



Massachusetts Future Business Leaders of America

STATE LEADERSHIP CONFERENCE  
*RECOGNITION &*  
*COMPETITIVE EVENT GUIDELINES*

2025

# AN INTRODUCTION TO MASSACHUSETTS FBLA COMPETITIVE EVENTS

Dear Massachusetts FBLA Members and Advisers,

MA FBLA's Recognition Events and Awards Program honor and reward excellence in a broad range of business and career-related areas. Students who complete these awards programs and place highest in competitive events are recognized at the annual spring State Leadership Conference (SLC). Top state winners are then eligible to compete for national awards at the National Leadership Conference (NLC) each summer.

It's important to note that there are two different types of events: those that are part of the Recognition Program and those that are part of the Awards Program. Recognition Events are based on involvement in FBLA activities and honor students who excel at building their business leadership skills. These are offered throughout the year, and vary in format. The Awards Program consists of skill-based events focused on a specific topic. These are offered immediately prior to the State Leadership Conference and consist of written objective tests.

Each event is governed by specific guidelines and rating sheets that can be found in this document. Please note that Massachusetts FBLA uses a modified event list, meaning not all national events are available at the SLC and some event guidelines may slightly differ at the NLC. Make sure you are using the most recent edition and correct version of the guidelines to prepare for your competition. These guidelines apply to events awarded at the State Leadership Conference. If you place in your event at this level and are eligible to compete at the National Leadership Conference, please reference the guidelines at [www.fbla.org](http://www.fbla.org).

If you have any questions regarding these guidelines, please do not hesitate to contact us via email at any time.

Good luck!



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# RECOGNITION EVENTS AT-A-GLANCE

Event	Type	State Deadline	National Deadline
Largest Local Chapter	Chapter	No Submission Needed	
Membership Achievement Award	Chapter	No Submission Needed	
Business Achievement Awards	Individual	March 1	Varies
Outstanding Local Adviser	Individual	March 15	None
Chapter of the Year / Gold Seal Award of Merit	Chapter	No Submission Needed	

# AWARDS PROGRAM COMPETITIVE EVENTS AT-A-GLANCE

<i>Members can compete in up to 4 events</i>			
Event	Grades	Participants	Objective Test
Accounting	All	1	X
Economics	All	1	X
Entrepreneurship	All	1	X
Health Care Administration	All	1	X
Human Resource Management	All	1	X
Introduction to Business Concepts	9, 10	1	X
Marketing	All	1	X
Organizational Leadership	All	1	X
Personal Finance	All	1	X
Sports & Entertainment Management	All	1	X

# GENERAL GUIDELINES

## Maximum Number of Events

Each paid member registered for the State Leadership Conference may compete in a maximum of any four Awards Program competitive events.

## Repeat Competitors

Members who have previously competed in an Awards Program event at a National Leadership Conference are not permitted to compete in the same event at the State Leadership Conference unless one of the following circumstances applies:

- *Modified Events:* A competitor may compete in the same event (if the event was modified at the NLC—not SLC).
- *Team Events:* One competitor of the team may have competed in the same event at one previous NLC; however, they may not compete more than twice in the same event at the national level.
- *Individual Entry:* A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.

## Breaking Ties

For written objective tests, ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner. For events with a performance component, judges will determine the order of winners.

## National-Only Events

Some events offered at the National Leadership Conference are not offered at the State Leadership Conference. Members who attended and competed in events at the SLC are eligible to compete in national-only events at the NLC, however no competitor may exceed the maximum allowed number of events. Advisers should submit requests for members to compete in national-only events along with other NLC competitor registrations on their Intent to Compete forms provided after the SLC. Registration for national-only events is determined on a first-come, first-served basis with approval by the state chairperson and state adviser.



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STATE LEADERSHIP CONFERENCE  
*RECOGNITION EVENTS*

2025

# Membership Awards

RECOGNITION

## LARGEST LOCAL CHAPTER

The local chapter with the most paid members by the March 1 dues deadline will be recognized with this award at the State Leadership Conference. No submission is necessary.

## MEMBERSHIP ACHIEVEMENT AWARD

This award recognizes local FBLA chapters who increase local chapter membership over last year's total, based on the March 1 dues deadline. Winning chapters receive a certificate of recognition in the mail and will be recognized at the State Leadership Conference. No submission is necessary.

# OUTSTANDING LOCAL ADVISER

RECOGNITION

The Outstanding Local Adviser Award honors FBLA local chapter advisers who have made outstanding contributions to the association at the local, state, or national levels.

## Eligibility

All active local advisers are eligible. Advisers may be nominated for this award any year they advise an active FBLA chapter.

## Regulations

Any current or retired adviser, local administrator, state officer, chapter member, parent, or school colleague can nominate a current FBLA adviser for this award. The individual selected as the winner will be recognized with a certificate at the State Leadership Conference. Additionally, they will have the opportunity for national recognition by representing Massachusetts as the state's Outstanding Local Adviser. If the adviser attends the National Leadership Conference (at their own expense), they will be recognized with a certificate and gift at the conference.

## Procedures

A nomination form is required. Each nomination form must be accompanied by a letter of recommendation from the person submitting the nomination. Letters of recommendation should address, to the extent possible, the following:

- Years of participation in FBLA-PBL activities
- Local chapter activities and involvement
- Extent of participation in conferences sponsored by the state chapter and the national association
- Offices, chairmanships, and committee memberships held within the association
- Participation in other professional business organizations
- Involvement in local business community

## Judging

The State Chairperson and State Adviser will determine the winner based on the submitted information.

State deadline: March 14

How to submit: Complete and submit the form on the next page



# OUTSTANDING LOCAL ADVISER NOMINATION FORM

Submit this form along with a letter of recommendation to nominate an adviser

**Your nomination must be received on or by March 14**

Send via email to [advisers@mafbla.org](mailto:advisers@mafbla.org) with the subject line "Outstanding Local Adviser"

## Nominee Information

Name:

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School/Chapter:

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## Nominator Information

Name:

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Relationship to nominee:

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Address:

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Phone: \_( ) \_\_\_\_\_ Email: \_\_\_\_\_

## CHAPTER OF THE YEAR / GOLD SEAL AWARD OF MERIT

The Goal Seal Award of Merit is awarded to chapters who have shown the highest level of leadership and participation. The number of chapters who receive this recognition is 15% of the total number of chapters in the state, or two chapters, whichever is greater. The state chairperson and adviser select the recipient of this award. No submission is necessary.



Massachusetts Future Business Leaders of America

STATE LEADERSHIP CONFERENCE  
*AWARDS PROGRAM EVENTS*

2025

**IMPORTANT NOTE:** This event is split into two divisions at the National Leadership Conference. Top winners at the Massachusetts State Leadership Conference will be eligible to compete at nationals in either Accounting I (grades 9 and 10) or Accounting II (grades 11 and 12).

*The accurate keeping of financial records is a vital ongoing activity in all types of businesses. This event provides recognition for FBLA members who demonstrate an understanding of and skill in accounting principles and procedures as applied to sole proprietorships, partnerships, and corporations.*

*This event focuses on key competencies including journaling, account classification, terminology, concepts and practices, types of ownership, posting, income statements, balance sheets, worksheets, bank reconciliations, payroll, depreciation, manual and computerized systems, ethics, financial statements, corporate accounting, ratios and analysis, accounts receivable and payable, budgeting and cash flow, cost accounting/manufacturing, purchases and sales, inventory, plant assets and depreciation, departmentalized accounting, and partnerships.*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in Accounting I at a previous NLC may only compete in this event if they are now a junior or senior. Members that have competed in Accounting II at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

*This event provides recognition for FBLA members who can identify, understand, and apply economic principles to contemporary social, political, and ecological problems. It focuses on key competencies including basic economic concepts and principles, monetary and fiscal policy, productivity, macroeconomics, market structures, investments and interest rates, government role, types of businesses/economic institutions, business cycles/circular flow, supply and demand, and international trade/globe economics.*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

# ENTREPRENEURSHIP

## AWARDS PROGRAM

**IMPORTANT NOTE:** The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at [fbla-pbl.org](http://fbla-pbl.org).

*Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. It focuses on key competencies including business plans, community/business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, and government regulations.*

### **Eligibility**

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

### **Overview**

This event consists of an objective test only.

### **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

# HEALTH CARE ADMINISTRATION

AWARDS PROGRAM

*This event focuses on key competencies including managing office procedures, medical terminology, legal & ethical issues, communication skills, managing financial functions, health insurance, records management, infection control, medical history, and technology.*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

# HUMAN RESOURCE MANAGEMENT

AWARDS PROGRAM

*Human Resource Management provides members with the opportunity to demonstrate knowledge about staffing, training and development. This competitive event consists of an objective test. This event aims to inspire members to learn about human resource management.*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.



*Introduction to Business Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in business. This competitive event consists of an objective test. It aims to inspire members to learn about the different functions of businesses*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

**IMPORTANT NOTE:** The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at [fbla-pbl.org](http://fbla-pbl.org).

*Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing. This event focuses on key competencies including basic marketing fundamentals, economics, selling and merchandising, channels of distribution, marketing, information research, planning, promotion and advertising media, legal/ethical/social marketing, and e-commerce.*

## **Eligibility**

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

# ORGANIZATIONAL LEADERSHIP

AWARDS PROGRAM

*This event focuses on key competencies including leadership concepts, leadership managerial roles, behavior & motivation, networking, communication skills, leader & follower relations, team leadership, self-managed teams, strategic leadership for managing crises & change, levels of leadership, leadership theory, traits of effective leaders, personality profile of effective leaders, leadership attitudes, ethical leadership, relationship between power, politics, networking, & negotiation, coaching, management conflict, team decision making, organizational politics, team skills, charismatic & transformational leadership, stewardship & servant leadership, and diverse settings.*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

# PERSONAL FINANCE

AWARDS PROGRAM

*Financial literacy is essential in meeting the financial challenges of the 21st century. This event recognizes students who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations. It focuses on key competencies including credit and debt, earning a living (income, taxes), managing budgets and finance, saving, investing, banking, insurance, financial principles related to personal decision making, and buying goods and service.*

## **Eligibility**

Each local chapter may enter an unlimited number of participants who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. Members that have competed in this event at a previous NLC may not compete in this event again at any level.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.

# SPORTS & ENTERTAINMENT MANAGEMENT AWARDS PROGRAM

**IMPORTANT NOTE:** The state guidelines for this event differ from national guidelines. Use this edition for competition at the Massachusetts State Leadership Conference. For competition at the National Leadership Conference, which uses different procedures for this event's performance component, refer to guidelines posted at [fbla-pbl.org](http://fbla-pbl.org).

*This event focuses on key competencies including management basics, event management, management functions, decision making, management strategies, strategic planning tools, networking and delegating, leadership, managing groups and teams, ethics, management for entertainment industry, marketing information management and research, marketing mix and product life cycle, distribution, pricing, market conditions, promotion, advertising, sponsorship, sales, entrepreneurship, human resource management, and careers.*

## **Eligibility**

Each local chapter may enter an unlimited number of individuals, or teams composed of two or three participants, who are FBLA members, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member of each team may have participated in this event at a prior NLC.

## **Overview**

This event consists of an objective test only.

## **Objective Test**

A one-hour objective test will be administered based on the listed competencies. This test must be completed under the supervision of the local chapter adviser or their designee during the online testing period prior to the SLC. Instructions for how to proctor the exams are emailed to advisers once conference registration is received.