



State Leadership Conference Guide

High School
2024

Updated: 12/22/23



Checklist

A recommended checklist for local advisers preparing 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
- Send a letter or a meeting with parents to share event details
- Discuss dress code requirements with attendees
- 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	Details
Jan 15, 2024	Registration Opens	iowafbla.org/slc
Feb 19, 2024	Registration Deadline	5 PM CT
Feb 29, 2024	State Officer Application Deadline	5 PM CT
Feb 20-26, 2024	Hotel Selection Window	Deadline: 2/26 5 PM CT
Feb 19 - Mar 15, 2024	Registration Modification Window	
Mar 8, 2024	Pre-Conference Forms Due	iowafbla.org/slc
Mar 8, 2024	Prejudged Materials Due (Asset Collection)	Upload in Blue Panda 5 PM CT
Mar 15, 2024	Monday Night Activity Registration Deadline	
Mar 24, 2024	Payment Deadline	
Mar 24-26, 2024	State Leadership Conference	Cedar Rapids, IA

Revision History

Created: December 5, 2023

Printing Instructions

The State 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, or other individuals.

- Page 1 - Print the checklist for advisers
- Pages 21 - Print to share with attendees Iowa FBLA's policies
- Page 22 - Print to obtain adviser and administrator signatures
- Pages 23-27 - Print and provide to attendees to obtain signatures from attendees and parental consent

General Information

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

Advisers/adults are encouraged to volunteer to assist with the conference activities. If yes is checked for

volunteering during registration, you will receive a \$35 discount from the standard rate. You will receive your volunteer assignment at registration check-in at the conference.

Tuesday Only Registration

Parents and guests are encouraged to attend the conference on Tuesday to celebrate student success during the Awards Session. Registration of \$25 takes place on-site Tuesday morning. No pre-registration is required.

State Leadership Conference March 24-26, 2024 DoubleTree by Hilton Hotel Cedar Rapids Convention Complex		
Attendee	Hotel Stay	Registration Cost
<u>Standard Rate</u> Member Adviser Adult	2 nights	\$105
	1 night	\$125
	No stay	\$140
<u>Volunteer Rate</u> Adviser Adult	2 nights	\$65
	1 night	\$80
	No stay	\$100
Tuesday Only Registration	N/A	\$25

Conference registration is open from January 15, 2024 through February 19, 2024 at 5 PM CT in the conference management system, Blue Panda. Register at app.gobluepanda.com by clicking ‘Login with FBLA Connect.’ For assistance, view the registration guide located at www.iowafbla.org/slc. Each chapter must have one adviser/adult.

Registration Dates

Registration Opens: January 15, 2024
Registration Deadline: February 19, 2024
Payment Deadline: March 24, 2024

Information for Registration

Attendee Name, Gender, Email, Phone Number*
Advisers/adults will also need to select volunteer
Attendee Grade* (members only)
Competitive Events (members only)

**To be eligible to register for the State Leadership Conference, members must be registered and paid in the membership database, 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. Please note the synchronization happens at irregular intervals, taking up to 24 hours to sync.*

Registration Eligibility

Chapter advisers, parents, alums, 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.

Payments

All payments have a deadline of March 24. 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

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 reflected on the invoices generated by the Blue Panda Conference Management System. After the registration deadline, a credit card payment link and instructions will be emailed.

Late Fee

A 10% late fee will be added to the invoice if payment is not RECEIVED by March 24.

Registration Additions, Modifications, and Refunds

Please note that after the conference registration deadline of February 19, 2024, you must contact Iowa FBLA to make any changes or edits. Any changes or edits completed between February 20, 2024, and March 15, 2024, will be charged \$25 per change or edit in addition to any conference fees. 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 19, 2024, registration deadline, regardless of actual conference attendance. No changes can be made after March 15, 2024. Below are sample registration and modification scenarios.

Attendee	Change	Fees & Costs
Attendee 1	Add registration, add events	\$25 fee + Registration
Attendee 2	Change name or events	\$25 fee
Attendee 3	Drop event, delete registration	No fee, no refund provided

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 must supervise their student members adequately. All advisers, chaperones, and guests must follow the Iowa FBLA code of conduct. Advisers are expected to attend all sessions.

Accommodations Request

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.

Optional Registration Add-ons

Iowa FBLA offers discounted rates and optional add-ons that can be purchased for an enhanced conference experience. All items are optional and not required to be purchased to participate in the conference.

Pre-registration is required through Blue Panda by the conference registration deadline.

Conference-Themed Shirt

Exclusive conference-themed shirt for purchase via the registration process. Shirts must be pre-purchased and will not be sold on-site.

Shirts cost \$12 each and range in sizes from small to 3XL (\$16 for 2XL and 3XL).

FBLA Branded Polo

Iowa FBLA offers branded polos for purchase via the registration process.

Polos cost \$25 each and range in sizes from small to 3XL (\$28 for 2XL and 3XL). All polos are navy blue and are a unisex fit.

Arena Concessions Menu

Food

Hot Dog with French Fries (¼ lb all-beef) - \$7.00

Cheeseburger with French Fries (½ lb burger) - \$9.00

Chick-Fil-A Chicken Sandwich with French Fries - \$9.00

Snacks

Jumbo Candy (assorted candies) - \$3.00

Popcorn Small - \$3.00

Popcorn Large - \$5.00

Drinks

Water Bottle (20 ounce) - \$4.00

Soda (24 ounce) - \$4.00

Gatorade (20 ounce) - \$5.00

Celsius (Assorted Flavors) - \$5.00

Hours

Sunday, March 24, 2024

1:00 PM - 7:30 PM

Monday, March 25, 2024

9:00 AM - 6:00 PM

Conference Hotel & Lodging

Iowa FBLA manages lodging for chapters attending the conference. Iowa FBLA will complete the reservation and payment process on behalf of the chapter. Using unapproved hotels or third-party companies may put the chapter and school at risk by not complying with state law on spending public use funds for unapproved lodging locations.

Chapters should budget and plan for a nightly hotel rate of \$170. \$170 is the highest rate of all approved hotel properties. The chapter's hotel preference may not be available when selecting the hotel choice; property rates shouldn't be used for budgeting and planning purposes. The chapter will be invoiced based on the pricing of the hotel assigned after the close of registration.

Hotel Selection Process

At the close of conference registration, the chapter adviser will receive an email to select the chapter's hotel choice. Hotel choice selection is based on FBLAOPOLY rankings. See the schedule below for when the adviser will receive the email at 8 AM on a respective day with the hotel selection link. All hotel selections must be made by February 26, 2024. After February 26, 2024 (5 PM), Iowa FBLA reserves the right to select hotels for any chapter based on availability.

February 20, 2024 - Gold Chapter Recipients

February 21, 2024 - Silver Chapter Recipients

February 22, 2024 - Bronze Chapter Recipients

February 23, 2024 - All other chapters

Hotel Room Sharing Requests

To reduce financial costs, chapters can share hotel rooms to maximize the number of students per room. When sharing hotel rooms across chapters, the process for sharing requests is below. Iowa FBLA will make every effort to complete sharing requests following the outlined procedure. Hotel availability may impact chapters' ability to share rooms.

- First, identify a school to share with at the same FBLAOPOLY level
- Confirm the same check-in and check-out days. Both chapters must select the same hotel
- Submit the sharing request via Blue Panda housing. Both chapters must confirm the share request

Hotel Compliance with Iowa Code

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. All conference and overflow hotels are certified by the Office to Combat Human Trafficking through the end of 2024.

Official Hotel Properties

Property Name	Location	Amenities	Nightly Rate (per room)
DoubleTree by Hilton Cedar Rapids Convention Complex (Official Conference Hotel)	350 1st Ave NE, Cedar Rapids, IA 52401	Free Wifi In Room Fridge	\$170.00
Comfort Inn & Suites Cedar Rapids North - Collins Road	2025 Werner Ave NE, Cedar Rapids, IA 52402 <i>(4.1 miles, 7 min from DoubleTree)</i>	Free Parking Free Breakfast Free Wifi	\$135.00
Holiday Inn Express Cedar Rapids (Collins Rd), an IHG Hotel	1230 Collins Rd NE, Cedar Rapids, IA 52402 <i>(4.5 miles, 7 min from DoubleTree)</i>	Free Parking Free Breakfast Movies by the Pool	\$140.00
Hampton Inn & Suites Cedar Rapids - North	1130 Park PI NE, Cedar Rapids, IA 52402 <i>(4.8 miles, 8 min from DoubleTree)</i>	Free Parking Free Breakfast Free Wifi	\$145.00
Homewood Suites by Hilton Cedar Rapids-North	1140 Park PI NE, Cedar Rapids, IA 52402 <i>(4.8 miles, 8 min from DoubleTree)</i>	Free Parking Free Breakfast Free Wifi In Room Fridge	\$150.00

Chapters should budget and plan for a nightly hotel rate of \$170. \$170 is the highest rate of all approved hotel properties. The chapter's hotel preference may not be available when selecting the hotel choice; property rates shouldn't be used for budgeting and planning purposes. The chapter will be invoiced based on the pricing of the hotel assigned after the close of registration.

Our rates are rounded and include a nominal fee to cover upfront expenses related to securing affordable, quality hotel rooms within proximity to conference activities, are protected under Iowa FBLA's insurance policy, and meet Iowa Administrative Code 80.45A.

All hotels (excluding the DoubleTree) are within 1 mile of each other in North Cedar Rapids near ample dining, shopping, and entertainment options.

Pre-Conference Forms

When preparing for the State Leadership Conference, additional 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
Feb 15, 2024	Workshop Proposal Request Form	Workshop Proposal Form
Feb 26, 2024	Hotel Selection Process	Form will be emailed to adviser
March 8, 2024	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 	Conference Nomination Form
Rolling Deadline	Partnership and Exhibitor Registration	iowafbla.org/support
Rolling Deadline	FBLA Competitive Event Sponsorship	iowafbla.org/support
March 8, 2024	Prejudged Materials	Submit on Blue Panda
March 24, 2024	Adviser Assurance Form	Submit on Blue Panda

Financial Contributions

Funding from Perkins V

Iowa FBLA is funded through the Strengthening Career and Technical Education for the 21st Century Act (Perkins V). Part of the critical funding received from the Department of Education to operate Iowa FBLA requires matching funds through external funding sources. The funding received from local businesses, organizations, chapters, and individuals meet 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.

Funding from FBLA Chapters

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 donations 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/support.

Competitive Events

For the 2024 State Leadership Conference, the Competitive Events Program will include National Events and State Events. Competitive Events include live presentation/performance events, objective test-only events, and state-only events. For a full, detailed list of guidelines and policies relating to competitive events, advisers and members should review the National FBLA Competitive Events webpage.

Quotas/Limits

State Leadership Conference has quotas or 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:

- Limited to a maximum of two (2) National Qualifying Live Presentation/Performance Events
- Limited to a maximum of four (4) National Qualifying Objective Test Only events
- Limited to a maximum of one (1) State Only Event

Chapters:

- Limited to a maximum of two (2) competitive event entries in National Qualifying Live Presentation/Performance events
- Limited to a maximum of fifteen (15) competitive event entries in National Qualifying Objective Test Only events
- Limited to a maximum of two (2) competitive event entries in State Only events

Photo Identification

All competitive event participants will be required to show photo identification before entering the competition area. Requesting competitors to show photo identification helps increase the fidelity and integrity of FBLA's competitive events program. 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 Only Events

Online objective testing is completed in person on the first and second day of the State Leadership Conference. Chapters are asked to bring their computers for online testing of all objective tests. Objective testing will be

conducted on a web browser. External electronic devices, including headphones, smart watches, or cell phones, are prohibited during testing.

Schools will want to check with their IT department on how students will access a hotel network. In most cases, the student must sign into the computer on the school network before they can access another network off the school campus. Iowa FBLA does not provide technical support for personal devices during the conference.

Qualifying Performance Events

Qualifying events are a prerequisite event in which the member must place in the top two at one of the six District Leadership Conferences or be invited to advance through the Wildcard process. The events below are the qualifying performance events.

- 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

Judges

Iowa FBLA relies on volunteers to run and support many activities and programs within Iowa FBLA. If you know of an individual interested in volunteering to serve as a judge, please email Jodi Leimkuehler, Iowa FBLA Judge Coordinator, at jodi@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.

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 must 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 to submit a video URL.

All prejudged materials must be uploaded through the asset collection by March 8, 2024, at 5 PM CT.

Event Name	Submission	File Type
American Enterprise Project	Report	PDF URL
Business Ethics	Report	PDF URL
Business Plan	Report	PDF URL
Community Service Project	Report	PDF URL
Computer Applications	PDF Files	Folder URL
Database Design & Applications	PDF Files	Folder URL
Digital Animation	Video	Video URL
Digital Video Production	Video	Video URL
Future Business Educator	Lesson Plan	PDF URL
Future Business Leader	Interview Materials	PDF URL
Job Interview	Interview Materials	PDF URL
Local Chapter Annual Business Report	Report	PDF URL
Partnership with Business Project	Report	PDF URL
Spreadsheet Applications	PDF Files	Folder URL
Word Processing	PDF Files	Folder URL

State Only Events

Iowa FBLA offers a limited number of State Only Events for members to compete in during the State Leadership Conference. State Only Events do not advance to the National Leadership Conference and are only offered at the State Leadership Conference. For full guidelines, see Appendix E.

Local Chapter Exhibit

This event will highlight the local chapter and its activities during the current school year. The event will include an exhibit and a presentation.

Spelling Relay

The FBLA spelling relay is designed to challenge FBLA members to work toward a better command of words and their proper usage.

Vocabulary Relay

The FBLA vocabulary relay is designed to challenge FBLA members toward a better command of words and their usage.

NLC T-Shirt Design and Promotion

An essential part of today's business world is design and promotion; therefore, the preparation of art is paramount to producing quality copy for promotion purposes. This event measures the team's ability to develop the concept design for the Iowa FBLA T-shirt for the National Leadership Conference. Students are to use the current year's theme.

NLC Pin Design and Promotion

An essential part of today's business world is design and promotion; therefore, the preparation of art is paramount to producing quality copy used for promotion purposes. This event measures the team's ability to develop the concept design for the Iowa FBLA pin for the National Leadership Conference. Students are to use the current year's theme.

Open Test Events

Iowa FBLA offers a limited number of Open Test Events for members to compete during the State Leadership Conference. Open Test Events do not advance to the National Leadership Conference and are only offered at the State Leadership Conference. Open Test Events are open to any FBLA member present at the State Leadership Conference. Prerequisites or registration is not required. The open event tests are a 50-minute online objective test. The top winner of each open event is recognized during the awards ceremony.

- Behavioral Economics
- Financial Services & FinTech
- Artificial Intelligence
- Computer Science & Technology
- Retail Management

Conference Mobile Application

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

Accessing Sched

Attendees will receive an email to create an account or sign in before the conference. If you have used **Sched** before, signing in will carry over your profile from your last meeting. If you do not remember your password, you can reset your password by clicking “reset password.”

Once you have accepted the invitation from the **Sched** email, you can personalize your profile. If this page does not appear, click the box in the upper right corner and select “My Account” to edit later. Future SCHED events will default to using the same information when customizing the profile.

Downloading Sched

1. Download the **Sched** App from the App Store or Google Play by clicking the image below.
2. Search within the **Sched** App to find your event:
"2024 FBLA High School State Leadership Conference"
3. Sign up or Sign in to access your event



Sched Online

Attendees can access Sched and the conference schedule and activities online by visiting either Iowa FBLA's website or Sched.com.

Iowa FBLA

iowafbla.org/24slc

Sched

2024fblahighschoolstatelead.sched.com/

Officer Candidates & Delegates

State Officer Candidates and Campaigning

The state officer application and handbook are online and available at www.iowafbla.org/officer-application. All candidates will be required to complete all activities in the State Officer Handbook, including meeting the application deadline requirement. Candidates will be emailed about the steps to complete before the state conference. Campaigning will take place during the State Leadership Conference. Campaigning includes a speech to all members during a general session and displaying a campaign booth during the conference.

Local Chapter Delegates

Each chapter registered for the State Leadership Conference can identify up to two local chapter members to serve as delegates. No pre-registration is required for voting delegate selection. Each chapter will receive voting delegate ribbons in their registration packet. Voting delegates must wear their official voting delegate ribbon to cast their ballot.

Elections and Voting

Voting Delegates will cast their paper ballot on-site at the State Leadership Conference as outlined in the schedule. Make sure your chapter has a well-informed discussion about the candidates before your delegates place their vote. Each voting delegate will be casting two ballots, one for the at-large officers (President, Secretary, and Treasurer) and one ballot voting for their District Vice President.

Conference Activities

Leadership Lounge

The Leadership Lounge stands as the heartbeat of the conference, serving as an innovative and interactive space where attendees can converge for many events. This dynamic hub hosts conference activities, from networking receptions to the bustling Business and Career Fair. Creating an environment for attendees to engage, connect, and advance their FBLA and high school careers. The Leadership Lounge becomes a focal point for fostering meaningful connections, exchanging insights, and exploring career opportunities. The Leadership Lounge embodies the spirit of collaboration, providing attendees with a unique platform to navigate their professional journeys and contribute to the collective growth and success of the FBLA community.

Member Networking Receptions

During the conference, members will have the opportunity to attend a specific member networking reception. The networking reception provides an ideal platform for members to expand networking, exchange ideas, and cultivate valuable relationships. The receptions are designed to enhance professional growth, promote knowledge exchange, and strengthen the bonds within the FBLA community, ultimately contributing to a more interconnected and supportive member ecosystem.

Business and Career Fair

The Business and Career Fair held during the State Leadership Conference provides colleges and universities, military partners, business and industry, and fundraising partners the opportunity to network with event attendees. The Business and Career Fair booths will be available to all attendees. The official conference program platform lists a complete list of the Business and Career Fair booths.

Workshops

Iowa FBLA has curated an educational workshop series through the conference for attendees to learn and experience new opportunities. Workshop topics include financial literacy, college preparation, teamwork skills, career advice, and other related issues for student attendees. Check the conference schedule for workshop titles and descriptions. Workshops are encouraged for all conference attendees when not in a competitive event.

Adviser Professional Development Meetings

Adviser Professional Development Meetings will take place during the conference. The meetings cover important topics like the upcoming National Leadership Conference and share important conference information and updates. Advisers are strongly encouraged and recommended to attend. This is a required meeting for advisers using Perkins funds to pay for their conference registration, lodging, and meals.

Dress Code

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral. The National FBLA dress code can be found at www.fbla.org/dresscode

Business Professional Attire

Attendees should follow the National FBLA Dress Code for the following sessions and activities.

- General Sessions
- Workshops
- Competitive Events
- Common Areas of the Conference Center

Casual Attire

Clothing should be appropriate for a professional conference during the following conference sessions and activities.

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

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the accommodation portion of the registration. Requests made after registration closes must be made in writing.

Unacceptable Items

The following items are prohibited in all conference areas, including competitive events.

- Denim or flannel clothing
- Shorts
- Athletic clothing
- Leggings or graphically designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and short skirts or dresses more than 1" above the knee
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Hats
- Graphically printed clothing

Acceptable Items



ACCEPTABLE ITEMS

BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the accommodation portion of the registration. Requests made after registration closes must be made in writing.

Cedar Rapids Activities & Entertainment

Iowa FBLA has curated a list of activities & entertainment for chapters during the conference. All activities are optional for chapters. Some activities have an additional cost managed by the venue or by Iowa FBLA.

Spare Time Entertainment

Purchase in advance at a discount from Iowa FBLA for the evening of Monday, March 25, 2024.

This family-fun facility features Games, Lanes, Food and fun! Luxury bowling lanes, a huge Game Zone Arcade, an epic laser tag arena, escape rooms, and more! All spots are limited and first come, first served based on availability. Iowa FBLA will assign laser tag time slots. All bowling takes place from 7 PM - 9 PM. Choose from one of three packages:

Laser Tag & Game Zone Arcade

\$20 per person

One (1) fifteen minute round of laser tag, \$10 Game Zone card, unlimited soda and two pieces of pizza

Bowling & Game Zone Arcade

\$25 per person

Unlimited bowling for two hours, \$5 Game Zone card, unlimited soda and two pieces of pizza

Combo Bowling & Laser Tag

\$35 per person

Unlimited bowling for two hours, one (1) fifteen minute round of laser tag, unlimited soda and two pieces of pizza

Optional add-ons:

- \$5, \$10, \$15, or \$20 Game Zone Arcade card(s)
- \$7 per person - Unlimited Soda & Two Slices of Pizza

Dragon's Lair Family Adventure Center

Purchase in advance at a discount from Iowa FBLA for the evening of Monday, March 25, 2024.

Choose your adventure from indoor laser tag or three different escape rooms, Dragon's is the place to be! All registered participants must complete the waiver by [clicking here](#). All spots are limited and first come, first served based on availability. Laser tag and escape room time slots are between 7 PM - 10 PM.

Escape Room

\$25 per person

One (1) 45-minute escape room session (multiple variations to be assigned after registration)

Laser Tag

\$25 per person

One (1) 70-minute round of team laser tag

Lindale Mall

Lindale Mall is home to nearly 100 national and local retail, dining and entertainment options, and numerous events and activities throughout the year.

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 March 8, 2024, using the link 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

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

Adviser of the Year

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

Adviser Retirement

Advisers who plan to retire in the current academic year are recognized for years of service to the FBLA association 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 sectors. 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 allows 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 an MP3 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

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

Largest Local Chapter - Market Share

This recognition award will give recognition to those chapters whose membership represents a large percentage of the entire high school student body. Results are calculated by high school population in grades 9-12 from state records through the Iowa Department of Education.

Largest 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 Increase in 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 with the largest 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 that accumulates the most points from events at the State Leadership Conference. Recognition events do not qualify for the award. Any chapter that would like to be recognized for the Lloyd V. Douglas Chapter of the Year Award must be an FBLAOPOLY chapter with Gold, Silver, or Bronze status and compete in the Financial Leadership 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

March of Dimes Award

This event recognizes local chapters that fundraise and donate money to the March of Dimes, the National Community Service Partner for FBLA. The adviser must submit fundraising information via Blue Panda during the conference registration process.

Health and Safety

While participating in State Leadership Conference functions, attendees understand the risk of exposure to communicable diseases. Attendees are always encouraged to practice health and safety measures, including monitoring themselves for symptoms, practicing good hygiene, and limiting person-to-person contact. By registering, all attendees agree to acknowledge that Iowa FBLA cannot guarantee that its attendees and other participants will not be exposed to communicable diseases.

In an emergency, medical services are within minutes of the conference venue.

Hospital

UnityPoint Health: St. Luke's Hospital: Cedar Rapids
1026 A Ave NE, Cedar Rapids, IA 52402
Phone: 319-369-7211
Hours: 24/7
0.6 miles from venue

Urgent Care

UI Health Care - Urgent Care
411 10th St SE #2300, Cedar Rapids, IA 52403
Phone: 319-731-1430
Hours: Sun: 7 AM - 7 PM & Mon/Tues: 7 AM - 8 PM
0.8 miles from venue

Conference Results & National Qualifiers

Official Results

The Official Results of the State Leadership Conference will be certified and posted on www.iowafbla.org/slc after the State Leadership Conference within 48 hours. Results and scores can not be appealed or challenged, all judge scores are final. Results will be provided electronically after the event, including rating sheets, individual and team scores, and performance standards. Electronic communications on how to access these reports will be sent to advisers.

National Qualifiers

Competitors who participated in National Qualifying Events and placed in the top four (4) of the state qualify to advance in that competitive event at the National Leadership Conference. Competitors are only eligible to compete in one national competitive event at the National Leadership Conference. If placing in the top four of more than one National Qualifying Event, the competitor must determine in which event they'll compete.

Iowa FBLA allows “bump ups” in all National Qualifying Events. If 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 10th place until up to four entries have been accepted to advance to the National Leadership Conference.

Policies and Release Forms

To create a safe and meaningful educational environment and experience for all attendees, Iowa FBLA has adopted the following forms, policies, and procedures.

Statement of Respect

Iowa FBLA is committed to creating and maintaining a healthy and respectful environment for each attendee. Our philosophy is to ensure each attendee, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of each attendee to uphold and contribute to this climate.

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, 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, go to iowafbla.org/advisers.

Online Integrity Policy

Iowa FBLA is committed to providing a safe, productive, and welcoming environment for all

meeting participants and Iowa FBLA staff. To view the full policy, 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, go to iowafbla.org/advisers.

Comprehensive Consent Form

A form required to be signed by conference attendee and parent or legal guardian acknowledging and understanding the Personal Liability, Code of Conduct, FERPA Directory Information, and the Photography, Video, and Sound Release agreements. To read or complete the full consent form, 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 attendee's Comprehensive Consent Forms during the event. To read or complete the assurance form, 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 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