



State Leadership Conference Guide

Collegiate
2025

Updated: 1/16/25



Checklist

A recommended checklist for local advisers as they prepare for the State Leadership Conference.

- Review the ~~State Leadership Conference guide~~
- Print the State Leadership Conference guide for future reference
- Set chapter deadlines for registration, payment, parent meeting, etc.
- Submit school paperwork information (request for travel, sub request, etc.)
- Provide members with necessary conference information, including registration cost and dates
- Discuss dress code requirements with members
- Register all attendees (members, advisers, and guests) for the conference by the state deadline
- Collect member payment before registration deadline
- Print conference invoice – check, double-check, triple-check for accuracy
- Submit invoice to business office/secretary for payment
- Mail conference payment to Iowa FBLA
- Follow the important dates checklist for the State Leadership Conference
- Review State Leadership Conference tentative agenda with attendees
- Ensure all forms are completed before the State Leadership Conference
- Follow Iowa FBLA on social media (@iowafbla) for important event updates
- Develop a group chat (Text message, GroupMe, or Remind) with attendees for event communications
- Discuss National Leadership Conference information with members, so they are prepared if they qualify
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Important Dates

A recommended list of important dates and actions needed for the State Leadership Conference. Please note this list does not supersede any dates or deadlines published by the state or national office.

Deadline	Item	Notes
Dec 11, 2024	Registration Opens	iowafbla.org/collegiate-slc
Feb 5, 2025	Registration Deadline	5 PM CT
Feb 14, 2025	Pre-Conference Forms Due	iowafbla.org/collegiate-slc
Feb 14, 2025	Prejudged Materials Due (Asset Collection)	Upload in Blue Panda 5 PM CT
Feb 21, 2025	Competitive Event Schedule Release	iowafbla.org/collegiate-slc
Feb 21, 2025	Payment Deadline	
Feb 28-Mar 1, 2025	State Leadership Conference	DMACC Ankeny

General Information

The Iowa Future Business Leaders of America’s State Leadership Conference is designed as an educational conference that includes competitive events, leadership development activities, career awareness programs, business meetings, and general sessions. All of the conference rates include a complimentary lunch provided by Iowa FBLA on the last day of the conference.

Registration

Member, Adviser, and Adult Rate

The conference rate is based on the number of nights the attendee stays at an official Iowa FBLA hotel. Iowa FBLA is obligated to meet conference and venue requirements by having a certain percentage of attendees stay on site during the entire conference.

Adviser/Adult Guest Volunteer Rate

Advisers/adults guests are encouraged to volunteer to assist with the conference activities. If yes is checked for volunteering during the registration process, you will receive a \$30 discount from the standard rate. You will receive your volunteer assignment at registration check-in at the conference.

Collegiate State Leadership Conference February 28-March 1, 2025 DMACC, Ankeny		
Attendee	Hotel Stay	Registration Cost
<u>Standard Rate</u> Student Member Adviser Adult Guest	1 night	\$75
	No stay	\$120
<u>Volunteer Rate</u> Adviser Adult Guest	1 night	\$45
	No stay	\$90

Conference registration is open from December 11, 2024 through February 7, 2025 at 5 PM CT in the conference management system, Blue Panda. Registration can be assessed at app.gobluepanda.com by using your school email address. For assistance, view the registration guide located at www.iowafbla.org/collegiate-slc.

Registration Dates

Registration Opens: December 11, 2024
 Registration Deadline: February 7, 2025
 Payment Deadline: February 21, 2025

Information for Registration

Attendee Name, Gender, Email, Phone Number*
 Advisers & Adult Guests will select a volunteer option
 Attendee Grade* (members only)
 Competitive Events (members only)

**In order to be eligible to register for the State Leadership Conference, members must be registered and paid in FBLA Connect. Members will auto-populate in the chapter list of eligible attendees. Paid membership records auto-sync from FBLA Connect to the Blue Panda Conference Management System within 5 minutes.*

Registration Eligibility

Chapter advisers, parents, alumni, local administrators, teacher educators or other interested individuals are eligible to attend the State Leadership Conference. Every event attendee at the State Leadership Conference MUST be registered and paid by the registration deadline.

Conference Hotel & Lodging

The official conference hotel is designated as the primary location of the conference events and activities. Overflow hotels are used for additional lodging locations and are typically located within walking distance of the conference hotel. Chapters will be assigned lodging in only approved conference hotels or overflow hotels. Hotel selection is not guaranteed and based on availability at the close of conference registration. Room types are based on number of occupants and not number of beds. Attendees can only be lodged in rooms with the same travel block as all other room occupants.

Room Type	Daily Rate (per occupant, per night)
1 Occupant	\$150
2 Occupants	\$75
3 Occupants	\$50
4 Occupants	\$37.50

Official Hotel Property

Property Name	Location	Features
Holiday Inn Express Des Moines Ankeny (Official Conference Hotel)	2502 SE Hulsizer Dr Ankeny, IA 50021	<ul style="list-style-type: none"> • Free Parking • Free Breakfast • Free Wifi
<p>Iowa Administrative Code 80.45A requires all lodging facilities in Iowa to complete human trafficking training to accept public funds. The Iowa Office to Combat Human Trafficking certifies lodging facilities that have completed the required training. To find out more about certified lodging facilities, please visit stopthiowa.org. All conference hotels and overflow hotels are certified by the Office to Combat Human Trafficking through the end 2024.</p>		

Payments

Payments can be submitted to Iowa FBLA via check or credit card. All payments have a deadline of February 9. Iowa FBLA's W-9 is available at www.iowafbla.org/advisers. Many business offices request a copy of the W-9 before processing checks and credit card payments.

Checks

Checks should be made out to Iowa FBLA and mailed to:

Iowa FBLA
 Attn: Financial Coordinator
 723 Curtis Ave
 Chariton, IA 50049

Credit Card Payments

A 3% credit card convenience fee will be added to the invoice. This fee will reflect on the invoices generated by the Blue Panda Conference Management System. The credit card payment link and instructions will be sent after the registration deadline.

Late Fee

A 10% late fee will be added to the invoice if payment is not RECEIVED by February 21.

Registration Additions, Modifications, and Refunds

Please note that after the conference registration deadline of February 7, you will need to contact Iowa FBLA to make any changes or edits. This includes but is not limited to, adding an attendee, adding or modifying competitive events registration, substituting attendees, etc. Dropping an attendee from registration will not be charged the \$25 fee; however, no refunds will be granted after the February 7, 2025 registration deadline regardless of actual conference attendance. No changes can be made after February 14, 2025.

Name	Change	Fees & Costs
Attendee 1	Add registration, hotel stay, & events	\$25 fee + \$80 registration
Attendee 2	Change event(s)	\$25 fee
Attendee 3	Drop event, delete registration	No fee, no refund provided

Accommodations Requests

Iowa FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who submit a request through Blue Panda. FBLA will provide reasonable accommodations for competitors to enable equitable access to the competitive events program. For example, accommodations include wheelchair access, interpreter services, food allergies or restrictions, or IEP-determined accommodations for competitive events. The Accommodation Policy is in place to

- Provide reasonable accommodations to enable safe and responsible access to the program
- Recognize and facilitate the learning accommodation of students, including those with IEPs and Section 504 accommodations

FBLA recognizes the need to enable students whose first language is not English to have equitable access to the competitive events program. FBLA will provide reasonable accommodations, including translation services and interpreters, to those who submit a request through Blue Panda.

Event Preparation

Pre-Conference Forms

When preparing for the State Leadership Conference, several pre-conference forms should be completed to support the registration submitted in the conference management system, Blue Panda. Forms can be completed by the local chapter adviser or member.

Deadline	Pre-Conference Form	Link
February 14, 2025	Conference Nomination Form <ul style="list-style-type: none"> • Adviser of the Year • Businessperson of the Year • Who's Who in FBLA • School Administrator of the Year • Adviser Retirement • Conference National Anthem Singer 	form.jotform.com/iowafbla/slc-conference-nomination-form
Rolling Deadline	Partnership and Exhibitor Registration	https://www.iowafbla.org/partnerships
Rolling Deadline	FBLA Competitive Event Sponsorship	https://www.iowafbla.org/partnerships
February 14, 2025	Prejudged Materials	See Prejudged Materials Section

Financial Contributions

Iowa FBLA is funded through the Strengthening Career and Technical Education for the 21st Century Act (Perkins V). These funds are issued by the Iowa Department of Education and are critical to operating Iowa FBLA. Part of the funding received from the Department of Education requires matching funds through external funding sources. The funding received from local businesses, organizations, chapters, and individuals meets the external funding sources as required by the Department of Education. These funds support the Competitive Events program through National Leadership Conference scholarships, plaques, and awards for competitors.

To encourage Financial Leadership, Iowa FBLA asks each chapter to seek out and obtain \$250 worth of contributions to Iowa FBLA. To be eligible for the Lloyd V. Douglas Chapter of the Year award, the chapter must submit \$250 worth of contributions to Iowa FBLA. Chapters will be recognized at the State Leadership Conference for obtaining the most contributions. For more information about contributions, please visit www.iowafbla.org/partnerships.

Local Chapter Delegates

Each chapter registered for the State Leadership Conference is awarded two local chapter delegates. Voting delegates are indicated through the registration process and will receive electronic communications relating to their official duties.

State Officer Candidates and Campaigns

The deadline to complete the state officer application is January 30, 2025. The state officer application and handbook are online and can be found at <https://www.iowafbla.org/run-for-collegiate-state-office>. All candidates will be required to complete all activities located in the State Officer Handbook. Campaigning will take place during the State Leadership Conference.

Elections and Voting

Voting Delegates will receive a ballot in their chapters registration packet on-site at the State Leadership Conference. Make sure your chapter has a well-informed discussion about the candidates before your delegates place their vote. Iowa FBLA uses *ranked ballot* voting where the delegates rank the candidates instead of only selecting one candidate.

Competitive Events

For the 2025 State Leadership Conference, the Competitive Events Program will include National Events. Competitive Events include live presentation/performance events, objective test-only events, and case study competitions. For a full detailed list of guidelines and policies relating to competitive events, advisers and members should review the Iowa FBLA Competitive Events webpage.

Limits

The State Leadership Conference has limitations on the number of competitive events a member may enter and compete in. Limited to a maximum of three (3) competitive events in total which may include:

- Limited to a maximum of two (2) National Qualifying Events
- Limited to a maximum of three (3) Objective Test Events

Photo Identification

All competitive event participants will be required to show photo identification prior to entering the competition area. For performance competitors, the member will be required to show a photo ID to the event facilitator before entering the event competition. For objective testing, the member will present their photo ID to a facilitator when picking up their testing card at objective test registration.

Requesting competitors to show photo identification helps increase the fidelity and integrity of FBLA's competitive events program. We encourage government issued identification or school identification to be presented. The competitor must present an original, valid current photo ID that is issued by a city, state or federal government agency or by the competitor's school. The photo must be current and recognizable.

Some Examples:

- Driver's license or non-driver ID card
- Official school-produced student ID card from the school the competitor currently attends
- Passport, passport card, or U.S. Global Entry identification card
- Government-issued military or national identification card

If a competitor does not have an acceptable form of ID listed above, the Competitor Identification Form may be completed and used. To obtain the Competitor Identification Form, please stop by the conference headquarters.

National Qualifying Objective Test Events

Online objective testing is completed on the first day of the State Leadership Conference in person. All testing will take place in a computer lab with provided devices. However, chapters are welcome to bring their own computers for online testing of all objective tests. Objective testing will be conducted on a web browser like Chrome or Firefox. Iowa FBLA does not provide technical support during the conference for school or personal devices.

Prejudged Materials - Asset Collection

All prejudged materials submitted to Iowa FBLA become the property of Iowa FBLA. Prejudged materials are submitted through the Asset Collection process in Blue Panda. To see what files are required to be uploaded, please log into Blue Panda and click on the 'Action Items' box. Files should be submitted using a Google Drive, Dropbox, One Drive, or similar URL that is publicly accessible. YouTube public or unlisted videos can also be used for submitting a Video URL. All prejudged materials must be uploaded through the asset collection process by February 14, 2025 at 5 PM CT.

Judges

Iowa FBLA relies on volunteers to run and support many activities and programs within Iowa FBLA. If you know of an individual who would be interested in volunteering to serve as a judge, please email Chris Dzurick, Iowa FBLA State Programs Manager at chris@iowafbla.org.

Judges can include parents, chaperones, business and industry representatives, supporters of the local FBLA chapter, and any other individual who supports FBLA's mission. At this time, advisers and members of FBLA are ineligible to judge events at the State Leadership Conference.

Conference Activities

Conference Program

The conference schedule, activities, and workshop descriptions will be available on the Iowa FBLA website and a conference mobile application. All conference attendees are encouraged to download the mobile application on their phone and plan out their personal schedule for the conference. This will be the most up-to-date information on times of events, locations of workshops, etc.

Event Volunteers

Each chapter will be asked to help with competitive events and or chaperoning conference activities. New advisers and chaperones are encouraged to consult with veteran advisers and chaperones to understand the facilitation process. Facilitating may consist of the following: chaperoning conference activities, competitive events timekeeper, door watcher, and objective test supervising.

Tentative Schedule

The schedule is tentative and is subject to change prior to the conference. The official conference schedule is located in the conference program on the Iowa FBLA State Leadership Conference webpage or conference mobile application. Please note: This schedule does not include activities, events, and deadlines that happen prior to or after the conference.

Workshops

Workshop topics include financial literacy, preparing for the workforce, team work skills, career advice, and many more relative topics for attendees. Check the conference schedule for workshop topics and descriptions. Workshops are encouraged for all conference attendees when not in a competitive event.

Dress Code

FBLA members and advisers should develop an awareness of the image of one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare members for the business world.

Conference attendees are required to adhere to and follow the National FBLA dress code. The National FBLA dress code can be found at www.fbla.org/dresscode

Professional Attire

Attendees should follow the National FBLA Dress Code.

- General Sessions
- Workshops
- Competitive Events

- Common Areas of the Conference Center

Casual Attire

Clothing should be appropriate for a professional conference.

- Community Service Activities
- Entertainment and Social Activities
- Common Areas of the Hotel

Recognition Events

Iowa FBLA recognizes individuals and chapters for their hard work and dedication to FBLA. Individual recognition is awarded to members, advisers, school, and business representatives. Chapter recognition is awarded to the local FBLA chapter. Adviser of the Year, Businessperson of the Year, and Who's Who in FBLA will also receive recognition at the National Leadership Conference.

Recognition Event Submission Process

The following Recognition Events require a nomination form to be completed by the deadline outlined in the deadline checklist and pre-conference submission form checklist. The below recognition events should be submitted by February 14, 2025 using the link located in the Pre-Conference Submission forms.

- Adviser of the Year
- Adviser Retirement
- Businessperson of the Year
- Conference National Anthem Singer
- School Administrator of the Year
- Who's Who in FBLA

Individual Recognition Events

Individual recognition events highlight the dedication and service that the individual has contributed to Iowa FBLA. Recognition events may be calculated automatically, by rating sheet, or require materials to be submitted.

Adviser Length of Service

Local chapter advisers are recognized for years of service to the FBLA association. Recognition is given for the first year and then given for five-year intervals of service.

Adviser of the Year

Local chapter advisers are recognized for being an outstanding leader for their local chapter. All active local chapter advisers with three years of service or greater and have not received the Adviser of the Year award in the past three years are eligible. A student-member may nominate their local adviser by submitting a nomination by the pre-conference form deadline.

Adviser Retirement

Local chapter advisers that plan to retire in the current academic year are recognized for years of service to the FBLA association. Recognition is given for any level of service.

Businessperson of the Year

This event recognizes outstanding Iowa business leaders who have contributed to the success of FBLA at the local level. Each active local chapter may enter one person in the Businessperson of the Year event. The nominees must be members of the business and industry sector. Persons who are full-time employees of educational institutions or departments of education shall not be nominated for the award. A chapter may nominate a Businessperson by submitting a nomination by the pre-conference form deadline.

National Anthem Singer

This event gives an opportunity for an outstanding Iowa FBLA member to sing the National Anthem during our opening session. A chapter may nominate a member to sing the National Anthem by uploading a digital audio audition file of the member singing the national anthem by the pre-conference form deadline.

School Administrator of the Year

This event recognizes outstanding Iowa school administrators who have contributed to the success of FBLA at the local level. Each active local chapter may enter one person in the School Administrator of the Year event. The nominees must be full-time employees of local, regional, or state educational institutions or educational agencies. A chapter may nominate a School Administrator by submitting a nomination by the pre-conference form deadline.

Who's Who in FBLA

This event honors FBLA members who have made outstanding contributions to the local, state, and national levels. Each chapter may nominate one member; state and national officers do not count toward the chapter entry limit. Nominees must complete the Contributor Level of the Business Achievement Awards to be eligible for Who's Who in FBLA. Applicants must submit a form by the pre-conference form deadline.

Chapter Recognition Events

Chapter recognition events highlight the chapter and what local members have contributed to Iowa FBLA. Recognition events may be calculated automatically, by rating sheet, or require materials to be submitted.

Financial Leadership Award

Local chapters are recognized for their efforts in securing contributions and donations for competitive events and cash scholarships at the State Leadership Conference. To be recognized for this award, the chapter must submit the minimum \$250 requirement.

Largest Local Chapter Membership

Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to local chapters that have attained the largest membership in FBLA.

Largest Percentage of Increase in Local Chapter Membership

Effective state and national programs depend upon membership support and growth. Continued membership growth makes the expansion of services and materials possible. This event provides recognition to those local chapters that have attained the highest percentage of increase in FBLA membership.

Lloyd V. Douglas Chapter of the Year

The Lloyd V. Douglas Chapter of the Year Award is presented to the chapter who accumulates the most points from events at the State Leadership Conference. Recognition events do not qualify towards the Lloyd V. Douglas Chapter of the Year Award. Each chapter receives points for entering and placing in events

- 1st Place 10 points
- 2nd Place 9 points
- 3rd Place 8 points
- 4th Place 7 points
- 5th Place 6 points
- 6th Place 5 points
- 6th Place 5 points
- 7th Place 4 points
- 8th Place 3 points
- 9th Place 2 points
- 10th Place 1 points
- Officer Candidate 5 points

Post-Conference Information

Scores and Results

The Official Results of the State Leadership Conference will be certified and posted on www.iowafbla.org/collegiate-slc after the 2025 State Leadership Conference. Results including rating sheets, individual and team scores, and performance standards will be provided electronically after the event. Electronic communications will be sent to advisers on how to access these reports.

National Leadership Conference

Competitors that participated in National Qualifying Events and who placed in the top four (4) of the state qualify to advance in that competitive event at the National Leadership Conference. Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation) at NLC. If placing in the top four of more than two National Qualifying Events, the competitor must determine which events they'll compete in.

Iowa FBLA allows "bump ups" in all National Qualifying Events. In the event that a top four qualifier declines the invitation to compete, Iowa FBLA will reach out to the 5th place winner and extend an invitation to compete at the National Leadership Conference. Invitations will be extended to winners starting in 5th place and stopping at 8th place until the entries have been accepted to advance to the National Leadership Conference.

Forms, Policies, and Procedures

To create a safe and meaningful educational environment and experience for all attendees, Iowa FBLA has adopted the following forms, policies, and procedures. Learn more about Iowa FBLA's policies at iowafbla.org/policies.

Conflict of Interest Policy

Iowa FBLA requires all board members, officers, volunteers, and key employees to act in the best interest of Iowa FBLA at all times. To view the full policy, click [here](#) or go to iowafbla.org/advisers.

Non-Discrimination Statement

Iowa FBLA will not discriminate on the basis of race, creed, color, sexual orientation, gender identity, national origin, sex, disability, religion, age, political party affiliation, or actual or potential parental, family or marital status in its programs, activities, or employment practices. To view the full statement, click [here](#) or go to iowafbla.org/advisers.

Whistleblower Policy

Iowa FBLA aims to provide employees with an avenue for raising such concerns and to reassure such employees that they'll be protected from reprisal or victimization as a consequence of reporting the alleged wrongdoing of any officer, director, employee, or agent of Iowa FBLA. To view the full policy, click [here](#) or go to iowafbla.org/advisers.

Comprehensive Consent Form

A form is available for local chapter use (not required by Iowa FBLA) to be signed by the conference attendee (if applicable, parent or legal guardian) acknowledging and understanding the Personal Liability, Code of Conduct, FERPA Directory Information, the Photography, Video, and Sound Release agreements. To read or complete the full consent form, click [here](#) or go to iowafbla.org/advisers