



2021 Regional  
Leadership Conference

Call to Conference

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## Adviser Checklist to Prepare for Regional Leadership Conference

- Set chapter deadlines for registration and payment
- Submit school district paperwork information (request for travel, sub request, etc.)
- Provide members with necessary conference information, including registration cost and dates
- Send a letter to parents with event details
- Discuss dress code requirements with members
- Register all members, advisers, and guests for the conference by the deadline
- Print e-mailed invoice – check, double-check, triple-check for accuracy
- Submit invoice to bookkeeper for payment
- Mail conference payment
- Follow the deadline checklist for the Regional Leadership Conference
- Review Regional Leadership Conference tentative agenda with attending members
- Discuss State Leadership Conference information with members, so they are prepared if they qualify

## Regional Leadership Conference Deadline Checklist

Date	Deadline	Notes
Registration Opens	Nov 15, 2020	Register at <a href="http://www.gobluepanda.com">www.gobluepanda.com</a>
Registration Closes	Dec 15, 2020	12 pm (midnight) CT deadline
Online Testing Opens	Jan 4, 2021	8 am CT
Recorded Presentation Deadline	Jan 12, 2021	Submit via Wufoo by 5 pm CT
Online Testing Closes	Jan 22, 2021	5 pm CT deadline
Payment Deadline	Jan 29, 2021	
Regional Leadership Conference	Jan 30, 2021	

## General Information

The Iowa Future Business Leaders of America Regional Leadership Conferences are designed as educational conferences and includes competitive events, leadership development activities, career awareness programs, business meetings, and general sessions.

**Date:** January 30, 2021

**Location:** Virtual

**Cost:** \$15 per member, \$0 per adviser

## Registration

Blue Panda [Registration Link](#)

For assistance, view the Registration Step-by-step Guide located on [www.iowafbla.org](http://www.iowafbla.org).

## Registration Deadlines

- Registration Opens: November 15, 2020
- Registration Deadline: December 15, 2020 – 12 am (midnight) CT
- Payment Received Deadline: January 29, 2021

## Attendee Information Needed to Register

- Name\*
- Grade\*
- Gender\*
- Email\*
- Competitive Event

\*In order to be eligible to register and compete, members must be registered and paid with National FBLA-PBL to show up as a chapter member in Blue Panda.

## Registration Refunds

No registration refunds will be processed after the registration deadline.

## Required Registration Forms

- Multiple Release Forms – completed form from each member (adviser keeps – can be completed virtually)
- Standards of Professional Conduct

## Americans with Disabilities Act (ADA)

Iowa FBLA-PBL will make all reasonable accommodations necessary for all students to compete. During the registration process, please indicate any accommodations on an individual student's registration. A representative from Iowa FBLA-PBL will reach out to confirm your accommodation request after the close of registration.

## Competitive Events

Any member attending the Regional Leadership Conference may enroll in three events; no more than two (2) Qualifying Events. Each chapter may enter the following number of competitors:

- Two (2) per Qualifying Event
- Unlimited Objective Test

For a full detailed list of guidelines and policies relating to competitive events, members should review the Iowa FBLA Competitive Events Handbook and the [National FBLA Competitive Events webpage](#).

### Qualifying Events for Regional Leadership Conference

Top four (4) in each qualifying event for each region will advance to the State Leadership Conference. Members will follow the Event's National FBLA-PBL Guidelines and Preliminary Rating Sheets. The member's pre-judged materials will be reviewed prior to and/or during their performance event.

The 2021 Regional Leadership Conference Qualifying Events are:

- Business Ethics
- Digital Video Production
- Graphic Design
- Impromptu Speaking
- Introduction to Business Presentation
- Introduction to Social Media Strategy
- Job Interview
- Public Service Announcement
- Sales Presentation
- Social Media Strategies

Recorded video submissions and prejudged materials must be submitted by Jan 12, 2021 at 5 pm CT.

### Prejudged and Recorded Submission Process

All prejudged materials and recorded videos must be submitted via the [2021 Regional Leadership Conference Submission form](#).

All prejudged and recorded materials submitted to Iowa FBLA become the property of Iowa FBLA. The materials may be used for publication and/or reproduced.

Recorded video submissions can use any web-based meeting software (Zoom is recommended) that allows recording of teams when they are unable to be in the same location, to record team presentations. Individual competitors may use any method they prefer to record presentations

Videos must be posted online and submitted via an unlisted (only viewable with a link) format. (YouTube is recommended). If using a method other than YouTube to post online, please work with school technology coordinators to assist in posting an unlisted video.

A video will be submitted for judging. This video submission shall adhere to the following guidelines:

- Only the student(s) registered for the event may appear in the presentation. All team members should be visible during the presentation.
- Students must conform to the FBLA-PBL Dress Code while recording the video.
- Videos shall be submitted in one take. Only one video per competitor/team may be submitted. The submission **shall not** be edited in any way.
- Submissions may not be re-shot for any reason, including quality of performance, mistakes, etc.
- Teleprompters, cue cards, or other off-screen aids for competitors may not be used. Excluding note cards if allowed by event guidelines.
- For events that allow materials, visual aids, portfolios, etc. they may be shown to the judges as part of the recorded presentation. Materials cannot be uploaded as part of the presentation.

- For Presentations with Equipment and Demonstrations, students may utilize presentations (example: PowerPoints), should they choose to use them.
- Students would be allowed to share their computer screen for events categorized as Presentations with Equipment and Demonstration. If sharing the screen, students must still be seen in the recording.
- The question and answer portion will be eliminated, so competitors should endeavor to address all portions of the rating sheet in their presentation.
- The total presentation time **shall not** be extended by the amount of time allotted for Q&A. Any presentations that go over the time listed on the rating sheet, will receive a penalty deduction.

### Objective Tests for Regional Leadership Conference

All objective tests are non-qualifying events or 'straight-to-state' events. Any member competing in a non-qualifying event, will be eligible to advance to the State Leadership Conference, if desired. Members in the top six (6) will be recognized during the Regional Leadership Conference's Awards of Excellence Ceremony.

Objective Tests are taken via the E-sess online testing platform. Members will complete the test on their individual device. Members and schools may want to check with their IT administrator on how to connect and access guest networks for homes, hotels, and other schools. In some cases, the member must sign into the computer on the school network before accessing another network off of school campus.

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| <ul style="list-style-type: none"> <li>● Accounting I</li> <li>● Accounting II</li> <li>● Advertising</li> <li>● Agribusiness</li> <li>● Banking and Financial Systems*</li> <li>● Business Calculations</li> <li>● Business Communication</li> <li>● Business Law</li> <li>● Computer Applications*</li> <li>● Computer Problem Solving</li> <li>● Cyber Security</li> <li>● Database Design &amp; Application*</li> <li>● Economics</li> <li>● Entrepreneurship*</li> <li>● Health Care Administration</li> <li>● Help Desk*</li> <li>● Hospitality &amp; Event Management*</li> <li>● Insurance and Risk Management</li> <li>● International Business*</li> <li>● Introduction to Business</li> <li>● Introduction to Business Communication</li> </ul> | <ul style="list-style-type: none"> <li>● Introduction to Business Procedures</li> <li>● Introduction to Event Planning*</li> <li>● Introduction to FBLA</li> <li>● Introduction to Financial Math</li> <li>● Introduction to Information Technology</li> <li>● Introduction to Parliamentary Procedure</li> <li>● Journalism</li> <li>● Management Decision Making*</li> <li>● Management Information Systems*</li> <li>● Marketing*</li> <li>● Network Design*</li> <li>● Networking Infrastructures</li> <li>● Organizational Leadership</li> <li>● Parliamentary Procedure*</li> <li>● Personal Finance</li> <li>● Political Science</li> <li>● Securities and Investments</li> <li>● Sports &amp; Entertainment Management*</li> <li>● Spreadsheet Applications*</li> <li>● Supply Chain Management</li> <li>● Word Processing*</li> </ul> |
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\*Only the objective test will be completed at the Regional Leadership Conference.

Information about online testing will be emailed to advisers after the registration deadline. All online tests will be completed in each chapter's home school or at the student's home beginning January 4, 2021 at 8 am CT. The closing date for online testing is January 22, 2021 at 5 pm CT.

## Policies

### Dress Code

Iowa FBLA members are required to adhere to and follow the National FBLA-PBL dress code. The National FBLA-PBL dress code can be found in the 2020-2021 Iowa FBLA Competitive Events Handbook or by visiting [National FBLA-PBL Competitive Events webpage](#).

### Online Integrity Policy

Iowa FBLA is committed to providing a safe, productive, and welcoming environment for all meeting participants and Iowa FBLA staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, Iowa FBLA staff members, service providers, and all others are expected to abide by this Online Integrity Policy. This Policy applies to all Iowa FBLA meeting-related events, including those sponsored by organizations other than Iowa FBLA but held in conjunction with Iowa FBLA events, on public or private platforms.

Iowa FBLA has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, Iowa FBLA asks that you inform either a local adviser, Lou Voss, State Adviser ([stateadviser@iowafbla.org](mailto:stateadviser@iowafbla.org)), or Chris Dzurick, State Chairperson ([chris.dzurick@iowa.gov](mailto:chris.dzurick@iowa.gov)) so that appropriate action can be taken.

Unacceptable Behavior is defined as:

- Harassment, intimidation, or discrimination in any form.
- Verbal abuse of any attendee, speaker, volunteer, exhibitor, Iowa FBLA staff member, service provider, or other meeting guest.
  - Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, Iowa FBLA staff member, service provider, or other meeting guest.
- Disruption of presentations during sessions, in the exhibit hall, or at other events organized by Iowa FBLA throughout the virtual meeting. All participants must comply with the instructions of the moderator and any Iowa FBLA virtual event staff.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. Iowa FBLA reserves the right to remove such messages and potentially ban sources of those solicitations.
- Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in the virtual space.

Iowa FBLA reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and Iowa FBLA reserves the right to prohibit attendance at any future meeting, virtually or in person.

## Comprehensive Consent Form

This is to certify the named **Member/Participant** listed below has my permission to attend all Iowa FBLA-PBL sponsored State Leadership Conference activities. I also release Iowa FBLA-PBL, the school officials, the chapter advisers, conference staff, and Iowa FBLA-PBL staff and volunteers from any claims for personal injuries/damages which might be sustained while (s)he is traveling to and from an event or during an Iowa FBLA-PBL sponsored activity.

I authorize the below named **Educator/Adviser** or Iowa FBLA-PBL staff to secure the services of a doctor or hospital for the named **Member/Participant**. I will pay the expenses for necessary services in the event of accident or illness.

<b>Member/Participant Name</b>	Name:
<b>Local Chapter (School) Name</b>	
<b>Name of Educator/Adviser Supervising Member</b>	Name:
<b>Parent(s)/Guardian Name(s) &amp; Phone</b>	Name: Phone Number: Name: Phone Number:
<b>Emergency Contact Name/Phone Number</b>	Name: Phone Number:
<b>Member/Participant Home Address</b>	Address: City, State Zip:
<b>Member/Participant Age/DOB/Gender</b>	Age: DOB: Gender:
<b>Swimming Permission</b>	<input type="radio"/> Yes, my child can/may swim <input type="radio"/> No, my child cannot swim/isn't permitted to swim
<b>Medical Information</b>	Known Allergies: Current Medication: Chronic Conditions: Physical Restrictions:

I have read and completely understand the Personal Liability, the Code of Conduct, FERPA Directory Information, and the Photography, Video, and Sound Release agreements, and by signing, do hereby agree to abide by these in their entirety, accept the conditions of the agreements, and completely release Iowa FBLA-PBL's national, state and district associations.

\_\_\_\_\_  
Member/Participant Signature

\_\_\_\_\_  
Parent/Guardian Signature (if under 18)



## Iowa FBLA-PBL Personal Liability

I hereby agree to release FBLA-PBL Inc., and Iowa FBLA-PBL, its representatives, agents, servants and employees from liability for any injury to the named person, resulting from any cause whatsoever occurring to the named person at any time while attending the Iowa FBLA-PBL Leadership Conference indicated on the other side of this page, including travel to and from the conference, excepting only such injury or damage resulting from willful acts of representatives, agents, servants, and employees.

Having read and understood completely the "Code of Conduct" of Iowa FBLA-PBL, I do hereby agree to follow the procedures and practices described. I fully understand that this is an educational activity and will, to the best of my ability, apply myself for the purpose of learning and will uphold at all times the finest qualities of a person representing Iowa FBLA-PBL.

**NOTE:** All persons under legal age must have a parent or guardian sign this form (see other side). Otherwise, this form will be returned for a parent or guardian signature. All participants must sign this form.

### Code of Conduct Agreement

The Iowa FBLA-PBL Leadership Conferences are designed to be educational functions and all plans are made with that objective. The Conferences represent Iowa FBLA-PBL's most significant meetings of the year. Iowa FBLA-PBL wants every person to have an enjoyable experience with every attention paid to safety and comfort. All participants will be expected to conduct themselves in a manner best representing the nation's greatest student organization.

In order that everyone may receive the maximum benefits from their participation, the "Code of Conduct," as established by Iowa FBLA-PBL, must be followed at all times.

Note that attendance is not mandatory. By voluntarily participating, you agree to follow the official conference rules and regulations or forfeit your personal rights to participate. We are proud of our students and know that by signing this "Code of Conduct" you are simply reaffirming your dedication to be the best possible representative of your school and chapter.

1. I will, at all times, respect all public and private property, including the hotel or motel in which I am housed.
2. I will spend each night in the room of the hotel or motel to which I am assigned.
3. I will strictly abide by the curfew established and shall respect the rights of others by being as quiet as possible after curfew.
4. I will not be in the sleeping room of the opposite sex.
5. I will not use alcoholic beverages. I will not use drugs unless I have been ordered to take certain prescription medications by a licensed physician. If I am required to take medication, I will, at all times, have the orders of the physician on my person.
6. I will not leave the hotel or motel without the express permission of my local chapter adviser.
7. My conduct shall be exemplary at all times.
8. I will keep my adviser informed of my whereabouts at all times.
9. I will, when required, wear my official identification badge.
10. I will respect official FBLA-PBL dress.
11. I will attend, and be on time for, all general sessions and activities that I am assigned to and registered for.
12. I will adhere to the dress code at all required times.
13. If my parent/guardian did not approve my swimming, I will not swim or be near open water.

### **Violations and Penalties**

I agree that if, for any reason, I am in violation of any of the rules of the conference I am attending, I may be brought before the appropriate discipline committee for an analysis of the violation. I also agree to accept the penalty imposed on me. I understand that any penalty and reasons for it will be explained to me before it is carried out. I further realize that the severity of the penalty may increase with the severity of the violation, even to the extent of being immediately sent home at my own expense.

1. Violations of Items 1 through 6 of the "Code of Conduct" will be grounds for disqualification, immediate removal from competition and relinquishment of awards and recognition. In addition, the violator will be sent home at his or her own expense. Notification of the violation and the action taken will be sent to the participant's local school district and parents/guardians. The participant's entire voting delegation could be unseated, and the candidates or competitors from the participant's local chapter could be disqualified as well.

2. Violations of Items 7 through 13 will result in a warning and reprimand. Notification of the violation and the action taken will be sent to the participant's local school district administration and parents or guardians. Repeated violations of Items 7 through 12 may result in the participant being sent home at his/her own expense.

### **Photography, Video, and Sound Release**

I hereby grant the Iowa FBLA-PBL permission to make still or motion pictures and sound recordings, separately or in combination, and also give a production company approved by the Iowa FBLA-PBL permission to use the finished silent or sound pictures, and/or sound recordings as deemed necessary.

Further, I so hereby relinquish to the Iowa FBLA-PBL all rights, title, interest in, and income from the finished sound or silent motion pictures, still pictures, and/or sound recordings, negatives, prints, reproductions, and copies of the originals, negatives, recording duplicates and prints, and further grant the Iowa FBLA-PBL the right to give, sell, transfer, and/or exhibit the same to any individual, business firm, publication, television station, radio station or network, or governmental agency, or to any of their assignees, without payment or other consideration to me.

My agreement to perform under camera, lighting, and stated conditions is voluntary and I do hereby waive all personal claims, causes of action, or damages against the Iowa FBLA-PBL and the employees thereof, arising from a performance or appearance. I hereby authorize Iowa FBLA-PBL to display my picture, school information (school, address, and telephone number) and e-mail address on the Iowa FBLA-PBL web site.

Family Educational Rights and Privacy Act (FERPA)  
**Iowa Future Business Leaders of America – Phi Beta Lambda**

The *Family Educational Rights and Privacy Act (FERPA)*, a Federal law, requires that **Iowa Future Business Leaders of America – Phi Beta Lambda**, with certain exceptions, obtain your written consent prior to the disclosure of personally identifiable information from your child’s education records. However, **Iowa Future Business Leaders of America – Phi Beta Lambda** may disclose appropriately designated “directory information” without written consent, unless you have advised the **Iowa Future Business Leaders of America – Phi Beta Lambda** to the contrary in accordance with **Iowa Future Business Leaders of America – Phi Beta Lambda** procedures. The primary purpose of directory information is to allow the **Iowa Future Business Leaders of America – Phi Beta Lambda** to include information from your child’s education records to higher education institutions, the military, and Iowa FBLA-PBL partners.

Who may receive directory information?	Purpose for which directory information may be used?
Higher Education Institutions	Scholarship opportunities, open house events, Phi Beta Lambda communications, admissions contact
Military Recruiters	Military opportunities, scholarship opportunities, ROTC programs
Additional Iowa FBLA-PBL Partners	Internship, apprenticeship, and job opportunities

Directory information, which is information that is generally not considered harmful or an invasion of privacy if released, can also be disclosed to outside organizations without a parent’s prior written consent. Outside organizations include, but are not limited to, companies that partner with **Iowa Future Business Leaders of America – Phi Beta Lambda** for the promotion of college and career readiness. In addition, two federal laws require local educational agencies (LEAs) receiving assistance under the Elementary and Secondary Education Act of 1965, as amended (ESEA) to provide military recruiters, upon request, with the following information – names, addresses and telephone listings – unless parents have advised the LEA that they do not want their student’s information disclosed without their prior written consent. **[These laws are Section 9528 of the ESEA (20 U.S.C. § 7908) and 10 U.S.C. § 503(c).]**

If you do not want **Iowa Future Business Leaders of America – Phi Beta Lambda** to disclose any or all of the types of information designated below as directory information from your child’s education records without your prior written consent, you must notify the **Iowa Future Business Leaders of America – Phi Beta Lambda** in writing 30 days before the State Leadership Conference. **Iowa Future Business Leaders of America – Phi Beta Lambda** has designated the following information as directory information:

- **Student's name**
- **Telephone listing**
- **Electronic mail address**
- **Photograph**
- **Dates of participation**
- **Grade level**
- **The most recent educational agency or institution attended**
- **Student membership number used to communicate in electronic systems**

## FAQs

**Q:** Where do I go to register?

**A:** Registration for Regional Leadership Conference can be accessed at [www.gobluepanda.com](http://www.gobluepanda.com). Follow the Blue Panda Registration Guide for step-by-step instructions.

**Q:** What is my username and password?

**A:** Username includes IAFBLA\_ and your chapter number. The default password is service. Example: Chapter number is 2934, the username would be IAFBLA\_2934.

**Q:** Where do I submit a student that needs accommodations?

**A:** Please list these accommodations in the registration system. A state staff member will confirm after the close of registration.

**Q:** How do I know that my registration has been received?

**A:** Make sure to click SUBMIT at the end of the registration process. If you receive an e-mail confirmation, you are officially registered. Chapter registration can be re-opened prior to the close of registration an unlimited amount of times.

**Q:** In how many events can a member participate? How many entries can my chapter submit?

**A:** No more than three. Please refer to the [Iowa FBLA Competitive Events Handbook](#).

**Q:** Why am I not seeing all my chapter members?

**A:** The member must first be registered and paid on my.FBLA-PBL.org. Blue Panda syncs with my.FBLA-PBL.org every four hours. (6 am, 10 am, 2 pm, 6 pm, 10 pm, and 2 am CT)

**Q:** What if I can't login or don't recall my password?

**A:** Username is IAFBLA\_ plus your chapter number. The default password is service. You can use the self-service tool by clicking "Forgot Password" on [www.gobluepanda.com](http://www.gobluepanda.com) to reset your password via email.

**Q:** Where is the information on taking tests?

**A:** Tests will all take place online, prior to the Regional Leadership Conference. Information about logging in to take tests will be sent out via email after the close of registration.

**Q:** Can students start the test on one day and finish it on another?

**A:** No. Students must take the test in one sitting.

**Q:** If an event is multipart (production and test, performance and test, etc.) will both parts take place at RLC?

**A:** No. Multipart events that are NOT qualifying events will only have the objective test at RLC. Example: Word Processing – Only the objective test will be offered at RLC. The production test will NOT be completed at RLC.