



Today's students.
Tomorrow's business professionals.

TO: Judges for the National Leadership Conference
FROM: Dustin Devers, Director of Education
DATE: December 11, 2018
SUBJECT: Judges for National Leadership Conference

Business Professionals of America is pleased to announce its upcoming National Leadership Conference in Anaheim, California, May 1-5, 2019.

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

We invite you to participate as a Competitive Events Judge! Experienced professionals are needed to judge in the following business areas:

- Finance
- Business Administration
- Management Information Systems
- Digital Communication & Design
- Management, Marketing, and Communication

Judging at NLC is an exciting, rewarding opportunity to mentor truly outstanding young people and to offer students a realistic expectation of the business world.

Online judges' registration is available at www.bpa.org/nlc/judges. Please contact me via email at ddevers@bpa.org, call (614) 895-7277 Ext. 7480, or call/text (405) 655-TEST if you should have any questions. We would appreciate it if you would share this information with business associates and invite them to join us.

Thank you for joining us in supporting this very important undertaking by our business community.

A handwritten signature in black ink that reads "Dustin Devers". The signature is fluid and cursive, with a large initial "D" and "D" for "Devers".



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**JUDGES' ORIENTATION HANDBOOK
NATIONAL LEADERSHIP CONFERENCE
ANAHEIM, CA: MAY 1-5, 2019**

About the Organization

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

The organization promotes excellence in these areas:

- leadership;
- poise, sociability, and tact;
- competence in business occupations;
- effective planning;
- lifelong enthusiasm for learning;
- self-confidence through a competitive spirit;
- interpersonal skills through team participation; and
- business awareness and appreciation.

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

- develop occupational/career competencies;
- demonstrate workplace knowledge, skills, and attitudes;
- build leadership and human relation skills;
- foster a positive competitive spirit; and
- receive recognition for their efforts.

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

Statement of Philosophy

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

Your Role is Vital

Students and teachers highly value the expertise and professionalism that you bring to the competitive events of Business Professionals of America. Your participation and insight are crucial to their success.

Support Students by Serving as a Contest Judge

By serving as a judge for the upcoming NLC Competitive Events of Business Professionals of America, you strengthen the partnership between business and industry leaders and students preparing for the dynamic business world. The competitive events program gives students an exciting opportunity to explore business careers. Your participation as a judge affirms your support of our future workforce.

Judged Events Requiring Preliminaries and Finals

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

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

Judges' Comments

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

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

Technical Judges

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

- Economic Research Project Individual (S)
- Economic Research Project Team (S)
- Administrative Support Research Project (S)
- Website Design Team (S/PS/ML)
- Video Production Team (S/PS)
- Digital Media Production (S/PS)
- Interview Skills (S/PS)
- Advanced Interview Skills (S/PS)
- Digital Game Design Team (ML)
- Global Marketing Team (S)
- Entrepreneurship (S/PS)
- Graphic Design Promotion (S/PS/ML)
- Entrepreneurship Exploration (ML)
- Intro to Video Production Team (ML)
- Network Design Team (S/PS)
- Broadcast News Production Team (S)
- Computer Modeling (S)
- Computer Animation Team (S)

S = Secondary

PS = Post-secondary

ML = Middle Level

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

Tips for Judges

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

- Turn off cell phones. Cell phone use is prohibited in contest rooms.
- Complete scoring sheets and other contest information in neat, legible writing.
- Try to put each contestant at ease. A smile goes a long way toward making nervous students feel comfortable!
- Be consistent. It is very important to be consistent in your judging. Maintain the same expectations of and enthusiasm for the last participant as for the first.
- Be consistent with questions. Ask each contestant or team the same questions.
- When rating the first contestant, leave yourself room to score subsequent contestants lower or higher.
- In many events, contestants are tightly scheduled. Make every effort to follow the schedule as closely as possible.
- Notify your proctor or administrator of any personal needs.

Before You Come to NLC

- Read the information in your packet and review your assigned event before you arrive at NLC.
- Make a list of questions you want to ask at the “Conference Judges’ Orientation.”
- Bring your judges packet and a pen to your contest.

At NLC

- Attend the “Judges’ Orientation” breakfast or luncheon meeting (see packet for when and where).
- Contest Administrators and Proctors will assist judges as needed.
- It is imperative to record contestant numbers on the rating sheets accurately. There can be no ties in the top ten contestants/teams, and it is the judges’ responsibility to break any ties.

Judged Events

Administrative Support Research Project Individual (S) – contestants conduct research on a topic relevant to the Administrative Support area and present findings to a panel of judges. The topic for 2019 is:

- There has been a dramatic increase in the accessibility and connectivity to others in the world today. What should the expectations be for those in the administrative support role to be available and connected to their job, coworkers and supervisors outside of scheduled working hours? What is the importance of a work-life balance?

Broadcast News Production Team (S) – teams create a three-to-five (3-5) minute news broadcast. Teams will create one news story package about how BPA members prepare for BPA judged competitions; the second story should be a feature story of your team’s choice.

Computer Animation Team (S) – teams create a visualization animation (not to exceed two (2) minutes) based upon the assigned topic and then present their project to the judges. For the 2019 membership year, the topic is:

- Create an animation showcasing an Olympic snowboarding halfpipe course with at least one contestant completing the course.

Computer Modeling (S) – contestants research the topic, create a profile, concept design(s), prototype(s), and final model and/or scene based upon an assigned topic. The topic for 2019 is:

- You have been contracted to create a new ocean front pier located in California. The firm has requested a variety of tourist attractions (*not to be limited to just shopping*).

Digital Game Design Team (ML) – Create a digital scavenger hunt for the monuments and memorials in Washington, D.C. The players must be able to win or lose the game, receive points, and level up.

Digital Media Production (S/PS) – contestants create a one-to-two (1-2) minute digital media production with consistent theme and slogan based on the assigned topic. Their work will be demonstrated during a 10-minute presentation before a panel of judges. The topic for 2019 is:

- Create a promotional video explaining the BPA Cares Program to a new BPA chapter.

Economic Research Project Individual & Team (S) – contestants or teams conduct research and present findings on an economic topic to a panel of judges. The topics for 2019 are:

- Economic Research **Individual** - When a business holds a real or perceived monopoly, they have an advantage over their competitors that is often deemed an unfair competitive advantage. Research the different types of monopolies and the impact of monopolistic behavior on the market, both positive and negative.
- Economic Research **Team** - The most common barrier to free trade, governments around the world employ, is the use of tariffs. Research the reasons a country will use to institute tariffs in varying markets and the impacts of those tariffs on that good, as well as, the national and global economy as a whole.

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

Entrepreneurship Exploration (ML) – to encourage students to have a better understanding of the American free enterprise system, contestants will conduct research on an independently owned local company and a national franchise company in the automotive industry. Contestants will meet with management from one locally owned and one nationally franchised company to gather research in preparation for their research paper, oral presentation, and response to questions from a panel of judges.

Ethics & Professionalism (PS) – contestants explore the application of ethical frameworks to various aspects used in business today. Competitors receive a scenario dealing with ethics or professionalism and after 20 minutes of preparation time, present before a panel of judges.

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

Financial Analyst Team – teams use analytical and problem-solving skills to make decisions and recommendations using financial reports, both internal and external. The team analyzes and interprets reports from a business case study. At the state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Global Marketing Team (S) – teams develop a plan that details pricing strategies and promotional plans for a business and present their written marketing business plan to a panel of judges. The topic for 2019 is:

- In recent years, many companies have adopted a social mission as a way to help better society and the world around us, such as selecting a green initiative, providing natural disaster relief, or even sharing their products with those in need. Compassion Reality, a not-for-profit organization, has asked your team to help develop a social mission they can use throughout their efforts. Compassion Reality helps with need-efforts in the United States and is investigating opening an international department to expand their efforts globally. Your team will suggest a new mission, develop a marketing plan to communicate this new mission, as well as make suggestions on marketing and expansion in international territories.

Graphic Design Promotion (S/PS/ML) – contestants create a theme, logo and promotional flyer that promote an upcoming BPA National Leadership Conference and, through a question and answer session, inform the panel of judges how he/she produced the final product. For 2019, the students are to create promotional information for the NLC in Washington, D.C., May 6-10, 2020. The output of this competition is to be produced as the basis for the conference theme and advertising for 2020.

Human Resource Management (S/PS) – contestants receive a case study and use a Human Resource manual to develop a solution to be presented to judges. The judges will assess the competitor’s interpretation of personnel policies and knowledge of human resource management.

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

Introduction to Video Production Team (ML) – teams develop a one-minute production based upon the assigned topic. The topic assigned for 2019 is:

- Create a video that explains the impact of screen time on tweens in the United States. Your team may include topics such as the increase in childhood obesity due to inactivity, educational benefits of playing video games, or any other topic relating to screen time.

Network Design Team – teams will analyze existing and planned business environments and develop a strategy for the implementation of a network infrastructure that addresses the needs of the defined business environment. The topic for 2019 is:

- Bright Community Bank and Trust is an upcoming bank in the New England region of the United States offering a variety of financial services to its small, yet diverse, set of clients. As part of its five-year roadmap, the institution wants to expand its geographical footprint further south, and to rebrand itself as a user-friendly and customer-first bank. In order to facilitate customer experience and as another facet of the five-year roadmap, the bank wants to improve its use of technology and to rebuild its infrastructure. In addition to innovating its existing technological capabilities, the institution must also be able to accommodate the three new branches it will be building in the geographical expansion phase of the roadmap.

Customer's needs:

- Propose a reasonable and thorough network design for the testbed specified.
- Recommend an effective design for the subnetting of the entire network and provide descriptions of the VLANs that will be utilized.
- Provide a cost-effective solution and vendor recommendation for enterprise-class desktop clients.
- Recommend cloud services that will address the following needs:
 - Document imaging
 - Service desk
 - Email communications
- Address all network connections, both intranet and internet connections
- Security must be addressed in all areas of the proposal due to the inherent risk of financial institutions
- Network design and plans for each branch

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

Prepared Speech (S/PS/ML) – contestants present a prepared topic relating to business, entrepreneurship, or Business Professionals of America to a panel of judges.

Presentation Management Individual & Team (S/PS) – contestants or teams use current desktop technologies and software to prepare and deliver an effective multi-media presentation before a panel of judges. The topics for 2019 are:

- **Presentation Management Individual** – You have been hired to present at an Emerging Executives Conference. Your presentation is to target how executives demonstrate professionalism in the workplace and how it effects company branding.
- **Presentation Management Team** – You are a conference event planning team. You are proposing a new venue location for a national conference. The conference will:
 - Have approximately 6,000 attendees ages 14 – 25 with chaperones.
 - Need approximately 1,500 sleeping rooms.
 - There will be whole group meetings and breakout sessions.
 - Provide a social event opportunity for all attendees.
 - Create a stage layout with a theme.

Presentation Management Team (ML) – teams use current desktop technologies and software to prepare and deliver an effective multi-media presentation before a panel of judges. The topic for 2019 is:

- A stagnant family-owned business has hired your team to develop a plan to revitalize their company. Included in your presentation, your team may suggest a new logo/brand, website, use of social media, traditional advertisements, and other ideas. Your team must convince all family members that updated strategies are necessary to grow.

Small Business Management Team (S/PS) – teams evaluate a small business case problem and present an operational plan to a panel of judges. At the state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation. The topic for 2019 is:

- You have been contacted by Mr. Steve Anderson, small business owner, to help him find some creative solutions to the problems he is facing in his business. Mr. Anderson owns a small retail business (Anderson’s Retail) that sells items from toys to clothes to office supplies to hardware. His business is located in three small towns throughout the state. His business is well-received by the communities where they are located, but since retailers like Walmart and Amazon have become popular he has seen a significant drop in his profits.

The company runs under the same name, but each store acts independently of the other. Merchandise is ordered from the supplier separately by all three locations, based on need. Each store has different rules and policies. Each store has a manager who decided when to run sales and clearances when they feel the store could benefit. Mr. Anderson does visit each location at least weekly to check to see how things are being run and help where needed.

Mr. Anderson has had to increase prices due to the lack of profit. He has also had to cut back on employees and charitable donations to schools and community fundraisers. Mr. Anderson even tried to sell product online and ship products to customer homes, but he found that the online sales cost him more money because his online payment provider charges him and packaging his product cost him too much money (i.e. cardboard boxes, packaging material, etc.).

Mr. Anderson feels like he has tried everything possible and is becoming disheartened thinking his business is going to fail. What do you suggest Mr. Anderson do to help his struggling business become profitable again? Consider the following in your presentation.

1. Should Mr. Anderson close a location or even all three stores?
2. What can be done to generate new revenue streams or cut current costs?
3. Is there another model or type of business Mr. Anderson should consider that would not be costly to enter with his current assets?
4. The business locations are all in small towns. What can he do get the community members to want to support his business?
5. Should he relocate his business?

Video Production Team (S/PS) – teams develop a three-to-five (3-5) minute video production based on the assigned topic and present it to a group of judges. After the presentation, students answer judges’ questions. For 2019, the students will:

- Create an infomercial promoting BPA, with a target audience of civic organizations, and business/industry. Videos should not be school or region specific, since this may become a resource shared throughout our organization.

Website Design Team (S/PS) – teams develop a website based on a selected topic and present to a panel of judges. The topic for Secondary/Post-secondary students for 2019 is:

- Develop a website to assist BPA chapters in planning their attendance at NLC in Washington D.C. Areas to be included, but not limited to:
 - Transportation Methods (Metro, walking, bike share, Segway®, Uber®, Lyft®, taxi, pedicab, etc.)
 - Maps
 - Hours of operation for attractions & transportation
 - Food
 - Costs
 - Local attractions, including security restrictions and specific guidelines (For example, the White House, FBI Building, Pentagon, etc.)
 - Attire/Dress Code

Website Design Team (ML) – teams develop a website based on a selected topic and present to a panel of judges. The topic for Middle Level students for 2019 is:

- Your team is to create a website which showcases a new downtown area that focuses on families. An investor has \$500,000 to enhance the downtown area of the city of your choice. Your team is to create a website that shows the end product of the revitalization including new businesses, layout of stores and attractions, parking and transportation, etc. The website should encourage families to visit this area.

Thank you for your time and dedication to our students. We appreciate your helping us ensure that our students have a successful and memorable conference!

Please contact Dustin Devers (ddevers@bpa.org) with any questions or concerns.

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