

Event	Group	Grade	Type*	Region**	State**	National***	Legend
3-D Animation	A	9-12	Team (1-3)	T (2) ^	T, P (Reg #12) ^	T (3) ^	Events Starting at RLC
Accounting I	A	9-12	Individual	O (5)	O (Reg-10+)	W (3)	
Accounting II	A	9-12	Individual	S (5)	S, O (RQS-40)	S, W (3)	P = Performance
Administrator of the Year			Individual		Rec (1) ^	State Only	I = Interactive Case Presentation
Adviser of the Year/New Adviser of the Year			Individual		Rec (1) ^	Rec (1)	W = Online objective test at NLC
Agribusiness	A	9-12	Individual		O (5)	W (3)	O = School-Site Online Testing
American Enterprise Project	A	9-12	Chapter (1-3)		Rep, P (1) ^	Rep, P (3) ^	S = School-Site Skills Testing
Banking & Financial Systems	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	T = Technical Submission
Business Calculations	A	9-12	Individual	O (5)	O (Reg-10+)	W (3)	Rep = Report
Business Communication	A	9-12	Individual	O (5)	O (Reg-10+)	W (3)	Rec = Recognition
Business Ethics	B	9-12	Team (2-3)	P (1)^	P (Reg-1+)^	P (3)	Reg-1+ = Top 1 advance from each region plus state at-large entries
Business Financial Plan	A	9-12	Team (1-3)	Rep (2)^	Rep, P (Reg #7) ^	Rep, P (3) ^	Reg-10+ = Top 10 advance from each region plus state at-large entries
Business Law	A	9-12	Individual		O (5)	W (3)	Reg-# = Competitors must place among the top scorers statewide to advance from region
Business Math	A	9-10	Individual	O (5)	O (Reg-10+)	W (3)	RQS = Competitors must achieve a region qualifying score
Business Plan	A	9-12	Team (1-3)	Rep (2)^	Rep, P (Reg #12) ^	Rep, P (3) ^	* Number in parentheses denotes the number of members that must be on a team. For example, in Global Business, each chapter must enter two (2) to three (3) individuals; whereas, for Parliamentary Procedure, each chapter may enter four (4) or five (5) individuals.
Business Presentation	B	9-12	Team (1-3)	P (1)	P (Reg-1+)	P (3) ^	** Number in parentheses denotes number of competitors/teams allowed from each chapter
Business Procedures	A	9-12	Individual		O (5)	W (3)	*** Number in parentheses denotes number of competitors/teams advancing to NLC from SLC (ST-3) means the first place team will advance as well as two teams of individual qualifiers will advance)
Businessperson of the Year			Individual		Rec (1) ^	Rec (1)	^ Requires a separate submission prior to conference. Refer to event guidelines for more information.
Chapter of the Year			Chapter		Rep/Rec (1) ^	State Only	
Client Service	B	9-12	Individual	I (1)	I (Reg-1+)	I (3)	
Community Service Project	A	9-12	Chapter (1-3)		Rep, P (1) ^	Rep, P (3) ^	
Computer Applications	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (3)	
Computer Game & Simulation Programming	A	9-12	Team (1-3)		T, P (5), ^	T, P (3) ^	
Computer Problem Solving	A	9-12	Individual		O (5)	W (3)	
Cyber Security	A	9-12	Individual		O (5)	W (3)	
Database Design & Applications	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (3)	
Desktop Application Programming	A	9-12	Individual		T, P (5), ^	T, P (3) ^	
Desktop Publishing	A	9-12	Team (1-2)	T (1)^	T, O (RQS-70)	S, W (3)	
Digital Design & Promotion	A	9-12	Team (1-3)	T (2)^	T, P (Reg #12) ^	T, P (3) ^	
Digital Video Production	A	9-12	Team (1-3)	T (2)^	T, P (Reg #12) ^	T, P (3) ^	
E-Business	A	9-12	Team (1-3)		T, P (2) ^	T, P (3) ^	
Economics	A	9-12	Individual	O (5)	O (Reg-10+)	W (3)	
Electronic Career Portfolio	A	9-12	Individual	T (2)^	P (Reg #12) ^	P (3)	
Emerging Business Issues	B	9-12	Team (2-3)	P (1)	P (Reg-1+)	P (3)	
Entrepreneurship	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	
FBLA Principles & Procedures	A	9-10	Individual		O (5)	W (3)	
Future Business Leader	A	9-12	Individual	O (5)	O, P (Reg #32) ^	W, P (3) ^	
Global Business	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	
Healthcare Administration	A	9-12	Individual		O (5)	W (3)	
Help Desk	A	9-12	Individual	O (5)	O, I (Reg #12)	W, P (3)	
Hospitality Management	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	
Impromptu Speaking	B	9-12	Individual	P (1)	P (Reg-1+)	P (3)	
Insurance & Risk Management	A	9-12	Individual		O (5)	W (3)	
Introduction to Business	A	9-10	Individual		O (5)	W (3)	
Introduction to Business Communication	A	9-10	Individual	O (5)	O (Reg-10+)	W (3)	
Introduction to Information Technology	A	9-10	Individual	O (5)	O (Reg-10+)	W (3)	
Introduction to Parliamentary Procedure	A	9-10	Individual		O (5)	W (3)	
Job Interview	B	9-12	Individual	P (1) ^	P (Reg-1+)^	P (3) ^	
Local Chapter Annual Business Report		9-12	Chapter		Rep (1) ^	Rep (3) ^	
Management Decision Making	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	
Management Information Systems	A	9-12	Team (2-3)	O (2)	O, I (Reg #7)	W, I (ST-3)	
Marketing	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	
Mobile Application Development	A	9-12	Team (1-3)		T, P (5) ^	T, P (3) ^	
Network Design	A	9-12	Team (2-3)	O (2)	O, I (Reg #7)	W, I (ST-3)	
Networking Concepts	A	9-12	Individual		O (5)	W (3)	
Parliamentary Procedure	A	9-12	Team (4-5)	O (2)	O, P (Reg #7)	W, P (ST-3)	
Partnership with Business Project	A	9-12	Chapter (1-3)		Rep, P (1) ^	Rep, P (3) ^	
Personal Finance	A	9-12	Individual	O (5)	O (Reg-10+)	W (3)	
Public Service Announcement	A	9-12	Individual	T (2)^	P (Reg #12) ^	T, P (3) ^	
Public Speaking I	B	9-10	Individual	P (1)	P (Reg-1+)	P (3)	
Public Speaking II	B	9-12	Individual	P (1)	P (Reg-1+)	P (3)	
Sales Presentation	B	9-12	Individual	P (1)	P (Reg-1+)	P (3) ^	
Securities & Investments	A	9-12	Individual	O (5)	O (5)	T (3) ^	
Social Media Campaign	A	9-12	Team (1-3)	T (2) ^	P (Reg #12) ^	T (3) ^	
Sports & Entertainment Management	A	9-12	Team (2-3)	O (2)	O, I (Reg #12)	W, I (ST-3)	
Spreadsheet Applications	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (3)	
Website Design	A	9-12	Team (1-3)	T (2) ^	T, P (Reg #12) ^	T (3) ^	
Who's Who in FBLA		9-12	Individual		Rec (1) ^	Rec (1) ^	
Word Processing	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (3)	

Competitive Event Changes

NEW: 3D Animation

A team of 1-3 members will submit an entry to be prejudged by the SLC submission deadline. The top 5 prejudged entries will present their entries before a panel of judges at SLC.

NEW: Microsoft Office Specialist – Word & Excel

Members must register as a Certipoint Testing Candidate and take the MOS Word 2013 Core exam or the MOS Excel 2013 Core exam at their schools or at test centers. The top four participants scoring the highest and having the least time from each state in each exam are eligible for national competition. There is no actual competition in these events for SLC.

NEW: Sales Presentation

Individuals will present before a panel of judges at RLC. The top 32 entries statewide from RLC will present before a panel of judges at SLC.

NEW: Securities & Investments

Individual objective test that will begin at SLC. We will pilot this event at RLC but students do not need to qualify at RLC to compete at SLC.

NEW: Social Media Campaign

A team of 1-3 members will submit an entry to be prejudged by the RLC submission deadline. The top 12 entries statewide from RLC will present their entries before a panel of judges at SLC.

Emerging Business Issues

Competitors will present both the affirmative and the negative sides of the arguments. Due to this change, teams will now have up to seven (7) minutes for their presentations.

Local Chapter Annual Business Report

The maximum number of pages for the report entry of these events is now 15 pages.

All Events Consisting Only of a Written Test Component

The top four in all events that only consist of an objective test component will now be eligible to advance to SLC. This does not include any event with a performance, interview, or prejudged component.

Competitive Event Topics

For complete event regulations and the Desktop Application Programming topic, please refer to the 2014-2015 Georgia FBLA Competitive Event Guidelines, available in September.

3D Animation

Air travel is an ever-evolving collection of changes. Recently, the TSA launched TSA PreCheck where you can go through a detailed background check and earn the right to have expedited screening at select airports throughout the United States.

Create an animated video that highlights the normal frustrations of airport security, explains the benefits of TSA PreCheck, and motivates the audience to become known travelers who can use the TSA PreCheck program.

Please take special note—this is not just filming a video—it is creating an animation-based overview of the differences between standard screening and TSA PreCheck.

Business Ethics

Research an ethical topic dealing with global business and sweatshops and/or child labor.

Business Financial Plan

You are planning to open a one-stop-shop home improvement store where customers will be able to purchase a variety of items including kitchen cabinets, closets, outdoor decks, curio cases, lighting, surveillance cameras, furniture, home theater equipment, flooring, and other home enhancements. Competition includes hardware stores, furniture stores, entertainment and electronics stores, and interior design companies.

Your niche is that everything available in these stores can be purchased in one location where customers can get bundle deals on multiple goods to save money. You are planning to open your facility in a 25,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse, as well as hire contractors, installers, and truck drivers to assist with the delivery and set up of the building and the inventory.

Business Presentation

You have been asked to make a presentation to the local Chamber of Commerce members on how they can protect themselves from Identity Theft.

Computer Game & Simulation Programming

You are a computer virus tracker. You live inside a computer and travel the network looking for viruses and malware. When some are detected, you have to travel to the infection site and launch anti-virus software discs at the malware minions. Escalate the adventure from basic network bugs to a Web Bot boss. Take note in design to include computer networking structure and devices.

Desktop Publishing

Some of your friends have started their own band and have asked you to be their marketing manager. You have been given the task to develop their promotional materials. You will need to design a poster that they will display in towns where they perform, a brochure they will send to different markets promoting the band, a business card, and quarter-page advertisement they will use for newspapers, magazines, and other areas.

Digital Design & Promotion

You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it *Cycle Fitness*. Your firm is to design a new logo for this new shop and as well as for future locations he plans to open. *Cycle Fitness* plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a business card, a rack card that will sit on the counter in a holder indicating all the seminars offered, and a quarter-page advertisement, and a t-shirt.

Information

- Opening Date is June 1
- Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456
- Rack Card: Create at least five seminars and cost

Components

- The logo will be full color and should be incorporated on all of the printed pieces.
- The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5" wide x 5.5" tall.
- The business cards will be full color, with bleeds, 1 side. Size is 2" wide x 3.5" tall vertical card.
- The rack card will be full color both sides. Size is 4" wide x 9" tall.
- One-quarter page (5.14" x 10.5") grayscale newspaper advertisement to appear in newspapers for grand opening.

Digital Video Production

Create a FBLA membership video to recruit FBLA members in your school and to show at career fairs and to the community.

E-Business

Set up a website for young artistic entrepreneur(s) to sell their art, pottery, jewelry, etc. You should include, but are not limited to, pictures, bio of the entrepreneur(s), social media links, purchase and shipping information, and shopping cart. Information may be fictitious.

Emerging Business Issues

Consumer products sold by brand name companies have been facing increasing challenges throughout the recession as well as the increase in online shopping. Brand loyalty in three categories (food, beverage, and household goods) has decreased for three years (2013 American Pantry Study). The amount of consumers willing to purchase their traditional brands, regardless of whether the brand is on sale or not, has decreased from 33 percent in 2010 to 29 percent in 2012. One of the reasons this is occurring is competition from consumer products private label choices. The 2013 American Pantry Study found that 88 percent of consumers who have become purchasers of private label products will not return to their previous national brand purchases even once the economy has recovered.

- How will this trend positively affect the overall consumer products industry?
- How will this trend negatively affect the overall consumer products industry?

Mobile Application Development

Your school has asked you to write a mobile application announcing activities at your school including dates, times, and contact information. With this app include an events list that retrieves events starting at the current day and extending into the next few months. Include a banner image scroller to this application.

Public Service Announcement

Green Teens—Produce a PSA that points out simple life changes teens can make that will impact our environment in a positive way.

Social Media Campaign

Your adviser wants to increase FBLA membership by 10 percent over last year's number. As the Recruitment Committee Chair, your task is to develop a comprehensive communications plan. Due to your limited budget, a critical element of your plan will involve social media.

Develop a social media marketing plan for your back-to-school recruitment event. Because students decide within the first two weeks of the school year which student organizations they will join, this event is a critical recruitment tool and is highly visible to both your chapter members and the school community. You are competing against a number of diverse student organizations, so your campaign needs to have a strong call-to-action.

Use at least three social media platforms (e.g., Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) and utilize a creative mix of video, photos, and copywriting text to promote the unique benefits of FBLA to your target audience. The content can be originally produced, or leverage existing materials, while still adhering to copyright law. Incorporate a mix of owned, earned, and paid media (note: if social advertisements are part of your marketing strategy, it is not necessary to set them to be "live"). All information used may represent your local chapter or be based solely off of a fictitious student organization.

Website Design

Develop a website for *Cycle Fitness*, a new company opening up in New York City. The shop's address is 123 Avenue of the Americas, New York, NY 20013. The store will be selling a variety of bicycles including road bikes, mountain bikes, cyclocross bikes, folding bikes, electric-assist bikes, women's bikes, children bikes, etc. The owner also plans to have seminars on bike safety, cycling for fitness, choosing the right bike, etc. as well as have monthly cycle trips in and out of the city. Highlight the different types of bicycles, seminars, and trips. Include a Q&A section and contact section.

Chapters Receiving the Hollis & Kitty Guy Gold Seal Chapter Award of Merit

Albany High School	Crisp County High School	Montgomery County High School	Savannah Arts Academy
Alpharetta High School	Dublin High School	North Forsyth High School	Shaw High School
Berrien High School	Emanuel County Institute	North Oconee High School	Sonoraville High School
Bowdon High School	Gordon Central High School	North Paulding High School	Swainsboro High School
Brunswick High School	Harris County High School	North Springs Charter High School	Terrell High School
Cartersville High School	Heard County High School	Northview High School	Toombs County High School
Carver High School	Houston County High School	Parkview High School	Towns County High School
Central High School - Carrollton	Jasper County High School	Peachtree Ridge High School	Treutlen High School
Chattahoochee County High School	Lakeside High School - Atlanta	Perry High School	Vidalia High School
Coffee High School	Mary Persons High School	Redan High School	Warner Robins High School
College & Career Academy	Meadowcreek High School	Ringgold High School	Washington-Wilkes High School
Collins Hill High School	Metter High School	Riverwood International Charter School	Wayne County High School
Cook High School	Monroe Area High School		Winder-Barrow High School

Students Achieving the America Level of the Business Achievement Awards

Ian Webb, Allatoona	Jasmine Sisk, Cook	Amber Nguyen, Morrow	Jazmyne Simon, South Gwinnett
Apurva Gundaria, Alpharetta	Brandon Hudson, Franklin County	Ashton Seibel, North Forsyth	Zoe Betts, Swainsboro
Chrissy Skinner, Baldwin	Daisy Hernandez, Habersham Central	Kyle Austin, North Springs	Mary Carter, Swainsboro
Michaela Deitrick, Blessed Trinity	Brittini Morgan, Harris County	Avery Webb, Perry	Kristen English, Swainsboro
Miyona Davis, Brunswick	Celena Shoemaker, Harris County	Nakea Pennant, Redan	Michala Coursey, Toombs County
Davia Williams, Brunswick	Kizzy James, Lakeside	Nick Crawford, Ringgold	Lesleigh Irvin, Towns County
Kendra Calel, Coffee	Tamara Andrews, Metter	Brionna Johnigan, Rockdale County	Courtney Marshall, Towns County
Kajol Patel, Coffee	Calvin Burns, Montgomery County	Wesley Dover, Rockmart	
Sunny Patel, Coffee	Braxton Parks, Montgomery County	Dominique Kennerly, Savannah Arts	



SLC Eligibility Scenarios for RLC Events

Scenario 1: Objective Events

The top ten (10) winners in the following events will automatically advance to SLC from each RLC:

- Accounting I
- Business Calculations
- Business Communication
- Business Math
- Economics
- Introduction to Business Communication
- Introduction to Information Technology
- Personal Finance

Additionally, the next 5 top scores statewide that did not qualify automatically will receive at-large entries to SLC.

Scenario 2: Performance Events

The top one (1) winner in the following events will automatically advance to SLC from each RLC:

- Business Ethics
- Business Presentation
- Client Service
- Emerging Business Issues
- Impromptu Speaking
- Job Interview
- Public Speaking I
- Public Speaking II
- Sales Presentation

Additionally, 17 at-large SLC entries in each of these events will be distributed among the regions, based on the number of competitors registered in each event

Scenario 3: Skills Events

Only those competitors who achieve a minimum skills/technical score will advance to SLC from the RLC (minimum RQS-region qualifying score is listed in parenthesis):

- Accounting II (40)
- Computer Applications (40)
- Database Design & Applications (40)
- Desktop Publishing (70)
- Spreadsheet Applications (40)
- Word Processing (40)

Scenario 4: FBL, Case Study, & Technical Events

Only the top individuals scorers or teams with the highest averages (plus top individual qualifiers) across the state will advance to SLC from the RLC (number of competitors/teams statewide that advance to SLC in each event is listed in parenthesis):

- 3-D Animation (12)
- Banking & Financial Systems (12)
- Business Financial Plan (7)
- Business Plan (12)
- Digital Design & Promotion (12)
- Digital Video Production (140)
- Entrepreneurship (12)
- Electronic Career Portfolio (12)
- Future Business Leader (32)
- Global Business (12)
- Help Desk (12)
- Hospitality Management (12)
- Management Decision Making (12)
- Management Information Systems (7)
- Marketing (12)
- Network Design (7)
- Parliamentary Procedure (7)
- Public Service Announcement (12)
- Social Media Campaign (12)
- Sports & Entertainment Management (12)
- Website Design (12)

Scenario 5: Non-RLC Events (Straight to State)

The following events do not require members to qualify at RLC in order to compete at SLC:

- Agribusiness
- American Enterprise Project
- Business Law
- Business Procedures
- Community Service Project
- Computer Game & Simulation Programming
- Computer Problem Solving
- Cyber Security
- Desktop Application Programming
- E-business
- FBLA Principles & Procedures
- Healthcare Administration
- Insurance & Risk Management
- Introduction to Business
- Introduction to Parliamentary Procedure
- Local Chapter Annual Business Report
- Mobile Application Development
- Networking Concepts
- Partnership with Business Project
- Securities & Investments
- Who's Who in FBLA

Competitor Multi-Event Eligibility Rules

Group A Events

Members may enter up to two (2) events in this group:

- 3D Animation
- Accounting I
- Accounting II
- Agribusiness
- American Enterprise Project
- Banking & Financial Systems
- Business Calculations
- Business Communication
- Business Financial Plan
- Business Law
- Business Math
- Business Plan
- Business Procedures
- Community Service Project
- Computer Applications
- Computer Game & Simulation Programming
- Computer Problem Solving
- Cyber Security
- Database Design & Applications
- Desktop Application Programming
- Desktop Publishing
- Digital Design & Promotion
- Digital Video Production
- E-business
- Economics
- Electronic Career Portfolio
- Entrepreneurship
- FBLA Principles & Procedures
- Future Business Leader
- Global Business
- Healthcare Administration
- Help Desk
- Hospitality Management
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Communication
- Introduction to Parliamentary Procedure
- Introduction to Information Technology
- Management Decision Making
- Management Information Systems
- Marketing
- Mobile Application Development
- Network Design
- Networking Concepts
- Parliamentary Procedure
- Partnership with Business Project
- Personal Finance
- Public Service Announcement
- Securities & Investments
- Social Media Campaign
- Sports & Entertainment Management
- Spreadsheet Applications
- Website Design
- Word Processing

Group B Events

Members may enter only (1) event in this group but may also enter one event from another group

- Business Ethics
- Business Presentation
- Client Service
- Emerging Business Issues
- Impromptu Speaking
- Job Interview
- Public Speaking I
- Public Speaking II
- Sales Presentation

Members are allowed to compete in up to two events. However, members may not compete in two Group B events

Note: Even though members can compete in two events at SLC, a member to enter one individual/team event at NLC. In the event that a member qualifies for more than one NLC event, he/she will have to choose by March 31, which NLC event he/she will enter.

