

District Leadership Conference Guide

High School
2024-25

Updated: Oct 22, 2024, Nov 4, 2024, Nov 11, 2024



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Printing Instructions

The District Leadership Conference Guide can be printed in its entirety for reference. Certain page ranges can also be printed for quick reference or to disseminate to members, parents/guardians, or other individuals.

- Page 4 - Checklist - Print for easy reference for advisers
- Pages 8-11 - Competitive Events - Print for referencing competitive events offered
- Pages 13 - Policies/Disclosures - Print to share with attendees Iowa FBLA's policies and disclosures
- Page 14 - Assurance Form - Print to obtain adviser and administrator signatures
- Pages 15-18 - Signed Forms - Print and provide to attendees to obtain signatures from attendees and parental/guardian consent.

Checklist

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

- Set chapter deadlines for registration and payment, often a few days prior to the state registration deadline
- Submit school paperwork information (request for travel, sub-request, etc.)
- Provide members with necessary conference information, including registration cost and dates
- Utilize the Competitive Event Poster and make guidelines on all competitive events available to members for sign-up
- Send a letter to family/guardian with event details
- Discuss and review dress code requirements with members
- Register all attendees (members, advisers, and guests) for the conference by the state deadline
- Print emailed invoice – check, double-check, triple-check for accuracy
- Submit an invoice to the bookkeeper or business office for payment. If paying with Perkins dollars, make sure the expense was budgeted and approved.
- Mail conference payment
- Follow the important dates checklist for the district conference
- Review tentative agenda with attendees
- Set a practice day with your students to make sure their events are well prepared
- Discuss the State 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 District Leadership Conference. Please note this list does not supersede any dates or deadlines published by the state or national office.

Date	Activity
November 1	Registration Opens
December 4	Registration Deadline
December 5-15	Objective Testing Window
December 15	Prejudged Materials Due
January 31	Payment Deadline

General Information

The Iowa FBLA District Leadership Conference is designed as an educational conference that includes competitive events, leadership development activities, career awareness programs, business meetings, and general sessions.

Registration Cost \$25 per student member, \$25 per adult		
District 1 January 28, 2025 Calmar, Iowa	District 2 January 8, 2025 Orange City, Iowa	District 3 January 11, 2025 Waukee, Iowa
District 4 December 16, 2024 Cedar Rapids, Iowa	District 5 January 18, 2025 Fairfield, Iowa	District 6 January 18, 2025 Corning, Iowa
Visit iowafbla.org/dlc to locate the district address and time information.		

Registration

Conference registration is open from November 1 through December 4 at 5 PM in the conference management system, [Blue Panda](https://app.gobluepanda.com). Registration can be accessed at app.gobluepanda.com by clicking on “Log in with FBLA Connect.” For assistance, view the Blue Panda guides at www.iowafbla.org/advisers

Registration Dates

Registration Opens: November 1
Registration Deadline: December 4
Objective Test Window: December 5-15
Prejudged Materials Deadline: December 15
Payment Deadline: January 31

Information Needed for Registration

Attendee Name, Grade (members only), Gender, Email, and Competitive Event(s) (members only). Prejudged materials will be collected after registration is submitted. In order to be eligible to register for the District Leadership Conference, members must be registered and paid in FBLA Connect. Members will auto-populate in the chapter list of eligible attendees.

Accommodations & Americans with Disabilities Act (ADA)

FBLA strives to make our gatherings, events, and competitive events accessible to everyone. If you require an accommodation, complete this portion in the registration system for each attendee. Examples of reasons that may need accommodations would include wheelchair access, interpreter services, food allergies or restrictions, or IEP-determined accommodations.

Iowa FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who submit a request through conference registration. FBLA will provide reasonable accommodations for competitors to enable equitable access to FBLA programs. The Accommodation Policy is in place to:

- Provide reasonable accommodations to attendees to enable safe and responsible access to the program.

Registration Eligibility

Chapter advisers, parents/guardians, alumni, local administrators, teacher educators, or other interested individuals are eligible to attend the District Leadership Conference. Important conference communications are sent to the adviser and qualifying adult registrants for each registered chapter. Every event attendee at the District Leadership Conference MUST be registered and paid by the registration deadline.

Lunch Counts

During the registration process, Advisers will be asked to identify if the student members will be attending the conference in person for lunch counts. Some student members may choose to only complete online tests and not attend the in-person conference due to scheduling conflicts. Advisers are asked to communicate with students if they plan to attend in person to get an accurate count for lunch to reduce food waste.

- 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, which may include translation services and interpreters, to those who submit a request through conference registration.

Payments

Iowa FBLA's W-9 is available on the website at www.iowafbla.org/advisers. Most business offices request a copy of the W-9 before processing 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 Blue Panda. All other invoices 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 January 31.

Registration Additions, Changes, and Refunds

After the registration deadline of December 4, no changes or additions can be made to the registration. There are no refunds after the registration deadline of December 4. The number of attendees may not be reduced or refunded for members not attending/participating in the conference.



Chaperone Ratios and Requirements

A ratio of one adult for every ten (10) members is *recommended*. In the event your district has a different chaperone policy, your district's policy should be followed. When attending Iowa FBLA conferences and events, advisers are expected to provide adequate supervision for their student members. All advisers, chaperones, and guests must follow the Iowa FBLA code of conduct. Advisers are expected to attend the entire conference and support students during all sessions.

Competitive Events

Limits

The District Leadership Conference has limitations on the number of competitive events a member or chapter may enter and compete in.

Members

Limited to a maximum of four (4) competitive events in total, which may include:

- A maximum of two (2) entries in qualifying live Presentation/Performance events
- A maximum of four (4) non-qualifying Objective Test only events

Chapters

- Limited to a maximum of two (2) entries per qualifying live presentation/performance event
- Unlimited entries in non qualifying objective test events
- Limited to one entry in the Battle of the Chapters competition

For a full detailed list of guidelines and policies relating to competitive events, advisers and members should review the Iowa FBLA Competitive Events webpage. The members' limits do not apply to the Battle of the Chapters competition.

Repeat Competitors

Members may compete in the same event at the district, state, and national levels more than once if they have not previously placed in the top 10 of that event at the National Leadership Conference. If a member places in the top 10 of an event at the National Leadership Conference, they are no longer eligible to compete in that event.

Wildcard Advancement Process

The wildcard advancement process creates both a fair and equitable advancement process from the district to the state level in qualifying events. At the conclusion of the final district conference, Iowa FBLA will compile all scores for each competition from all six districts and use standard deviation to normalize the scores.

Upon completion of normalizing the scores, Iowa FBLA will provide wildcard seats to the highest scores that did not qualify at the district level. Annually, there will be at least three wildcard seats per competition. More wildcard seats may be issued if a district doesn't have the maximum number of qualifying seats to advance to the state level. The total number of entries advancing to the state level will not exceed 15 entries in qualifying events.

Qualifying Presentation Events

The top two (2) entries in each qualifying event from each District will advance to the State Leadership Conference. Any unfilled spots and at minimum three spots will be 'wild card' spots for students to advance to the state conference. For more information on the wild card process, please review the wild card section. Members will follow the National FBLA Guidelines and Preliminary Rating Sheets. The member's prejudged materials will be reviewed prior to and/or during their performance event. Events that start with 'Introduction to...' are open only to 9th and 10th grade student members. The District Leadership Conference Qualifying Presentation Events are

- Broadcast Journalism
- Business Ethics
- Client Service
- Coding & Programming
- Computer Game & Simulation Programming
- Data Analysis
- Digital Animation
- Digital Video Production
- Graphic Design
- Help Desk
- Introduction to Business Presentation
- Introduction to Public Speaking
- Introduction to Social Media Strategy
- Job Interview
- Mobile Application Development
- Public Service Announcement
- Public Speaking
- Sales Presentation
- Social Media Strategies
- Website Design

Presentation event times will be listed on the tentative conference schedule. Members will be assigned a presentation time prior to the conference date. The actual event presentation time will be sent to advisers prior to the conference after all registrations have been entered. Presentation times can not be adjusted or modified to accommodate individuals leaving the conference early or arriving late.

Competitors present directly from a laptop/device in the preliminary round. Screens and projectors are not allowed for use during preliminary round competitions, and competitors are not allowed to bring their own. Power will not be available. Presentation events will be closed and not open to the public or general attendees to view.

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.

Prejudged Materials Deadline: December 15

Event Name	Submission	File Type
Business Ethics	Report	PDF
Digital Animation	Video	Video URL
Digital Video Production	Video	Video URL
Job Interview	Cover Letter & Resume	PDF

Online Objective Tests

Online objective tests will be taken prior to the District Leadership Conference at each local high school. This allows student members who are interested in competing at the district level to enter into a competitive event but not be required to attend the actual event on the day-of if their schedule does not allow. Students competing in only objective tests are still able to attend the conference (though not required) and take advantage of the networking opportunities, educational content, and participate in workshops during the in-person conference. During the registration process, you’ll be asked if the student member is attending the in-person conference to assist in reducing food waste.

Online Testing Window & Time

- December 5-15, 2024
- 7:00 AM - 7:00 PM CT during testing window

All objective tests are non-qualifying events or ‘straight-to-state’ events. Any member competing in a non-qualifying objective test event will be eligible to advance to the State Leadership Conference if desired. Members in the top four (4) will be recognized during the District Leadership Conference’s Awards of Excellence Ceremony.

Objective Tests are taken via an online testing platform. Information about the online testing events will be sent to advisers after the close of registration. Please ensure computers with internet access are available during this window for members to test. Testing at the district level is NOT proctored and students can take the test outside of school time. The testing platform is set up with many fail safes to

reduce cheating and uphold testing integrity. Please remind students of the honor code and penalties associated with cheating in competitive events.

Members will complete the test on their individual devices. All tests will be completed individually. For team tests, the scores will be averaged after all competitors have completed the test individually. Events that start with ‘Introduction to...’ are open only to 9th and 10th grade student members. If an event has more than one component (test plus project, test plus report, etc.), only the objective test component will be completed during the objective test window for the District Leadership Conference for the following events.

- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Banking and Financial Systems
- Business Communication
- Business Law
- Business Management
- Computer Applications
- Computer Problem Solving
- Cyber Security
- Economics
- Entrepreneurship
- Financial Math
- Future Business Leader
- Healthcare Administration
- Hospitality & Event Management
- Human Resource Management
- Insurance and Risk Management
- International Business
- Introduction to Business Communication
- Introduction to Business Concepts
- Introduction to Business Procedures
- Introduction to Event Planning
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Marketing Concepts
- Introduction to Parliamentary Procedure
- Journalism
- Management Information Systems
- Marketing
- Network Design
- Networking Infrastructures
- Organizational Leadership
- Parliamentary Procedure
- Personal Finance
- Public Policy & Advocacy
- Securities and Investments
- Sports & Entertainment Management
- Spreadsheet Applications
- Supply Chain Management
- UX Design
- Word Processing

Conference Activities

General Sessions

At a minimum, each district has two general sessions that include an opening session and a closing session called the Awards of Excellence Ceremony. The dress code for general sessions is the National FBLA Dress Code. Please note, that each district may choose to have additional general sessions including keynote speeches, speakers, etc.

Lunch

Lunch will be provided during the conference. Each district site may have different food options. Please indicate any dietary restrictions during registration.

Workshops and Activities

For each district site, the State Officers will organize educational workshops and/or activities including community service for the members while the competition results are processed.

Battle of the Chapters Competition

A Battle of the Chapters competition will be hosted at the district conference. For each district site, a Battle of the Chapters relay competition will take place. The Battle of the Chapters competition registration will be entered into Blue Panda. Each school may submit one team for this competition. The Battle of the Chapters competition is open to any in-person member attending the district conference and does not count toward the member event limit.

Volunteering & Event Management

Local advisers assist at the District Leadership Conference by volunteering to serve as event administrators or timekeepers. Volunteering is a great way to see competitive events behind the scenes to help better prepare students for the future. In addition, volunteering assists in lowering overall costs for district conferences and helping the district adviser secure fewer external volunteers.

Administrator - Tasked with the management of the event, checking competitors in and escorting them into the room for the judges. May assist with basic competitive event questions and will serve as the point of contact for the District Adviser.

Timekeeper - Tasked with event timing, alerting students when their setup time has started and ended, their performance time has started, one minute is remaining, and calling time, and their Q&A has started and ended.

State Leadership Conference

Competitors who participate in the qualifying presentation events and who place in the top two (2) of the district, will need to be registered in the event for the State Leadership Conference, if desired. If one of the top two (2) individual(s)/team(s) choose(s) not to compete at the State Leadership Conference, the vacant seat will be provided as a wild card seat.

Competitors who participated in objective tests may choose to compete in that specific event at the State Leadership Conference or may choose a different event.

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.

Comprehensive Consent Form

A form required to be signed by the conference attendee and 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.

Adviser Assurance Form

A form required to be signed by the local adviser and school administration and turned in when arriving at the event. The form assures the supervising local adviser will carry and maintain all attendees Comprehensive Consent Forms during the event. To read or complete the assurance form, click [here](#) or go to iowafbla.org/advisers.

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 produced 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.

Appendix A: Adviser Assurance Form

Iowa FBLA
Adviser Assurance Form
(for the Comprehensive Consent Form)

I, _____, Chapter Adviser for _____, verify that:
(Name of Adviser) (FBLA Chapter)

All conference-registered school representatives (including but not limited to students, instructors, advisers and observers) participating in Iowa FBLA sponsored conferences, have completed the Comprehensive Consent Form.

The Comprehensive Consent Forms of all conference-registered school representatives (including but not limited to instructors, advisers and observers) will remain in my possession at all times during any Iowa FBLA sanctioned conference.

I understand that, under no circumstances (other than those approved by the State Adviser and/or State Chair) I may not leave the conference premises for the entire duration of the conference. I agree to be the responsible party for my students and their actions.

I recognize and understand that Iowa FBLA will NOT collect the Comprehensive Consent Forms of my conference-registered school representatives (including but not limited to students, instructors, advisers and observers). I also have communicated the complete contents of this signed Assurance page with all Conference-registered school representatives (including but not limited to students, instructors, advisers and observers).

(Signature of School Adviser) (Date) (E-mail)

(Signature of Principal/Director/Dean) (Date) (E-mail)

Appendix B: Comprehensive Consent Form

This is to certify the named **Member/Participant** listed below has my permission to attend all Iowa FBLA sponsored State Leadership Conference activities. I also release Iowa FBLA, the school officials, the chapter advisers, conference staff, and Iowa FBLA 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 sponsored activity.

I authorize the below named **Educator/Adviser** or Iowa FBLA 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.

Member/Participant Name	Name: Age: DOB: Gender:
Local Chapter (School) Name	Name:
Name of Educator/Adviser/Supervising Member	Name:
Parent(s)/Guardian Name(s) & Phone	Name: Phone Number: Name: Phone Number:
Emergency Contact Name/Phone Number	Name: Phone Number:
Member/Participant Home Address	Address: City, State Zip:
Swimming Permission	<input type="radio"/> Yes, my child can/may swim <input type="radio"/> No, my child cannot swim/isn't permitted to swim
Medical Information	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's national, state, regional, and local associations. **NOTE:** All participants must sign this form.

Member/Participant Signature

Parent/Guardian Signature

Iowa FBLA Personal Liability

I hereby agree to release FBLA Inc. and Iowa FBLA, 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 event 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, 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.

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 Leadership Conferences are designed to be an educational function and all plans are made with that objective. The Conferences represent Iowa FBLA’s most significant meetings of the year. Iowa FBLA 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 the Iowa FBLA Iowa FBLA Board, 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 the official FBLA 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

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 12 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.

It is within the spirit of being a proud and meaningful member of FBLA that I agree to these rules of conduct by signing my name on the other side of this page.

Photography, Video and Sound Release

I hereby grant the Iowa FBLA 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 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 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 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 and the employees thereof, arising from a performance or appearance.

I hereby authorize Iowa FBLA to display my picture, school information (school, address and telephone number) and e-mail address on the Iowa FBLA website.

Appendix C: FERPA Waiver

Family Educational Rights and Privacy Act (FERPA) Iowa Future Business Leaders of America

The *Family Educational Rights and Privacy Act* (FERPA), a Federal law, requires that **Iowa Future Business Leaders of America**, 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** may disclose appropriately designated “directory information” without written consent, unless you have advised the **Iowa Future Business Leaders of America** to the contrary in accordance with **Iowa Future Business Leaders of America** procedures. The primary purpose of directory information is to allow the **Iowa Future Business Leaders of America** to include information from your child’s education records to higher education institutions, the military and Iowa FBLA 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 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/guardian’s prior written consent. Outside organizations include, but are not limited to, companies that partner with **Iowa Future Business Leaders of America** 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** 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** in writing 30 days before the event. **Iowa Future Business Leaders of America** 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