



Today's students. Tomorrow's business professionals.

TO: Potential Judges for the National Leadership Conference
FROM: Jennifer Dunkle, Director of Educational Programs
DATE: September 14, 2009
SUBJECT: Judges Needed for the BPA National Leadership Conference

Business Professionals of America is pleased to announce its upcoming National Leadership Conference in Anaheim, California May 5-9, 2010.

Business Professionals of America (BPA) is a student organization whose mission 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:

- Financial Services
- Administrative Support
- Information Technology
- Management, Marketing and Human Resources

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.

On-line judges' registration will soon be available. Please contact me via e-mail at jdunkle@bpa.org or 614-895-7277 x 303 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.

Sincerely,

A handwritten signature in dark ink that reads "Jennifer Dunkle".

Jennifer Dunkle
Director of Educational Programs
Business Professionals of America



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**JUDGES' ORIENTATION HANDBOOK
NATIONAL LEADERSHIP CONFERENCE
ANAHEIM, CA: MAY 5-9 2010**

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 a world-class workforce 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
- 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.

In order 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

The expertise and professionalism that you bring to the competitive events of Business Professionals of America is highly valued by students and teachers. 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. Call backs 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' Review

At the conclusion of any preliminary judged event, all contestants who participated in the event in the preliminary rounds will have an opportunity for the judges to share with them, as a group, overall aspects of the contest. Attendance is optional. Advisors are not permitted to attend the Judges' Review.

- Individual scores and comments are not to be given.
- Only general statements are to be shared (i.e., everyone seemed well prepared).
- Contestants are not allowed to ask questions.

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.

Note to Proctors and Administrators: Judges' comments will be returned to Local Advisors for contestants providing a stamped envelope (addressed to the local advisor), including contestant ID number, and contest name on the flap. Contestants should hand the completed envelope to the contest proctor when they check in prior to judging at National Leadership Conference. 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
- Economic Research Project-Team
- Administrative Support Research Project-Individual
- Video Production Team
- Web Site Design Team
- Web Application Team
- Digital Media Production
- Global Marketing Team
- Entrepreneurship
- Graphic Design Promotion

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 Headquarters 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. In 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.
- 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).
- A Classroom Educators Advisory Council (CEAC) representative or contest administrator will answer your questions.
- Contest Administrators and Proctors will assist judges as needed.
- It is imperative to accurately record contestant numbers on the rating sheets. There can be no ties in the top ten contestants/teams, and it is the judges’ responsibility to break any ties.

Judged Events

Digital Media Production

- The student will produce a 1-3 minute digital media production (CD or DVD) promoting the local Business Professionals of America chapter. Their work will be demonstrated during a 10-minute presentation before a panel of judges.

Global Marketing Team

- The team develops a plan that details pricing strategies and promotion for a business and presents their written marketing business plan to a panel of judges.

Entrepreneurship

- The student develops a business plan for a new business and presents the plan to a panel of judges.

Small Business Management Team

- A team evaluates a small business case problem and presents an operational plan to a panel of judges.

Graphic Design Promotion

- Prior to NLC, the student creates a computer-aided graphic, consisting of an 8¹/₂ "x11" cover and 4"x4" logo, that promotes an upcoming BPA National Leadership Conference and, through a question and answer session, informs the panel of judges how he/she produced the final product.

Interview Skills & Advanced Interview Skills

- The student demonstrates his/her proficiency in job search, interview situations, and knowledge of job retention. Contestants 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.

Extemporaneous Speech

- The student draws two different business topics at random, selects one, and, following ten minutes of preparation, offers an extemporaneous speech before a panel of judges.

Human Resource Management

- Students are assigned a case study and use a Human Resource manual to develop a solution to be presented to judges, who then assess the student's interpretation of personnel policies and knowledge of human resource management.

Prepared Speech

- Students present a prepared topic relating to business, entrepreneurship, or Business Professionals of America to a panel of judges.

Presentation Management Individual & Team

- The student or team uses current desktop technologies and software to prepare and deliver an effective multi-media presentation and present it before a panel of judges.

Parliamentary Procedure Team

- 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.

Financial Analyst Team

- Teams make decisions and recommendations using financial reports, prepare computer reports, determine trends, make projections, prepare budgets based upon a case study, and present findings to a panel of judges.

Economic Research Project Individual & Team

- The student or team conducts research and presents findings on an economic topic to a panel of judges.

Administrative Support Research Project Individual

- The student conducts research on a topic relevant to the Administrative Support area and presents findings to a panel of judges.

Video Production Team

- A team develops a video production on the assigned topic and presents it to a group of judges. After the presentation, students answer judges' questions.

Network Design Team

- A team will analyze a defined business environment and develop a strategy for the implementation of a network infrastructure that addresses the needs of the defined business environment.

Software Engineering Team

- The team will work to develop a system of applications that will share data and functions and/or procedures from the topic given. Students will present information to a panel of judges.

Web Site Design Team

- A team develops a Web site based on a selected topic or business. Judges review the web site during the students' presentation.

Web Application Team

- A team will create a Web site that includes a Web storefront. At the test site, the team will demonstrate database management skills, site security, and transmission of user information. The team will enter data, prepare reports, and present information before a panel of judges.

Contact the Director of Educational Programs with any questions or concerns:

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