and Who’s Who in FBLA events).

TEAM EVENTS WITH COLLABORATIVE WRITTEN TESTS TO BE TAKEN AT SLC

The following events are individual or team events (1 member or a team of 2-3 members). Everyone will take the objective test individually and, if a school has registered 2-3 members as a team, their scores will be averaged together. The top 5 scores from the objective test in each event will move on to the performance round of competition. A student may compete in only one (1) collaborative event.

Banking and Financial Systems
No more than one (1) team member may have competed in this event at a prior NLC.

1. ____________________________ (_______)
2. ____________________________ (_______)
3. ____________________________ (_______)

Entrepreneurship
No more than one (1) team member may have competed in this event at a prior NLC.

1. ____________________________ (_______)
2. ____________________________ (_______)
3. ____________________________ (_______)
Hospitality & Event Management
No more than one (1) team member may have competed in this event at a prior NLC.

1. __________________achsen
2. __________________achsen
3. __________________achsen

International Business
No more than one (1) team member may have competed in this event at a prior NLC.

1. __________________achsen
2. __________________achsen
3. __________________achsen

Introduction to Event Planning
No more than one (1) team member may have competed in this event at a prior NLC. *Transcript required showing grade level of 7, 8, 9, or 10.

1. __________________achsen
2. __________________achsen
3. __________________achsen

Management Decision Making
No more than one (1) team member may have competed in this event at a prior NLC.

1. __________________achsen
2. __________________achsen
3. __________________achsen

Marketing
No more than one (1) team member may have competed in this event at a prior NLC.

1. __________________achsen
2. __________________achsen
3. __________________achsen

Network Design
No more than one (1) team member may have competed in this event at a prior NLC.

1. __________________achsen
2. __________________achsen
3. __________________achsen

Sports & Entertainment Management
No more than one (1) team member may have competed in this event at a prior NLC.

1. __________________achsen
2. __________________achsen
3. __________________achsen
DIRECT ENTRY INDIVIDUAL OR TEAM PERFORMANCE EVENTS
Chapters can enter either one individual or a team of 2-3 members for the following events that are direct-entry performance events to the SLC.

3D Animation
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

__________________________
(__________) 1.
_____ Upload the URL on the Statement of Assurance by March 1
__________________________
(__________) 2.
__________________________
(__________) 3.

A Statement of Assurance must be uploaded by March 1, 2021

Broadcast Journalism
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

__________________________
(__________) 1.
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(__________) 2.
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(__________) 3.

A Statement of Assurance must be uploaded by March 1, 2021

Business Ethics
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

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(__________) 1.
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(__________) 2.
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(__________) 3.

Business Plan
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

__________________________
(__________) 1.
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(__________) 2.
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(__________) 3.

Report must be uploaded to the state website by March 1

Coding & Programming
This event allows only one entry per chapter. Entrant must not have competed in this event at a prior NLC.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

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(__________) 1.
_____ Upload the URL on the Statement of Assurance by March 1
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(__________) 2.
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(__________) 3.

A Statement of Assurance must be uploaded by March 1, 2021

Computer Game & Simulation
Programming
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

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(__________) 1.
_____ Upload the URL on the Statement of Assurance by March 1
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(__________) 2.
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(__________) 3.

A Statement of Assurance must be uploaded by March 1, 2021
**Digital Video Production**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

2. __________________________________________ (__________)

3. __________________________________________ (__________)

A Statement of Assurance must be uploaded by March 1, 2021

**E-Business**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

2. __________________________________________ (__________)

3. __________________________________________ (__________)

A Statement of Assurance must be uploaded by March 1, 2021

**Electronic Career Portfolio**
This event allows only one entry per chapter. Entrant must not have competed in this event at a prior NLC.

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

**Graphic Design**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

2. __________________________________________ (__________)

3. __________________________________________ (__________)

**Help Desk**
Individual event consisting of an objective test and a role play performance round. Entrant must not have competed in this event at a prior NLC.

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

**Introduction to Business Presentation**
In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual. *Transcript required showing grade level of 7, 8, 9, or 10

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

2. __________________________________________ (__________)

3. __________________________________________ (__________)

**Introduction to Emerging Business Issues**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual. *Transcript required showing grade level of 7, 8, 9, or 10

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ Upload the URL on the Statement of Assurance by March 1

1. __________________________________________ (__________)

2. __________________________________________ (__________)

3. __________________________________________ (__________)

SEE EVENT TOPICS SHEET FOR 2021 TOPIC
**Introduction to FBLA Creed Speaking**
This event allows only one entry per chapter. *Transcript required showing grade level of 7, 8, 9, or 10

1. ________________  

2. ________________  

3. ________________  

**Introduction to Social Media Strategy**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual. *Transcript required showing grade level of 7, 8, 9, or 10

1. ________________  

2. ________________  

3. ________________  

**Mobile Application Development**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.  

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ Upload the URL on the Statement of Assurance by March 1

1. ________________  

2. ________________  

3. ________________  

**Outstanding New Member**
This event allows only one entry per chapter. Entrant must not have competed in this event at a prior NLC. *Transcript required to show grade level of 7, 8, 9, 10

1. ________________  

**Public Service Announcement**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.  

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

_____ A Statement of Assurance must be uploaded by March 1, 2021

_____ Report must be uploaded to the state website by March 1

1. ________________  

2. ________________  

3. ________________  

**Publication Design**
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.  

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

1. ________________  

2. ________________  

3. ________________  

**Sales Presentation**
This event allows only one entry per chapter. Entrant must not have competed in this event at a prior NLC.

1. ________________  

2. ________________  

3. ________________  

16 | P a g e
Social Media Strategies
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

Website Design
An individual or a team of 2-3 members. In the event of a team entry, no more than one (1) team member may have competed in this event at a prior NLC. A member who has competed in this event as an individual, may compete again as a team member, but not as an individual.

SEE EVENT TOPICS SHEET FOR 2021 TOPIC

____ Upload the URL on the Statement of Assurance by March 1, 2021

A Statement of Assurance must be uploaded by March 1, 2021

DIRECT ENTRY INDIVIDUAL WRITTEN OBJECTIVE TEST EVENTS
These events are direct-entry objective written tests. Each chapter may enter two members in each event, except where otherwise indicated.

<table>
<thead>
<tr>
<th>Event</th>
<th>Roster #</th>
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<tbody>
<tr>
<td>Accounting I</td>
<td>1. _____</td>
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| Transcript required showing Accounting courses. | (_____)
|                     | 2. _____  |
| Accounting II       | 1. _____  |
|                     | (_____)
|                     | 2. _____  |
| Advertising         | 1. _____  |
|                     | (_____)
|                     | 2. _____  |
| Agribusiness        | 1. _____  |
|                     | (_____)
|                     | 2. _____  |
| Business Calculations | 1. _____  |
|                     | (_____)
|                     | 2. _____  |
| Business Communication | 1. _____  |
|                     | (_____)
|                     | 2. _____  |
| Business Law        | 1. _____  |
|                     | (_____)
|                     | 2. _____  |
| Computer Problem Solving | 1. _____  |
|                     | (_____)
<p>|                     | 2. _____  |</p>
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<tr>
<th>Course</th>
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<tr>
<td>Economics</td>
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<tr>
<td>Health Care Administration</td>
<td>1.___________________________________ (__________)</td>
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<tr>
<td>Insurance &amp; Risk Management</td>
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<tr>
<td>Introduction to Business</td>
<td>1.___________________________________ (__________)</td>
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<td>2.___________________________________ (__________)</td>
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<tr>
<td>Introduction to Business Communication</td>
<td>Transcript required to show grade level of 7, 8, 9, or 10</td>
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<td>Introduction to Business Procedures</td>
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<td>Introduction to FBLA</td>
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<tr>
<td>Introduction to Financial Math</td>
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<tr>
<td>Introduction to Information Technology</td>
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<tr>
<td>Introduction to Parliamentary Procedure</td>
<td>Transcript required to show grade level of 7, 8, 9, or 10</td>
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<tr>
<td>Journalism</td>
<td>1.___________________________________ (__________)</td>
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<td>2.___________________________________ (__________)</td>
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<tr>
<td>Networking Infrastructures</td>
<td>1.___________________________________ (__________)</td>
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<td>2.___________________________________ (__________)</td>
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</table>
Organizational Leadership
1. ___________________________  (_______)
2. ___________________________  (_______)

Personal Finance
1. ___________________________  (_______)
2. ___________________________  (_______)

Political Science
1. ___________________________  (_______)
2. ___________________________  (_______)

Securities & Investments
1. ___________________________  (_______)
2. ___________________________  (_______)

Supply Chain Management
1. ___________________________  (_______)
2. ___________________________  (_______)

SKILLED EVENTS WITH HOME-SITE PRODUCTION TEST AND SLC WRITTEN OBJECTIVE TEST
The following events have a home-site production test component that will be emailed to the adviser upon receipt of the Competitive Event Registration. Completed production test must be uploaded by March 21, 2021 for judging. All entrants will also take an objective written test at the SLC. These events allow only one entry per chapter.

Computer Applications
1. ___________________________  (_______)

Introduction to Word Processing
1. ___________________________  (_______)
Transcript required showing grade level 7, 8, 9, or 10.

Spreadsheet Applications
1. ___________________________  (_______)

Word Processing
1. ___________________________  (_______)

DIRECT-ENTRY PREJUDGED EVENT ONLY
This event is a prejudged event only. Each chapter may register one member.

Who's Who In FBLA
1. ___________________________  (_______)
Application uploaded to the state website by March 1, 2021
**Middle Level Competitions**

All information must be submitted online. Use this only as a template to make sure you have all the information you require to complete the online form. All transcripts must be uploaded in PDF format by March 5, 2021 at 11:59 pm. The online submission form for competitive event registration must be submitted by March 5, 2021 at 11:59 pm.

Each Middle Level chapter can submit only one entry in each event. A Middle Level competitor can only compete in one event.

### DIRECT ENTRY INDIVIDUAL OR TEAM PERFORMANCE EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Roster #</th>
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<tbody>
<tr>
<td>Elevator Speech</td>
<td>1. _________________ (_______)</td>
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<td>SEE EVENT TOPICS SHEET FOR 2021 TOPIC</td>
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<tr>
<th>Event</th>
<th>Roster #</th>
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<tr>
<td>Community Service Project</td>
<td>1. _________________ (_______)</td>
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<th>Event</th>
<th>Roster #</th>
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<tr>
<td>Critical Thinking</td>
<td>1. _________________ (_______)</td>
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<th>Event</th>
<th>Roster #</th>
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<tr>
<td>Multimedia &amp; Website Development</td>
<td>1. _________________ (_______)</td>
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<td>SEE EVENT TOPICS SHEET FOR 2021 TOPIC</td>
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**DIRECT ENTRY INDIVIDUAL WRITTEN OBJECTIVE TEST EVENTS**

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<thead>
<tr>
<th>Event</th>
<th>Roster #</th>
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<tbody>
<tr>
<td>Business Etiquette</td>
<td>1. _________________ (_______)</td>
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<th>Event</th>
<th>Roster #</th>
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<tbody>
<tr>
<td>Business Math &amp; Financial Literacy</td>
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<th>Event</th>
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<td>Career Exploration</td>
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<td>Digital Citizenship</td>
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<th>Event</th>
<th>Roster #</th>
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<tbody>
<tr>
<td>Introduction to Computer Science &amp; Coding</td>
<td>1. _________________ (_______)</td>
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**A Statement of Assurance must be uploaded by March 1, 2021**
NEW YORK STATE FBLA
STATE LEADERSHIP CONFERENCE
ALTERNATIVE TESTING REGISTRATION FORM
(Complete one form per student. Use online form on www.nysfbla.org)

STUDENT NAME: ____________________________________________

CHAPTER NAME: ____________________________________________

ADVISER: ________________________________________________

ADVISER HOME PHONE: _________________________________

PLEASE CHECK THE TESTING MODIFICATIONS NEEDED FOR YOUR STUDENT AT THE STATE LEADERSHIP CONFERENCE:

☑ EXTENDED TIME

☑ READER

☑ ENLARGED PRINT

☑ RECORDER/SCRIBE

☑ OTHER: ____________________________________________

LIST THE COMPETITIVE EVENTS FOR THIS STUDENT:

EVENT ONE: ____________________________________________

EVENT TWO: ____________________________________________

EVENT THREE: ____________________________________________
Conference Registration

TEMPLATE TO ASSIST YOU IN COMPLETING ONLINE SUBMISSION

Chapter Name: ________________________________

<table>
<thead>
<tr>
<th>Delegate Name</th>
<th>Roster #</th>
<th>Event #1</th>
<th>Event #2</th>
<th>Event #3</th>
<th>Delegate Personal Email</th>
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### PAYMENT INFORMATION

**Total Number Registered:**

<table>
<thead>
<tr>
<th># of Students</th>
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**Amount of Check Enclosed:** $___________  
**Check Number:** _______________________

*REMEMBER: THESE FORMS ARE JUST A TEMPLATE FOR YOUR USE. ACTUAL CONFERENCE REGISTRATION MUST BE DONE VIA THE DLG WEBSITE. THE LINKS TO THESE FORMS ARE ON THE STATE WEBSITE AT [www.nysfbla.org](http://www.nysfbla.org).*

**ALL PAYMENTS ARE TO BE SENT TO:**

- Anita Halstead  
- NYS FBLA  
- 12 Ora Street  
- New Windsor, NY 12553

*Checks are to be made payable to NYS FBLA. Please mail via US Mail First Class or Priority Mail (so you can track). DO NOT SHIP VIA CERTIFIED, EXPRESS OR OTHER FORMAT WHERE A SIGNATURE IS REQUIRED*
VOTING DELEGATE REGISTRATION FORM

The election of our next State Officer Team is an extremely important part of our SLC each year. The members elected to serve in our state officer positions work tirelessly throughout the year to develop the Program of Work (POW), select our state theme and charity, create meaningful and educational workshops for Fall District Meetings, and bring you, the members, a fantastic State Leadership Conference!

RESPONSIBILITIES OF A VOTING DELEGATE

5. View Mainline and District candidate speeches online when announced that they are available for viewing.
6. View candidate campaign materials when announced they are available for viewing.
7. Discuss candidates with chapter members to assist in evaluating candidates and deciding how to place your chapter’s votes.
8. Participate in online election when date/time are announced. Be available for a potential second round of voting should a majority not be reached for any candidate.

VOTING DELEGATE INFORMATION

Each local chapter, in good standing, is entitled to send voting delegates from its active membership to the State Leadership Conference in accordance with the following:

- 1-49 members = 2 voting delegates
- 50-100 members = 3 voting delegates
- 101 members or over = 4 voting delegates

All voting delegates must be certified 15 days prior to the State Leadership Conference. To be "certified," delegates must be named by the chapter adviser on the attached voting delegate form. The form must be submitted online by March 1, 2021. Voting delegates should be carefully selected as to their a) interest in and knowledge of FBLA, b) good judgment, c) ability to express themselves intelligently, and d) readiness to accept responsibility. Below is an explanation of the responsibilities of a voting delegate. Please have your voting delegates read this thoroughly.

Voting Delegate Registration Form
Please upload to the state website at www.nysfbla.org by 11:59pm on March 5, 2021

<table>
<thead>
<tr>
<th>Student Name</th>
<th>(Roster #)</th>
<th>Personal Email Address (Not School E-Mail)</th>
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