

TO: Judges for the State Leadership Conference FROM: Devin J. Alexander, Florida State Advisor

SUBJECT: Judges Needed For State Leadership Conference [**Register 2019 FLBPA SLC**](https://fs7.formsite.com/Fr2y0z/q7refuuoxm/index.html)

**Business Professionals of America is pleased to announce its upcoming State Leadership Conference in Orlando, FL, February 8-10, 2019.**

Business Professionals of America (BPA) is a student organization whose purpose is to support middle level, high school, and college students interested in business careers. Each year, students compete at regional and state levels to demonstrate their skills in over sixty different business areas. The winners of the state contests are invited to the State Leadership Conference, where a number of the contest events are judged by local business leaders to impart a “real world” experience to the students.

**We invite you to participate as a Competitive Events Judge!** Experienced professionals are needed to judge in the following business areas on **February 9th, 2019 from 8:00am – 12:00pm and 1:00pm –**

**5:00pm.**

Finance

Business Administration

Management Information Systems

Digital Communication & Design

Management, Marketing and Communication

**Judging at SLC is an exciting, rewarding opportunity to mentor truly outstanding young people and to offer students a realistic expectation of the business world. We are celebrating 53 years and would love to have you join us for our state conference.**

On-line judges’ registration is available [HERE](https://fs7.formsite.com/Fr2y0z/q7refuuoxm/index.html). Please contact Devin Alexander via e-mail at <http://dalexander@bpa.org> or 813-458-1510 if you should have any questions. We would appreciate it if you would share this information with business associates and invite them to join us. Thank you for joining us in supporting this very important undertaking by our business community.



Hello Business Partners!

Thank you so much for your interest in volunteering and helping Florida Business Professionals of America (BPA) at our 2019 State Leadership Conference (SLC). Business Professionals of America’s upcoming State Leadership Conference will be held at the **Lake Buena Vista Hilton Resort Hotel, 1751**

**Hotel Plaza Blvd., Lake Buena Vista, FL 32830 (across from Disney Springs)** on February 8-10, 2019.

I am so glad that you are interested in helping us! Our primary needs right now are judges for competitive events on Saturday, February 9, 2018. Judging at SLC is an exciting and rewarding opportunity to mentor truly outstanding young people from across the state of Florida. To get started there are three easy steps:

**Step 1:** Determine your availability and find an event which fits your schedule.

**Step 2:** Learn more about your event by viewing the Competitive Event Descriptions online and

Review the [Judges’ Handbook (www.flbpa.org/slc](http://www.flbpa.org/slc))

**Step 3:** [Register](https://fs7.formsite.com/Fr2y0z/q7refuuoxm/index.html) to become a judge. *(The times listed are tentative times based on previous conference information.)* (https://docs.google.com/forms/d/e/1FAIpQLSf4-

Ybns5Cwq1WYjBWvbodrVrXHnTqHAAnkxu5gySigLTXrJQ/viewform?usp=sf\_link)

Being a part of this great conference where students are given the opportunity to demonstrate their skills and compete for a chance to represent the state of FL at the 54th Annual BPA National Leadership Conference is such an extraordinary experience. FL BPA cannot run without the assistance of professionals like yourself volunteering your time to evaluate our outstanding students and providing them feedback to continue to make them better in their career field.

A continental breakfast and lunch will be provided for our judges as a thank you for your participation. If at any time you have questions, please do not hesitate to contact myself at [dalexander@bpa.org](mailto:dalexander@bpa.org) 813-458-

1510 or Sonya Russell [russells1@duvalschools.org](mailto:russells1@duvalschools.org) (904) 200-1276.

Thanks so much and we look forward to seeing you at our 2018 BPA SLC conference. Respectfully,



Devin J. Alexander, FL BPA State Advisor



**JUDGES’ ORIENTATION HANDBOOK**

**54RD ANNUAL EDITION STATE LEADERSHIP CONFERENCE ORLANDO, FL: FEBRUARY 8TH - 10TH, 2019**

**About the Organization**

Business Professionals of America is one of the ten Career and Technical Student Organizations recognized by the U.S. Department of Education. Business Professionals of America is a National organization that is composed of state associations and local chapters that serve students pursuing business careers. The mission of Business Professionals of America is to contribute to the preparation of a world- class workforce through the advancement of leadership, citizenship, academic, and technological skills.

The organization promotes excellence in these areas:

Leadership

Poise, sociability, and tact

Competence in business occupations

Effective planning

Lifelong enthusiasm for learning

Self-confidence through a competitive spirit

Interpersonal skills through team participation

Business awareness and appreciation

The competitive events are a component of the *Workplace Skills Assessment Program* and an integral part of Business Professionals of America. The program is designed to provide our members the opportunity to:

develop occupational/career competencies;

demonstrate workplace knowledge, skills, and attitudes;

build leadership and human relation skills;

foster a positive competitive spirit; and

receive recognition for their efforts.

In order to become eligible for State competition, students must rank among the highest of their peers in the regional level competitive events. Only the most well-prepared and highly skilled competitors earn the privilege of competing at the State level.

**Statement of Philosophy**

We believe that participating at the State Leadership Conference (SLC) is important in our students’ lives. Therefore, it is your job as a judge to provide a testing environment where each student has maximum opportunities to demonstrate his or her skills.

**Your Role is Vital**

The expertise and professionalism that you bring to the competitive events of Business Professionals of America is highly valued by students and teachers. Your participation and insight are crucial to their success.

**Support Students by Serving as a Contest Judge**

By serving as a judge for the upcoming SLC Competitive Events of Business Professionals of America, you strengthen the partnership between business and industry leaders and students preparing for the

dynamic business world. The competitive events program gives students an exciting opportunity to explore business careers. Your participation as a judge affirms your support of our future workforce.

**Judged Events Requiring Preliminaries and Finals**

When the number of entrants in the judged event requires multiple sections, preliminary and final contests will be held. An equal number of the top contestants from each preliminary section will be called back for finals. The finals are conducted as a new contest. Call backs for finals, if needed, will be as follows:

If there are two sections, five contestants will be called back from each section.

If there are three sections, four contestants will be called back from each section.

If there are four sections, three contestants will be called back from each section.

**Judges’ Comments**

Students value the judges’ feedback. Please share your comments on the form provided. Your evaluation will be used to improve their skills as they prepare for projects or competitions.

Judges’ comments are returned to Local Advisors for contestants who provide a stamped envelope when they check in prior to judging at State Leadership Conference. We encourage you to write comments to the contestants/teams if they provide the stamped envelope. SLC staff will mail the completed comments to Local Advisors.

**Technical Judges**

Judges with strong expertise in business-related topics are needed to assess the student projects completed prior to SLC. The following contests require technical judges:

Economic Research Project-Individual (S)

Economic Research Project-Team (S)

Administrative Support Research Project (S)

Web Site Design Team (S/PS/ML)

Video Production Team (S/PS)

Digital Media Production (S/PS)

Interview Skills (S/PS)

Advanced Interview Skills (S/PS)

Global Marketing Team (S)

Entrepreneurship (S/PS)

Graphic Design Promotion (S/PS/ML)

Entrepreneurship Exploration (ML)

Intro to Video Production Team (ML)

Network Design Team (S/PS)

Broadcast News Production Team (S)

Computer Modeling (S)

Computer Animation Team (S)

S = Secondary

PS = Post-secondary

ML = Middle Level

Projects for these contests are sent to technical judges several weeks prior to SLC. Technical judges then assess the projects according to the technical rubric. Scored rubrics must be returned to State Office by the stated deadline. Technical scores are added to students’ on-site presentation scores and top-ranking students receive recognition at SLC.

**Tips for Judges**

You will receive a copy of the guidelines for your event. In judging events, it is extremely important to follow these guidelines and the stated time limits.

Turn off cell phones. Cell phone use is prohibited in contest rooms.

Complete scoring sheets and other contest information in neat, legible writing.

Try to put each contestant at ease. A smile goes a long way toward making nervous students feel comfortable!

Be consistent**.** It is very important to be consistent in your judging. Maintain the same expectations of and enthusiasm for the last participant as for the first.

Be consistent with questions. Ask each contestant or team the same questions.

When rating the first contestant, leave yourself room to score subsequent contestants lower or higher.

In many events, contestants are tightly scheduled. Make every effort to follow the schedule as closely as possible.

Notify your proctor or administrator of any personal needs.

**Before You Come to SLC**

o Read the information in your packet and review your assigned event before you arrive at SLC.

o Make a list of questions you want to ask at the “Conference Judges’ Orientation.”

o Bring your judges packet and a pen to your contest.

**At SLC**

Attend the “Judges’ Orientation” breakfast or luncheon meeting (see packet for when and where).

Contest Administrators and Proctors will assist judges as needed.

It is imperative to accurately record contestant numbers on the rating sheets. There can be no ties in the top ten contestants/teams, and it is the judges’ responsibility to break any ties.

**Judged Events**

**Administrative Support Research Project Individual (S) –**students conduct research on a topic relevant to the

Administrative Support area and presents findings to a panel of judges.

**Broadcast News Production Team (S) –** Teams create a three-to-five (3-5) minute news broadcast, containing two (2) different segments (news stories). One will be an open topic of the team’s choice. The second segment will discuss the impact of Business Professionals of America at the local, regional, or State level. After the presentation, students will answer questions from the judges.

**Computer Animation Team (S) –**The team will create a visualization animation (not to exceed two (2) minutes)

based upon the assigned topic and then present their project to the judges.

**Computer Modeling (S) –**A team will research, create a profile, concept design(s), prototype(s), and final model and/or scene based upon an assigned topic.

**Digital Media Production (S/PS) –**the student will produce a 1-2 minute digital media production based on an assigned topic. Their work will be demonstrated during a 10-minute presentation before a panel of judges.

**Economic Research Project Individual & Team (S) –**the student or team conducts research and presents findings on an economic topic to a panel of judges.

**Entrepreneurship (S/PS) –** students develop a business plan and organizational structure to initiate a small business and present the plan to a panel of judges. Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting their business plan to potential investors at a bank with the objective of securing financing for their business venture.

**Entrepreneurship Exploration (ML)** – To encourage students to have a better understanding of the American free enterprise system, contestants will conduct research on a local and chain restaurant. Contestants will meet with restaurant management from one local and one chain restaurant to gather research in preparation for their research paper, oral presentation, and response to questions from a panel of judges.

**Ethics & Professionalism (PS) –** Students **e**xplore the application of ethical frameworks to various aspects used in business today. They are given a scenario dealing with ethics or professionalism.

**Extemporaneous Speech (S/ML)/Contemporary Issues (PS) –**the student draws two different business topics at random, selects one, and, following ten minutes of preparation, offers an extemporaneous speech before a panel of judges.

**Financial Analyst Team –**Teams make decisions and recommendations using financial reports and prepare reports. Teams may determine trends, or make projections, or prepare budgets based upon a case study, and then will present findings to a panel of judges.

**Global Marketing Team (S)** – the team develops a plan that details pricing strategies and promotional plans for a business and presents their written marketing business plan to a panel of judges.

**Graphic Design Promotion (S/PS/ML) –t**he student creates a theme, logo and promotional flyer that promote an upcoming BPA National Leadership Conference and, through a question and answer session, informs the panel of judges how he/she produced the final product.

**Human Resource Management (S/PS) –**Students are assigned a case study and use a Human Resource manual to develop a solution to be presented to judges. The judges will assess the student’s interpretation of personnel

policies and knowledge of human resource management.

**Interview Skills & Advanced Interview Skills (S/PS) –S**tudent demonstrates proficiency in job search, interview situations, and knowledge of job retention. Contestants prepare an application letter and résumé, complete an application form, greet a receptionist (judge), and interview for a position. In Advanced Interview Skills, the student also develops and presents a career portfolio.

**Introduction to Video Production Team (ML) –**The team develops a one-minute production based upon the assigned topic.

**Network Design Team –**A team will analyze existing and planned business environments and develop a strategy for the implementation of a network infrastructure that addresses the needs of the defined business environment.

**Parliamentary Procedure Team (S) –**Team members conduct a business meeting in a democratic manner, demonstrating correct use of parliamentary procedure, utilizing an assignment sheet specifying agenda items and abilities to be demonstrated.

**Prepared Speech (S/PS/ML)** – Students present a prepared topic relating to business, entrepreneurship, or

Business Professionals of America to a panel of judges.

**Presentation Management Individual & Team (S/PS) –t**he student or team uses current desktop technologies and software to prepare and deliver an effective multi-media presentation and present it before a panel of judges.

**Presentation Management Team (ML) –**teams use current desktop technologies and software to prepare and deliver an effective multi-media presentation and present it before a panel of judges.

**Small Business Management Team (S/PS) –**A team evaluates a small business case problem and presents an operational plan to a panel of judges.

**Video Production Team (S/PS) –**A team develops a video production (3-5 minutes) on the assigned topic and presents it to a group of judges. After the presentation, students answer judges’ questions.

**Web Site Design Team (S/PS) –**A team develops a Web site based on a selected topic and presents to a panel of judges.

**Web Site Design Team (ML) –**The team will develop a Web site based on a selected topic and presents to a panel of judges.

Thank you for your time and dedication to our students. We appreciate your helping us ensure that our students have a successful and memorable conference as we celebrate 53 years of excellence and student achievement!

Please contact Devin Alexander [dalexander@bpa.org](mailto:dalexander@bpa.org) or Sonya Russell [russells1@duvalschools.org](mailto:russells1@duvalschools.org) with any questions or concerns.

[**REGISTER HERE**](https://fs7.formsite.com/Fr2y0z/q7refuuoxm/index.html)