



**2023-2024**  
**HIGH SCHOOL**  
**ADVISER**  
**WELCOME**  
**GUIDE**



## A Message from FBLA's President & CEO

Dear Adviser,

Welcome to the new program year! I'm delighted to share with you our **2023-24 High School Adviser Welcome Guide**. I hope you'll keep it handy and return to it frequently throughout the year.

As we start this new year, I want to highlight a few items:

- We are using a **new system for membership records, member communications, and self-paced learning modules powered by GreekTrack: FBLA Connect**. This one-stop resource will allow you to easily update your chapter's records and pay dues. It will also replace the Leadership Communities with a seamless environment for you to ask questions and share best practices with other advisers. And it will be where our members and advisers can access self-paced learning such as the **Business Achievement Awards (BAAs)**. Our goal with this new system is to put the power of chapter management in the hands of you, the adviser.
- In this welcome kit, you'll also find several posters, flyers, and a few items from the FBLA Shop. We hope you'll place the posters prominently in your classroom to draw attention to the **benefits of joining FBLA, the Champion Chapter program, and our national fall conferences**.
- And, speaking of conferences, we have spent months planning the **2023 National Fall Leadership Conferences (NFLCs) in Providence, Rhode Island, and Dallas, Texas**. Working with educators just like you, we have designed hands-on content with student learning outcomes foremost in mind. In all of our educational programming, we seek to provide **co-curricular resources** to prepare students to become successful, community-minded future business leaders.

Finally, I want to say how much I appreciate your efforts every day to make the FBLA experience as rewarding and productive as possible for our members. As the husband of an educator, I know you don't hear this enough: Thank you!

Sincerely,



Alexander T. Graham  
President & CEO

P.S. Have questions? We've got answers! Please reach out to our help desk for assistance at [fbla.zendesk.com](https://fbla.zendesk.com).



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## Mission Statement

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

## Pledge

**I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.**

## Code of Ethics

**I will:**

- be honest and sincere.
- approach each task with confidence in my ability to perform my work at a high standard.
- willingly accept responsibilities and duties.
- seek to profit from my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.
- abide by the rules and regulations of my school.
- exercise initiative and responsibility and will cooperate with my employer and fellow workers.
- dress and act in a manner that will bring respect to me and to my school.
- seek to improve my community by contributing my efforts and my resources to worthwhile projects.

## Creed

**I believe:**

- education is the right of every person.
- the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- every person should actively work toward improving social, political, community, and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.



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1

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2

Let us know what topics  
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3

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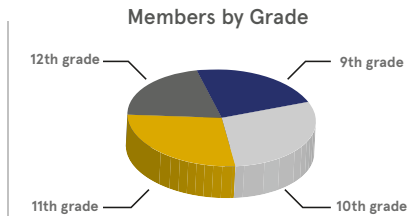
Visit [FEE.org/Classroom](https://fee.org/Classroom) for more information.

# **FBLA** **HIGH SCHOOL**

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

## MEMBERSHIP

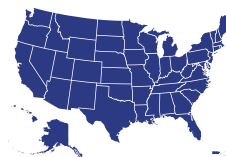
**200,000+**  
Members



**13,000+**  
Educators

**5,200+**  
Chapters

**50** States and territories



**7**  
Countries

## PROGRAMS



**70+**  
Competitive Events



**Leadership Development & Recognition**

Business Achievement Awards • Champion Chapter Award

## CONFERENCES



**13,000+**  
attendees



**3,000+**  
attendees

**2**  
locations

## WHY JOIN?



**College Preparation**



**Scholarships**



**Academic Competitions**



**Career Exploration**



**Networking**



**Travel**



**Discounts**

**Learn more at [fbla.org](https://fbla.org)**



# Student Member Outcomes

Future Business Leaders of America, Inc. (FBLA) is the largest business Career and Technical Student Organization in the world. FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Want to join or start a chapter? Visit [www.fbla.org](http://www.fbla.org).



**64%** of FBLA members carry an "A" grade point average. The national average is 47%.

FBLA member participation outranks the national average in these high school courses:



**57%** of FBLA members say the organization has a positive impact on their academic performance

**36%** of FBLA members say they are first-generation college students



Of the business educators surveyed:

**41%**

said industry leaders provided job shadowing experiences/ internships to their students.



**63%**

worked with industry leaders by having them speak to students in the classroom.

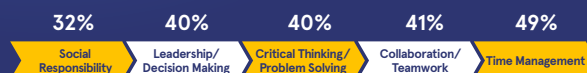
When choosing a college/university, FBLA members look for a school that provides:



- Affordability
- Career Preparation
- Academic Strength
- Social Environment
- Diversity of Academic Opportunities
- Class Sizes/Student-Faculty Ratio



Top 5 Skills developed by FBLA members:



# Checklist for Starting Your Chapter

Follow the steps below to get your chapter off the ground and on track for success this year.

## **Review This Adviser Guide & the Chapter Management Handbook**

FBLA will publish the Chapter Management Handbook online with more information this summer. Both this guide and the handbook are set up to allow you to easily find information and plan out a successful program year.

## **Connect with Your State Leader**

Contact your State Leader to learn about events and activities in your state. Make sure they have your contact information so they can provide updates, information, and local technical support.

## **Get Approval from Your School's Administration**

Talk to your school administrator about starting a chapter and seek their approval.

## **Connect with Your School's Business Office**

You'll need to pay membership dues, so find out how your school district processes membership dues, travel funds, and conference registration fees.

## **Get to Know School Policies & Procedures**

Some FBLA activities require travel to off-campus events, both day and overnight. Learn about your school's excused absence policies, chaperone requirements, substitute teacher processes, transportation options, and other procedures.

## **Check on Funding Support from Your School or District Office**

How is federal or state Career and Technical Education (CTE) funding used at your school? Some districts allow funding to support transportation, lodging, educational resources, study materials, conference registration, and/or adviser professional development.

Find out if there are school restrictions on fundraising (e.g., nutritional issues with candy sales) or service activities.

## **Meet with Your School's Counselors**

Connecting with school counselors is a key way to ensure your business, marketing, management, and information technology courses are full of great students—and potential FBLA members. Help counselors understand the academic rigor and relevance of FBLA, and show them information about the FBLA Competitive Events Program so they can see how FBLA fits into class curricula.

## **Identify Student Leaders**

Identify students from all grade levels who could become members of your chapter.

## **Find Co-Advisers**

Ask other teachers to join as co-advisers. Their assistance will help you build a successful program.

## **Give Your Chapter Visibility Through a Program of Work**

The heart of every chapter's program year is the Program of Work. It is the calendar of activities and projects your chapter will carry out during the program year. Make sure members and your school administration are familiar with your plans and kept in the loop as updates are made.

## **Integrate FBLA into Your Classroom**

FBLA is a co-curricular educational tool. Provide time for projects in class. Introduce the Competitive Events Program, Business Achievement Awards, and partner programs as class projects. Treat each of your students as an FBLA member and ask them to join!



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# 2023-24 High School Program Year at-a-Glance

*This calendar is provided for planning purposes and is current as of May 1, 2023. If known at the time of publication, the exact date is included. For the most up-to-date information, please visit [fbla.org](https://fbla.org).*

## AUGUST

### August 1

Membership Registration Opens  
Dressed to Impress Scholarship Applications Open  
Champion Chapter: Summer Starter Begins

### August 15

National Fall Leadership Conference (NFLC)  
Registration Opens

## SEPTEMBER

### September 1

Fall Stock Market Game Registration Opens

### September 27

Champion Chapter: Summer Starter Submission  
Deadline

### September 28

Champion Chapter: Shaping Success Begins

## OCTOBER

### TBD

Intuit Social Innovation Challenge (Fall):  
*Dates Will Be Announced over the Summer*

### October 2

Fall Virtual Business Challenge Registration Opens

### October 9

Fall Stock Market Game Begins

### October 15

ACTE Outstanding Business Education Student Award  
Application Deadline  
Dressed to Impress Scholarship Application Deadline

### October 16

Fall LifeSmarts Competition Begins

### October 17

Fall Virtual Business Challenge Begins

### October 18

Registration Deadline for NFLCs

### October 20

Learning Center Grace Period Ends  
Fall Membership Deadline for Recognition of  
Membership Awards Presented at the NFLCs

### October 27

Fall Stock Market Game Registration Deadline

## NOVEMBER

### November 7

Fall State Officer Summit

### November 8

Champion Chapter: Shaping Success Submission  
Deadline

### November 9

Champion Chapter: Service Season Begins

### November 10

Fall LifeSmarts Competition Ends  
Fall Virtual Business Challenge Ends

### November 10-11

National Fall Leadership Conference in  
Providence, Rhode Island

### November 15

American Enterprise Day

### November 17

Prematurity Awareness Day – March of Dimes

### November 17-18

National Fall Leadership Conference in Dallas, Texas

## DECEMBER

### December 15

Fall Stock Market Game Ends

### December 31

Early Bird Member Registration Deadline



## JANUARY

### January 1

Spring Stock Market Game Registration Opens

### January 10

Champion Chapter: Service Season Submission Deadline

### January 11

Champion Chapter: CTE Celebration Begins

### January 29

Spring LifeSmarts Competition Begins

### January 31

Spring Virtual Business Challenge Begins

## FEBRUARY

### TBD

Intuit Social Innovation Challenge (Spring):  
*Dates Will Be Announced Fall 2023*

### February 1-29

National Career and Technical Education Month

### February 9

First Deadline for Lead4Change

### February 11-17

FBLA Week



### February 12

Spring Stock Market Game Begins

### February 23

Spring Virtual Business Challenge Ends

Spring LifeSmarts Competition Ends

### February 28

Champion Chapter: CTE Celebration Submission Deadline

## MARCH

### March 1

Conference and Competition Registration Opens for the 2024 National Leadership Conference (NLC) in Orlando, Florida

National Dues Payment Deadline for NLC Competitors, National Officer Candidates, and Voting Delegates

### March 8

Spring Stock Market Game Registration Deadline

## APRIL

### April 1

Award Submission Deadline for Recognition Awards:

- Largest State Chapter Membership
- Largest Increase in State Chapter Membership
- State Recruitment of Chapters
- Largest Local Chapter Membership
- Market Share Award
- Largest Increase in Local Chapter Membership
- Connect Ten

### April 1

FBLA-National Technical Honor Society Scholarship Application Deadline

National Bylaw Amendment Proposal Submission Deadline

### April 15

NLC Scholarship Application Deadline

Distinguished Business Leader Scholarship Application Deadline

### April 19

Spring Stock Market Game Ends

### April 27

Spring State Officer Summit

## MAY

### May 1

Champion Chapter: Champion+ Submission Deadline

### May 3

Business Achievement Awards (BAA) Capstone Submission Deadline for Competitive Review

### May 9

National Society of High School Scholars Travel Grant Application Deadline

### May 10

Second Deadline for Lead4Change

### May 15

National Officer Candidate Application Submission Deadline

### May 30

BAA Deadline for NLC Recognition

## JUNE

### June 29-July 2

Middle School & High School NLC in Orlando, Florida

# FBLA Communications

## Publications

FBLA's Communications & Marketing Department regularly shares important information with advisers and members regarding FBLA policies, events, and other news. Each month, we email a Local Adviser Alert with FBLA news, reminders about education and partner program deadlines, implementation guides for upcoming months, and partner discounts tailored to each division.



Six times a year, we publish *Tomorrow's Business Leader*, our flagship magazine. *TBL* features articles on student and chapter achievement, innovative programs, and partner initiatives, as well as news from the National Center, an alumni spotlight, and photos from around FBLA.

In addition, we send out email blasts as needed to communicate timely information.

## Brand Center

All chapters and divisions must use the new FBLA logo in compliance with the Brand Guidelines as of August 1, 2023. Please visit the Brand Center on FBLA's website ([fbla.org/BrandCenter](https://fbla.org/BrandCenter)) for the Brand Guidelines, logo assets, templates, state lock-ups, and other materials to maintain a unified FBLA presence across the country.

## FBLA Shop

The FBLA Shop offers official branded merchandise online. From chapter essentials to lifestyle products and business attire, the FBLA Shop has items to support your chapter's needs. For more information or to place a custom order, visit [fbla.org/shop](https://fbla.org/shop), contact Centricity's FBLA customer service team at [fblastore@centricitynow.com](mailto:fblastore@centricitynow.com), or 888.449.0667.

## Social Media





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and disruptors



**TKS**

# Programs Overview

FBLA offers membership and education programs throughout the year to help students develop their leadership skills, increase their knowledge of financial literacy, and complete community-service projects. High School membership programs include the Champion Chapter Award, a series of challenges to engage members in various activities throughout the year and allow them to earn recognition at the National Leadership Conference. The Business Achievement Awards is an individual activity-based learning and recognition program for high school students with various levels, ending in an optional capstone project.

FBLA also works with various partners to provide opportunities for students to build on these skills. Many of these programs are free, designed to be completed in the classroom, have various deadlines throughout the year, and offer prize money to winning entries.

In addition, FBLA offers several opportunities for members to celebrate the organization and its mission. These include American Enterprise Day on November 15 and FBLA Week in February, during Career and Technical Education Month.

Learn more about each of these programs on the pages that follow.

The image shows a detailed FBLA Champion Chapter Tracker form. At the top, it features the FBLA logo and the title "CHAMPION CHAPTER TRACKER". Below this, there are instructions and a table with columns for "Activity", "Points", and "Status". The form is divided into several sections: "SUMMER STARTER", "SHAPING SUCCESS", "SERVICE SEASON", "CTE CELEBRATION", and "CHAMPION". Each section contains a list of activities with corresponding point values and checkboxes for completion. The form is designed to help chapters track their progress throughout the year.

## Chapter Management Handbook

After August 1, FBLA will publish an online Chapter Management Handbook with more tools and tips to help you keep your chapter on track this school year. Information will include screenshots of how to enroll members, pay member dues, and more in our new membership database; chapter leadership and fundraising tips; how to plan your Program of Work for the year; and more.

## Champion Chapter Program

Champion Chapter is a series of membership engagement-focused challenges that High School chapters may complete for national recognition. Chapters may accrue points by participating in one or all of the five sections. Completing activities across five sections to accrue points will result in chapter recognition. Additional incentives such as ribbons at conferences are available.

Champion Chapter is open to all active High School chapters.

Champion Chapters are recognized with a classroom banner at the following levels:

**Bronze:** 2,000 – 2,999 Points

**Silver:** 3,000 – 5,999 Points

**Gold:** 6,000 – 8,500 Points

**How to participate:** Keep track of your chapter's activities and save your documents so you can access them later when you complete the submission form. Look for more information on [fbla.org](http://fbla.org).





**SUMMER STARTER (August 1 – September 27)** focuses on chapter development and membership strategy. Tasks are designed to help chapters set the foundation for a successful membership year, including electing officers, developing a student-led Program of Work, setting goals, and mapping out activities throughout the program year.

1. Develop a chapter Program of Work for the fall with at least three membership recruitment activities. (**Documentation:** Completed Program of Work) **Points: 500**
2. Elect Local Officers and plan an officer training session. (**Documentation:** Training session agenda) **Points: 200**
3. Come up with an idea for a community service project. (**Documentation:** One-page summary of the project, including a photo) **Points: 100**
4. Write cards or emails to members over the summer encouraging them to join again in the fall. (**Documentation:** One of the cards or emails) **Points: 100**
5. Review the FBLA Sponsorship Toolkit and prepare a target list of at least five potential sponsors. (**Documentation:** Sponsor list) **Points: 100**
6. Set up a communication channel between Local Officers and members. (**Documentation:** Summary of the communication channel and how it will help your chapter) **Points: 100**
7. Create a survey for your returning members to capture feedback about the previous program year and opportunities they would like to pursue in the new program year. (**Documentation:** One-page memo) **Points: 100**
8. Develop a chapter T-shirt design that complies with the FBLA Brand Guidelines. (**Documentation:** T-shirt design) **Points: 100**
9. Hold an informal meeting for prospective members. (**Documentation:** Meeting agenda) **Points: 100**
10. Develop a letter to invite guest speakers to meetings during the membership year. (**Documentation:** Letter to guest speaker) **Points: 100**
11. Create a Member of the Month program. (**Documentation:** Screenshot of member of the month on social media or website) **Points: 100**
12. Prepare a chapter budget for the membership year. (**Documentation:** Completed budget) **Points: 100 points**





**SHAPING SUCCESS (September 28 – November 8)** focuses on member recruitment and retention. Tasks are designed to promote membership benefits and foster engagement, such as hosting special events, securing guest speakers, and planning projects.

1. Submit membership dues for 10 paid members. (**Documentation:** Copy of paid receipt or invoice showing a zero balance) **Points: 500**
2. Create a project plan for chapter member recruitment. (**Documentation:** Copy of project plan) **Points: 200**
3. Buddy up! Encourage each returning member to connect with a new member. Plan at least one fun “buddy” activity. (**Documentation:** Screenshot or graphic with a photo of the activity on social media or website) **Points: 100**
4. Organize a special outing for FBLA members to a business, professional sports game, or amusement park. (**Documentation:** Invitation/flyer) **Points: 100**
5. Host a chapter Spirit Day in which all members show up to school in either FBLA shirts or in blue and gold; post a photo to social media and tag @FBLA\_National. (**Documentation:** Photo on social media) **Points: 100**
6. Using the letter you developed in Summer Starter, secure a guest speaker for a chapter meeting. (**Documentation:** Thank-you letter to guest speaker) **Points: 100**
7. Send a letter to one of the sponsors on your contact list created during Summer Starter. (**Documentation:** Sponsor letter) **Points: 100**
8. Create a Community Service Project Committee. (**Documentation:** Minutes from one of the meetings) **Points: 100**
9. Meet with your Officers and review your Program of Work. (**Documentation:** Revised copy of your Program of Work with comments or tracked changes) **Points: 100**
10. Review the 2023-24 Competitive Events Guidelines at a chapter meeting and create a sign-up for members. (**Documentation:** Competitive Events Sign-up sheet) **Points: 100**
11. Have one of your Officers record a one-minute elevator speech about the benefits of joining FBLA and share it on social media, tagging @FBLA\_National. (**Documentation:** Link to the video or social media post) **Points: 100**
12. Review your budget, identify areas of financial need, and plan a fundraiser. (**Documentation:** Fundraiser plan) **Points: 100**



**SERVICE SEASON (November 9 – January 10)** focuses on service and engagement. Tasks are designed to meet the core of the FBLA mission: being community-minded business leaders. Contribute to the community and connect with FBLA alumni and other business/industry professionals.

1. Celebrate American Enterprise Day (November 15) by planning an activity. (**Documentation:** Photo or event agenda) **Points: 500**
2. Host a thank-you note event for members to write letters of appreciation to a group of your choice, such as first responders, veterans, or senior citizens. (**Documentation:** Copy of a thank-you note) **Points: 200**
3. Lead a community service event based on your planning in Summer Starter and Shaping Success. (**Documentation:** One-page description of the project) **Points: 100**
4. Accumulate 10 hours of community service (chapter members' hours combined). (**Documentation:** Description of the different projects with hours) **Points: 100**
5. Host an in-person or virtual business tour for members. (**Documentation:** Photo) **Points: 100**
6. Host a competitive events study night. (**Documentation:** Photo) **Points: 100**
7. Identify an area of need in your community and host a critical needs drive, like a sock drive, food drive, or toy drive. (**Documentation:** Photo) **Points: 100**
8. Present a workshop to a middle school about FBLA and the importance of servant leadership in business. (**Documentation:** Outline of the workshop) **Points: 100**
9. Meet with your Officers and review your Program of Work. (**Documentation:** Revised copy of your Program of Work with comments or tracked changes) **Points: 100**
10. Send a thank-you note to each of your sponsors sharing how their contributions have impacted your chapter this year. (**Documentation:** Copy of a letter) **Points: 100**
11. Advisers: Post a description of one of your successful projects with a resource in the adviser community. (**Documentation:** Copy of your resource) **Points: 100**
12. Have one member volunteer to help their adviser with chapter management tasks. (**Documentation:** Name of member and summary of the task) **Points: 100**



**CTE CELEBRATION (January 11 – February 28)** focuses on chapter excellence and Career and Technical Education (CTE) awareness. Tasks are designed to showcase FBLA excellence and achievements, as well as promote the mission of the organization.

1. Review the FBLA Week Toolkit and decide as a chapter which events you will participate in. **(Documentation:** Chapter agenda for FBLA Week) **Points: 500**
2. Have your Officers or members complete a PSA, flyer, bulletin, display, or video about the importance of CTE. **(Documentation:** Graphic or photo) **Points: 200**
3. Ask an elected official to sign an FBLA Week proclamation. **(Documentation:** Copy of the proclamation) **Points: 100**
4. Prepare a report about the community service project that you planned through the Champion Chapter program. **(Documentation:** Report) **Points: 100**
5. Have at least one member participate in an FBLA Week forum or panel by submitting one question. **(Documentation:** Name of member and question asked) **Points: 100**
6. Plan a social activity for your chapter during FBLA Week. **(Documentation:** Photo or social media post) **Points: 100**
7. Have at least one member share their story on social media during FBLA Week and tag @FBLA\_National. **(Documentation:** Social media post) **Points: 100**
8. Sponsor a teacher/adviser appreciation activity. **(Documentation:** Flyer) **Points: 100**
9. Give a presentation about CTE and the career and technical student organizations at your school to your administrators or school board. **(Documentation:** Outline of presentation) **Points: 100**
10. Prepare a memo to your school administrators about the number of competitors your chapter plans to send to regional and/or state conferences. **(Documentation:** Memo) **Points: 100**
11. Invite an FBLA alum or community business leader to speak at a local chapter meeting. **(Documentation:** Agenda and bio/photo of the speaker) **Points: 100**
12. Invite a Collegiate member to join your meeting and talk about the FBLA experience at the college level. **(Documentation:** Photo of Collegiate member with chapter members or social media post) **Points: 100**



**CHAMPION PLUS (Deadline: May 1)** focuses on national programs and conferences, sponsors and partners, and membership recruitment. These activities may be done at any time during the program year before May 1.

1. Complete Connect Ten. (**Documentation:** Summary of recruitment activities; include the number of members you added over the program year) **Points: 500**
2. Have at least two members complete a level of the Business Achievement Awards (BAAs). (**Documentation:** Names of members and the levels they completed) **Points: 200**
3. Participate in the Lead4Change Student Leadership Challenge. (**Documentation:** Copy of your project) **Points: 100**
4. Participate in the Stock Market Game. (**Documentation:** List of team members) **Points: 100**
5. Participate in Intuit's Social Innovation Challenge. (**Documentation:** Copy of registration) **Points: 100**
6. Participate in the LifeSmarts Challenge. (**Documentation:** Copy of registration) **Points: 100**
7. Participate in the Virtual Business Management Challenge or the Virtual Business Personal Finance Challenge by Knowledge Matters. (**Documentation:** List of team members) **Points: 100**
8. Invite a National Officer to attend a chapter meeting virtually. (**Documentation:** Screenshot of the officer attending your meeting via Zoom) **Points: 100**
9. Attend the 2023 National Fall Leadership Conference in Providence, Rhode Island, or Dallas, Texas. (**Documentation:** Photo of the member or members who attended the conference or social media post) **Points: 100**
10. Write a letter to middle school graduates inviting them to join your FBLA chapter for a special meeting. (**Documentation:** Letter and agenda from the meeting) **Points: 100**
11. Register for the 2024 NLC in Orlando, Florida. (**Documentation:** Copy of NLC registration) **Points: 100**
12. Adviser Bonus: Attend the Fundraising Best Practices or Recruitment Best Practices webinar hosted by the National Center. (**Documentation:** Copy of the registration email) **Points: 100**



## American Enterprise Day: November 15, 2023

President Jimmy Carter proclaimed American Enterprise Day in 1980 to honor the system that forms the backbone of the U.S. economy.

Today, FBLA chapters across the country plan projects and activities to celebrate this day. These events often involve business leaders from the local community, education projects to reach other students, and competitions. Visit [fbla.org/american-enterprise-day](https://fbla.org/american-enterprise-day) for ideas on how your chapter can mark this day.



## FBLA Week: February 11-17, 2024



Every year, FBLA members and chapters from across the country dedicate a week to celebrating their chapter's success, publicizing FBLA activities, boosting membership, thanking advisers, and gearing up for spring events and competitions. Held the second week of February, which is Career and Technical Education Month, FBLA Week is the perfect time for chapters to reflect on the progress they have made during the program year and the goals they still want to accomplish.

Each themed day is packed with activities, prizes, and opportunities to connect with the FBLA community. To ensure you and your students are ready—and have access to our FBLA Week Toolkit, with day-by-day ideas to integrate activities into your classroom—please check your email, [fbla.org/fblaweek](https://fbla.org/fblaweek), and FBLA's social media for more information.



## Capstone Project Winner Creates Childcare Service

Former Colorado FBLA Flagler High School member Megan Payne knew that her community needed a reliable childcare service. So she created one for her Business Achievement Award Capstone Project in 2022.



“I never truly understood how much this addition to our community would affect it,” Payne said.

Payne’s Daycare Delivery Project directly impacted 100 people in Flagler, Colorado, a rural town of just 600 residents. With the help of her community, Payne was able to secure more than \$60,000 in funding for Daycare Delivery through grants and fundraisers.

Consistent, dependable childcare made it easier for parents to keep jobs and for the school district to retain its best educators. The daycare center also provided early education opportunities and jobs to residents of her community.

For Payne, the real reward was in helping those around her.

“The support from the community opened my eyes to the importance of helping the people around you, even when you feel like you don’t have much to offer,” noted Payne, who plans to become an early childhood educator and an occupational therapist. “A little bit of help goes a long way in a small community.”

## Business Achievement Awards

*Enhance leadership skills, expand business knowledge, contribute to local communities, and earn recognition*

The **Business Achievement Awards (BAAs)** are an individual achievement award program for High School members. Participating students have the opportunity to enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn national recognition by immersing themselves in their school and communities.

- **Contributor Award (Level One):** Members explore the foundations of FBLA and how to best take advantage of the opportunities available to them.
- **Leader Award (Level Two):** Members learn the fundamentals of leadership and explore their personal leadership style.
- **Advocate Award (Level Three):** Members have the opportunity to select a business skill or content area that they would like to further develop. Once completed, members have the choice of continuing on to the Capstone Project or selecting a new business skill or concept to earn an additional Advocate Award.
- **Capstone Award (Level Four):** The Capstone Award is the premier award in the BAA program. Participating members will design, complete, and reflect on a project that solves a real-world problem over the course of approximately 80 hours. Members may elect to submit their project for competitive review for a chance to win \$5,000.

### State Recognition

- Please reach out to your state leader for state deadlines.

### National Recognition

- Deadline for Capstone Award National Leadership Conference (NLC) Recognition & Competitive Review: May 3, 2024
- Deadline for General NLC Recognition (any BAA Awards): May 30, 2024

*NOTE: Students may continue to work on their awards after these deadlines but will not receive ribbons at the NLC.*

## Sponsor & Partner Programs

FBLA sponsors and partners provide many benefits and programs for members and advisers, including educational programs, scholarships, and discount programs. Sponsors generously provide the cash awards and trophies for the top winners of our National Leadership Conference Competitive Events Program and other conference activities. For a full list of all our current sponsors and partners, please visit [fbla.org](https://fbla.org).

In addition, the following strategic partners provide resources, tools, and benefits to both you and your student members.

### Lead4Change



Lead4Change is a leadership program reaching middle school and high school students with a proven process to help them become passionate, service-minded leaders for life. Lead4Change provides lessons to teachers aligned with national standards on topics such as social-emotional learning, 21st century skills, project-based learning, and more. All teacher and student lessons, the Pacing Guide, and project ideas are available online at no cost. The lessons are leadership-driven, with activities centered on how to solve needs in your community. Schools can enter the Lead4Change Leadership Challenge for a chance to win up to \$10,000 for their school or chosen nonprofit organization.

**Cost:** Free

**Learn more:** [fbla.org/lead4change](https://fbla.org/lead4change)

**Deadlines:** February 9, 2024, and May 10, 2024

### FBLA LifeSmarts Challenge



The FBLA LifeSmarts Challenge is a national

educational competition focused on personal finance and consumer topics. It complements the curriculum already in place in schools and can be used as an activity for classes, groups, clubs, and community organizations. The program, open to students in grades 6-12 in the United States, quizzes students about personal finance, health and safety, the environment, technology, and consumer rights and responsibilities.

**Cost:** Free

**Learn more:** [fbla.org/LifeSmarts](https://fbla.org/LifeSmarts)

**Competition dates:**

**Fall Challenge:** October 16 – November 10, 2023

**Spring Challenge:** January 29 – February 23, 2024

### Stock Market Game



Students in the Stock Market Game may work individually or in teams of two to five

members to build and manage a successful investment portfolio of stocks, bonds, and mutual funds using a hypothetical \$100,000. They track their investments over the course of 12 weeks, receiving valuable opportunities to practice math, critical thinking, problem solving, and research skills, as well as essential real-life money skills.

**Cost:** \$10.95 registration fee per team

**Learn more:** [fbla.org/StockMarketGame](https://fbla.org/StockMarketGame)

**Competition dates:**

**Fall 2023:** October 9 – December 15, 2023

**Spring 2024:** February 12 – April 19, 2024

**Registration deadlines:**

**Fall 2023:** October 27, 2023

**Spring 2024:** March 8, 2024



## Knowledge Matters



The **Virtual Business Personal Finance Challenge** encourages members to test their financial literacy skills. Participating teams will make personal finance decisions for a simulated person. The concepts students will work on include opening bank accounts, paying bills, filing taxes, applying for jobs, enrolling in educational courses, paying for goods and services, applying for credit cards, determining schedules, budgeting, and more. For each round, teams will be ranked based on their person's net worth after running the simulation for two virtual years.

The **Virtual Business Management Challenge** encourages members to test their skills at managing either a virtual bicycle or blue jeans manufacturing business. Students will be limited as to which variables they can control during each of the qualifying rounds. What participants control will include various combinations of the following concepts: recruiting/hiring/supervising employees, risk management, organizing floor layouts, bidding on orders, and more. For each round, teams will be ranked based on their business's cumulative profit after running the simulation for six virtual months.

**Cost:** Free

**Learn more:** [fbla.org/KnowledgeMatters](https://fbla.org/KnowledgeMatters)

**Deadlines:**

**Fall 2023 Challenge:** October 17 – November 10, 2023

**Spring 2024 Challenge:** January 31 – February 23, 2024

## Intuit Social Innovation Challenge



Intuit's Social Innovation Challenge engages

students to leverage design thinking to develop innovative solutions that help increase access to entrepreneurship and small business ownership for underrepresented groups. Students on the winning teams can earn up to \$5,000 each in educational scholarships plus mentoring from Intuit experts.

### Learn Real-World Skills

Learn skills used by the most innovative founders and companies, including Intuit's design thinking method, Design for Delight, and add new skills to your resume and/or college application.

### Create a Solution

Create solutions that interest you, leveraging your knowledge of design thinking. Then, identify potential customers, brainstorm, and test your ideas.

### Compete With Your Team

Test your new skills and compete against other high school students across North America.

**Cost:** Free

**Learn more:** [fbla.org/Intuit](https://fbla.org/Intuit)

**Deadlines:** Fall and spring dates TBD

## March of Dimes



The March of Dimes leads the fight for the health of all moms and babies. The March of Dimes supports moms throughout their pregnancy, advocates for policies that prioritize their health, supports significant improvements to the care they receive, and pioneers research to find solutions to the biggest health threats to moms and babies. FBLA supports the March of Dimes through various programs, including Prematurity Awareness Month in November and World Prematurity Day on November 17, and the March for Babies Fundraising Walks in the spring.

**Cost:** Free

**Learn more:** [fbla.org/MarchofDimes](https://fbla.org/MarchofDimes)





## Bringing Field Trips & Job Shadows into the Classroom

CareerViewXR experiences use 360° technology to get students into the heart of various in-demand industries like healthcare, manufacturing, skilled trades, and more!

## Career Exploration on Any Device



Students use a simple access code to view web-based experiences from devices you already have in the classroom—VR headsets are completely optional! CVXR Subscriptions are an eligible expense for ESSER & Perkins Funds.

**Visit our NEW CVXR website and check out our growing content library of 45+ experiences!**

### Contact Us!

[careerviewxr.bemorecolorful.com](https://careerviewxr.bemorecolorful.com)  
[sales@careerviewxr.com](mailto:sales@careerviewxr.com)  
1-833-GET-CVXR

Career Exploration Experiences by

**Be More Colorful**



# Competitive Events Overview for High School Members

The Competitive Events Program recognizes and rewards excellence in a broad range of business- and career-related areas. Competitive events prepare students for successful careers in business by providing opportunities to explore classroom concepts in a workforce-simulated competitive environment. They also provide foundational elements of career awareness and exploration as part of a Work-Based Learning continuum.

Competition takes place at the state and national levels and may also take place at the local and district/region levels. Advisers should familiarize themselves with the Competitive Events Guidelines and Policy & Procedures Manual and talk with their State Leaders to ensure they are meeting all eligibility requirements for competition.

Competitive Event	Category	Eligible Grades
Accounting I	Objective Test	9-12
Accounting II	Objective Test	9-12
Advertising	Objective Test	9-12
Agribusiness	Objective Test	9-12
American Enterprise Project (Chapter Event)	Prejudge & Presentation	9-12
Banking & Financial Systems	Objective Test & Role Play	9-12
Broadcast Journalism	Presentation	9-12
Business Calculations	Objective Test	9-12
Business Communication	Objective Test	9-12
Business Ethics	Objective Test, Prejudge & Presentation	9-12
Business Law	Objective Test	9-12
Business Management	Objective Test & Role Play	9-12
Business Plan	Prejudge & Presentation	9-12
Client Service	Role Play	9-12
Coding & Programming	Presentation	9-12
Community Service Project (Chapter Event)	Prejudge & Presentation	9-12
Computer Applications	Objective Test & Production Test	9-12
Computer Game & Simulation Programming	Presentation	9-12
Computer Problem Solving	Objective Test	9-12
Cyber Security	Objective Test	9-12
Data Analysis	Presentation	9-12
Database Design & Applications	Objective Test & Production Test	9-12
Digital Animation	Prejudge & Presentation	9-12
Digital Video Production	Prejudge & Presentation	9-12
Economics	Objective Test	9-12
Electronic Career Portfolio	Presentation	9-12
Entrepreneurship	Objective Test & Role Play	9-12
Financial Statement Analysis	Presentation	9-12
Future Business Educator	Prejudge & Presentation	9-12
Future Business Leader	Prejudge, Test & Presentation	9-12
Graphic Design	Presentation	9-12
Health Care Administration	Objective Test	9-12
Help Desk	Objective Test & Role Play	9-12
Hospitality & Event Management	Objective Test & Role Play	9-12
Human Resource Management	Objective Test	9-12
Impromptu Speaking	Presentation	9-12
Insurance & Risk Management	Objective Test	9-12
International Business	Objective Test & Role Play	9-12
Introduction to Business Communication	Objective Test	9-10
Introduction to Business Concepts	Objective Test	9-10
Introduction to Business Presentation	Presentation	9-10

Competitive Event	Category	Eligible Grades
Introduction to Business Procedures	Objective Test	9-10
Introduction to Event Planning	Objective Test & Role Play	9-10
Introduction to FBLA	Objective Test	9-10
Introduction to Financial Math	Objective Test	9-10
Introduction to Marketing Concepts	Objective Test	9-10
Introduction to Information Technology	Objective Test	9-10
Introduction to Parliamentary Procedure	Objective Test	9-10
Introduction to Programming	Presentation	9-10
Introduction to Public Speaking	Presentation	9-10
Introduction to Social Media Strategy	Presentation	9-10
Job Interview	Prejudge & Presentation	9-12
Journalism	Objective Test	9-12
Local Chapter Annual Business Report (Chapter Event)	Prejudge & Presentation	9-12
Management Information Systems	Objective Test & Role Play	9-12
Marketing	Objective Test & Role Play	9-12
Mobile Application Development	Presentation	9-12
Network Design	Objective Test & Role Play	9-12
Networking Infrastructures	Objective Test	9-12
Organizational Leadership	Objective Test	9-12
Parliamentary Procedure	Objective Test & Role Play	9-12
Partnership With Business Project (Chapter Event)	Prejudge & Presentation	9-12
Personal Finance	Objective Test	9-12
Public Policy & Advocacy	Objective Test	9-12
Public Service Announcement	Presentation	9-12
Public Speaking	Presentation	9-12
Sales Presentation	Presentation	9-12
Securities & Investments	Objective Test	9-12
Social Media Strategies	Presentation	9-12
Sports & Entertainment Management	Objective Test & Role Play	9-12
Spreadsheet Applications	Objective Test & Production Test	9-12
Supply Chain Management	Objective Test	9-12
UX Design	Objective Test	9-12
Visual Design	Presentation	9-12
Website Coding & Development	Presentation	9-12
Website Design	Presentation	9-12
Word Processing	Objective Test & Production Test	9-12

# Scholarships & Financial Aid Opportunities

FBLA and other partners offer scholarships and grants to students to help pay for school, travel, and even professional attire. Learn more about these opportunities and deadlines below.

## Dressed to Impress

This need-based scholarship provides members with \$300 to purchase professional attire of their choosing. It is open to all members in any division, with one prize given per division per state. Applications open August 1 and are due **October 15**.

### Johnson & Wales University (JWU) FBLA Scholarship



Applicants must be High School members (10th grade or above) applying for admission to JWU. The amount ranges from \$1,000 to full tuition. Students who indicate FBLA membership on their JWU admission application are automatically considered for the scholarship. Visit [www.jwu.edu](http://www.jwu.edu) for application deadlines.

### Long Island University Presidential Scholarship



Applicants must be High School members applying for admission to Long Island University. This is a merit-based scholarship that renews every year based on GPA and the amount ranges from \$500 to full tuition. Students will need to enter the code **FBLA2023** during the application process.

### National Technical Honor Society (NTHS) FBLA Scholarship

Open to individuals who are members of both FBLA and NTHS. Applicants must be high school or college students. Two \$1,000 scholarships will be awarded. Applications are due **April 1**.



## Distinguished Business Leader Scholarship

Applicants must be either graduating high school seniors or Collegiate members with at least one year left in school. High School members must have completed either the Capstone or Advocate level of the Business Achievement Awards. Applications are due **April 15**.

### National Leadership Conference (NLC) Scholarship

Available to all members who plan to attend the NLC. Scholarships include complimentary registration and \$500 for conference-related expenses such as travel and accommodations. Applications are due **April 15**.

### National Society of High School Scholars (NSHSS) FBLA Travel Grant



Six junior and senior High School members who are attending the 2024 NLC in Orlando, Florida, will receive \$500 travel grants. Students must complete an application, including a personal statement that describes how their career plans and NLC participation will prepare them for success. Applications open March 1 and are due **May 9**.

Four FBLA advisers who are attending the 2024 NLC will also receive \$500 travel grants. Advisers will need to provide an administrative recommendation and a personal statement that describes how their participation in FBLA is valuable for students. Applications open March 1 and are due **May 9**.



# Recognitions

Check with your State Leader about the process to apply for these recognitions.

## Who's Who

This award honors exemplary FBLA members who have made outstanding contributions to the association at the local, state, and national levels. Each state may enter one participant who is a member of an active local chapter and has paid dues by March 1 of the current program year for recognition at the National Leadership Conference (NLC). The entry form must be completed by the State Leader or their designee. Criteria for selection of nominees by the state might include:

- Years of participation in FBLA activities
- Extent of participation in state and national conferences
- Contributions to local, state, and national projects
- Participation in other activities

## FBLA Outstanding Chapter Advisers

Each state may nominate one local adviser who will be recognized at the NLC for exemplary leadership, significant contributions to the development of FBLA members, and belief in the goals of FBLA and business education.

## Gold Seal Chapters

The Gold Seal Chapter Award recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA. Active local chapters must be nominated by the State Leader and have paid dues by March 1 of the current program year. Each state may select two chapters, or up to 15 percent of its total number of active local chapters, whichever is greater, for the Gold Seal Award.

## Adviser Wall of Fame

The FBLA Adviser Wall of Fame recognizes advisers and State Leaders with 20 or more years of service to FBLA. Current and retired advisers are eligible. Nominations may also be made for posthumous recognition. Advisers may nominate themselves. Nominations are due **by the second Tuesday in May**.

## Businessperson of the Year

Each state may nominate one Businessperson of the Year per division who will be recognized at the NLC for exemplary leadership within the business world and significant contributions to and championing of FBLA at the local, district/region, or state level.





# SAVE THE DATE

2023 FBLA National Fall Leadership Conferences



**PROVIDENCE, RI**  
**NOV. 10-11, 2023**



**DALLAS, TX**  
**NOV. 17-18, 2023**

**Mark your calendars for the  
NFLCs and prepare for your  
future at this can't-miss event!**

- Refine your business skills through interactive workshops
- Connect with colleges and universities
- Create a national network with other FBLA members
- Immerse yourself in a new city and new experiences

*The National Fall Leadership Conferences are an opportunity for Middle School and High School members to develop both personally and professionally by participating in motivational general sessions, professional development workshops, and networking with like-minded students from around the country.*

**LOOK FOR MORE INFORMATION COMING SOON AT  
[FBLA.ORG/NFLC](https://FBLA.ORG/NFLC)!**

# Conference Opportunities

FBLA's national conferences help students prepare for careers in business and technology by focusing on academic competitions, educational programs, and leadership development. Conferences also offer a valuable opportunity to network, learn new skills, and hear directly about cutting-edge products, resources, and opportunities from exhibitors and vendors.

## National Fall Leadership Conference

During this two-day event, students and advisers participate in motivational general sessions, interactive learning tracks, and leadership development workshops—coming home with valuable tools to ensure a successful year ahead. Exhibits offer a chance to talk with university, fundraising, and education program representatives in a one-on-one environment. The NFLC is a great place to bring new Officer Teams for team building, leadership development, and networking, so they can share best practices with other members throughout the year!

### 2023 NFLCs

Providence, Rhode Island: November 10-11

Dallas, Texas: November 17-18

Visit [fbla.org/nflc](https://fbla.org/nflc) for more information.



## National Leadership Conference

More than 12,000 of FBLA's best and brightest convene on the national stage to compete in more than 100 events, learn new ideas to shape their future career through workshops and exhibits, and elect National Officers for the next program year. This four-day annual conference is considered the pinnacle of the FBLA experience. The Future Leaders Expo, featuring the Innovation Theater and pin trading, offers a variety of engaging ways to network with other members, advisers, and business and education leaders from across the country.

### 2024 NLC

Orlando, Florida: June 29-July 2

Visit [fbla.org/nlc](https://fbla.org/nlc) for more information in early spring 2024.

## State Leadership Conferences

Advisers should check the calendar provided by their State Leader for information about individual state conferences.



# National Center Contact Information

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. FBLA High School is organized on local, state, and national levels, with five regions at the national level (Eastern, Mountain Plains, North Central, Southern, and Western). The National Center staff is available to guide advisers and serve as a resource throughout the year.

To reach the National Center, please call 800.325.2946 or 703.860.3334. To find a specific staff member, visit [fbla.org](http://fbla.org) and search by department for staff member names. Below are listed National Center departments and their responsibilities.

## Awards & Recognition

National Awards Program (Competitive Events); recognition programs (Who's Who, Outstanding Local Adviser; Gold Seal Chapter Award of Merit; Businessperson of the Year; Honorary Life Member; Adviser Wall of Fame); scholarships and financial aid

## Education Programs

Professional development; conferences; workshops; LEAD Awards (Middle School); Business Achievement Awards (High School); Excellence Awards (Collegiate)

## Communications & Marketing

*Tomorrow's Business Leader*; [fbla.org](http://fbla.org); social media; media relations; email marketing; the FBLA Shop

## Membership

Membership benefits (including Champion Chapter), enrollment, and refunds; dues processing; adviser and chapter support; member data

## Finance & Operations

Accounting; finance; human resources; operations

## Office of the President & CEO

Board of Directors; governance; volunteer management; corporate relations, partners, and sponsors

## Mailing Address

### National Center Headquarters:

FBLA  
12100 Sunset Hills Drive, Suite 200  
Reston, Virginia 20190

### Remit Address (W-9):

P.O. Box 79063  
Baltimore, Maryland 21279





# SAVE THE DATE

2024 National Leadership Conference (NLC)



**ORLANDO, FLORIDA**

**FBLA  
COLLEGIATE NLC  
JUNE 24-27, 2024**

**FBLA MIDDLE SCHOOL  
AND HIGH SCHOOL NLC  
JUNE 29-JULY 2, 2024**

**Plan ahead for FBLA's  
biggest event of the year!**

**Orange County Convention Center • 9800 International Dr, Orlando, FL 32819**

**All conference programming will be held  
at the Orange County Convention Center.**

**MORE INFORMATION WILL BE AVAILABLE IN FALL 2023 AT  
[FBLA.ORG/NLC](https://www.fbla.org/nlc)**