



**2009-2010 FBLA-PBL**

**National Officer Candidate Guide**

## 2009-2010 NATIONAL OFFICER CANDIDATE GUIDE

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## 2009-2010 NATIONAL OFFICER CANDIDATE GUIDE

Congratulations! You have taken the first step towards the ultimate leadership role: serving as a national officer of Future Business Leaders of America-Phi Beta Lambda. Vince Lombardi once said, "Winning isn't everything, but wanting to win is!" You owe yourself the obligation to want to succeed, to achieve as much as you can, and to do the best that you can at all times.

Being a national officer is one of the most challenging and rewarding experiences that a student can have as a member of FBLA-PBL. It takes commitment and responsibility, but it's also a lot of fun.

Good leaders inspire others to have confidence in them. Great leaders inspire others to have confidence in themselves.

### **National Officer Candidate Schedule**

National officer candidates will receive a detailed candidate schedule prior to the National Leadership Conference.

### **Candidate Qualifications**

Only active members are eligible to hold national office. A candidate must have at least one full year remaining in his/her business program and hold or have held an elective office in his/her local or state chapter, (for PBL, candidates must hold or have held an elective office in his/her local chapter corresponding to or higher than the one that they are applying for).

### **Candidates for National Secretary**

Candidates for secretary must possess the ability to take minutes and must have completed one year of typewriting/keyboarding instruction by the time of their election at the NLC.

### **Candidates for National Treasurer**

Candidates for treasurer must have completed one year of accounting, bookkeeping, or record keeping by the time of their election at the NLC.

### **Candidates for National Parliamentarian**

Each state may nominate any member of the parliamentary procedures team representing them at the National Leadership Conference, or the individual who scored the highest on the written parliamentary procedures test at their State Leadership Conference, as a candidate for National Parliamentarian.

Candidates for the office of National Parliamentarian must file the National Officer Application Form by May 15. These candidates do not have to attend the National Officer Candidate Briefings or participate in the National Officer Candidate Interviews at the National Leadership Conference but must take the written parliamentary procedures exam.

### **Campaign Policies and Procedures for Candidates for Elected Offices**

**Out of State Contact.** Contacting members from other states prior to the NLC, distributing literature, and posting the candidate's intent to run for national office on web pages, including state Web sites, on state and national message boards, my space, or in e-mail messages may not occur prior to the closing of the National Candidate Campaign Rally at the NLC. Contacting vendors, national officers, national staff, board members, and professional division members with questions is not considered out-of-state campaigning.

**Official Campaign Start.** Official campaigning for the offices of president, secretary, and treasurer may begin immediately following the National Officer Candidate Campaign Rally which is held after the Opening General Session. Campaigning is strictly prohibited before or during the session with the exception of each candidate's speech. Campaigning for the offices of the five regional vice presidents may first begin on the opening day of the campaign booths in the campaign hall (PBL – June 21 and FBLA June 26). Regional vice presidents may also place campaign materials on chairs before the Regional Campaign Rallies begin. No material can be posted inside this room, but hand-held campaign signs can be used. (Campaign signs must be attached to wooden sticks – wire hangers cannot be used).

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Regional vice president candidates and their campaign staff may also hand out campaign literature at doors both as students and advisers enter or leave the Regional Campaign Rallies.

**Candidate and Materials Pre-Screening.** National officer applications ( Due: May 15) and draft copies of the campaign brochure, financial statement, and campaign speech (Due: June 2) will be pre-screened prior to the National Leadership Conference, and any concerns will be communicated with the candidate. The preliminary review will give candidates reasonable certainty that they have complied with all campaign rules and regulations and can proceed with a fully developed campaign. If you have concerns before ordering materials, contact Lisa Smothers ([membershipdir@fbla.org](mailto:membershipdir@fbla.org)).

**Institute for Leaders.** National officer candidates are not required to attend the Institute for Leaders; however, attendance is strongly recommended.

**Candidate Briefings.** All candidates for elected offices must attend the Candidate Briefings Session at 7:30 p.m. (PBL – June 19 and FBLA – June 24). Each candidate's campaign manager and local and/or state adviser/chair should also attend. A roll call will be taken at this session. Any candidate that is not present at this meeting will be disqualified unless prior arrangements have been made. Current national officers will conduct the Candidate Briefing Session. Campaign guidelines will be reviewed, campaign booth assignments will be discussed, and candidates' questions will be answered during this session.

**Campaign Materials.** All campaign materials must be approved by the on-site campaign materials screening committee. The following campaign materials are required to be submitted for review at the Candidate Briefings Session (in the order below) in a **portfolio holder or three ring binder or notebook with a cover page that includes the candidate's name, state, and office sought:**

- Final copy of campaign speech.
- Final copy of campaign brochure/data sheet.
- Final copy of financial statement.
- Candidates may not spend or have received donated materials (at "wholesale" value) and/or money totaling more than \$2,000 in the campaign for national office. Substantiated documentation for donations and receipts for all campaign materials must accompany the financial statement. Failure to submit these materials will result in a candidate disqualification.
- One each of any campaign items and literature (stickers, flyers, sample design of campaign signs, etc.) These items must be properly identified with the name of the candidate and office sought. Community or state literature, buttons, or bumper stickers that do not endorse or reference the candidate do not need to be personalized or submitted.
- Candidates must include a description of any items, which will be given away at the campaign booth to generate name recognition. In addition, candidates must provide a written or geographical description of any banners, posters, or other decorations in the campaign hall. Please remember that items may not be pinned, taped, tacked, or in any way adhered to walls, floors, ceiling, or furniture. Items such as stickers may be distributed only if adhered to a personal item (i.e. name badge) prior to leaving a candidate's booth area. Money, alcohol, tobacco, and helium-filled balloons may not be distributed. Any food items that are distributed must be professionally sealed and packaged.
- A written description of any audio visuals that are planned to be used must be included with the campaign material. It is the responsibility of the candidate to bring or rent his or her own equipment. Equipment costs (rental service, electrical access, etc.), if any, must be listed on the financial report. Remember, rental of AV equipment through the hotel's in-house AV provider can be very expensive (approximate cost of a VCR with a monitor can be as much

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as \$200 per day). In all cases, access to electrical outlets will require a payment of a service charge.

**Officer Candidate Interviews.** All applicants for elected offices will complete an interview with the officer screening committee at the National Leadership Conference. Interviews will begin at 2:00 p.m. (PBL – June 20 and FBLA – June 25). Each candidate interview will last approximately 15 minutes. The screening committee will consist of members of the national board of directors and current national officers. If a current national officer is running for national office again, he or she will not participate as part of the screening committee. Candidates will not have to bring in any samples of campaign materials. The committee will have the candidate's portfolio that was collected at the National Officer Candidates' Briefings session. Candidates should bring their local adviser and their state adviser to the officer candidate interview. Business attire is required. Only candidates that are certified by the officer screening committee become official candidates and are eligible to run for elected office. **Candidates for the office of National Parliamentarian do not participate in candidate interviews.**

**Campaign Speeches.** Candidates for national offices (president, secretary, treasurer) will deliver their speeches during the Campaign Rally immediately following the Opening General Session (PBL – June 21 and FBLA – June 26). Candidates for vice president will deliver their campaign speeches during the Regional Campaign Rallies (PBL – June 20 and FBLA – June 25).

**All campaign speeches are limited to a total of two minutes.** The time is monitored and strictly enforced. No audio-visual equipment may be used during campaign speeches. Business attire must be worn. **Only the national officer candidate may participate in the campaign speech** (i.e. no introductions, skits, or props).

**Campaign Literature, Materials, and Campaign Booths.** National officer candidates may set up their campaign booth at 7:30 a.m. (PBL – June 21 and FBLA – June 26). The exhibit hall will open at 9:00 a.m. – 4:00 p.m. (PBL – June 21 and FBLA – June 26) and from 9:00 a.m. – 2:00 p.m. (PBL – June 22 and FBLA – June 27). National officer candidates may dismantle their booths from 2:00 p.m. – 4:00 p.m. (PBL – June 22 and FBLA – June 27).

Candidates will be assigned to an area in the campaign hall for their campaign booths. Candidates will not be notified of their booth assignment until the Candidate Briefings Session. PBL candidate booths are table top only – 6' by 30" table and two chairs. The PBL candidate area will not be draped. FBLA candidate booths are 10' x 10' with an 8' drape behind and a 3' drape on the sides. Included is a skirted and draped 6' x 30" table, two chairs, and a trash can. Candidates may only use the space that falls within the booth dimensions.

Candidates may only campaign in their own booth area in the campaign hall. Any campaigning in the hall outside of this area is prohibited.

All candidates and campaign staff in the campaign hall must be dressed in business attire. Candidates and campaign staff are not allowed to wear costumes, aprons, t-shirts, hats, etc. in the campaign booth area, campaign hall, or conference sessions (workshops, meetings, General Sessions, Candidate Q&A, etc.).

Candidates should make sure that they store or take to their room items of high value when they are not in use at the booth. **FBLA-PBL is not responsible for any items that may disappear from the campaign booths.**

**National Officer Candidate Q & A.** For the offices of president, secretary, and treasurer, the Q & A Session will occur from 8:30 a.m. – 9:15 a.m. (PBL – June 22 and FBLA – June 27). For the offices of the regional vice presidents, a brief Q & A Session will be conducted immediately following the campaign speeches during the Regional Campaign Rallies at 5:00 p.m. (PBL June 21 and FBLA – June 26). **Business attire is required for both sessions.**

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**National and Regional Voting Sessions.** No campaigning is allowed on the day of the National and Regional Voting Session. (June 23 – PBL and June 28 – FBLA).

### **Voting**

National officer elections will take place on the final day of the National Leadership Conference (June 23 – PBL and June 28 – FBLA). Voting for national president, national secretary, and national treasurer candidates will take place during the National Voting Delegate Session. Voting for regional vice presidents will take place during the Regional Voting and Recognition Sessions.

A majority vote is required for election. If no candidate receives a majority vote on the third ballot, the candidate receiving the lowest number of votes for that ballot will be dropped from the fourth ballot. If necessary, the candidate receiving the lowest number of votes shall be dropped from each subsequent ballot until one candidate receives a majority of votes.

No two FBLA national officers may be elected from the same state chapter.

No two PBL national officers may be elected from the same state chapter. With the exception of the regional vice president, no more than two PBL national officers may be elected from the same region. Unopposed PBL national officer candidates will not be eliminated because of these restrictions.

The office of national parliamentarian is an appointed position. According to the National Bylaws, the candidate scoring the highest on the Parliamentary Procedures written test at the National Leadership Conference will be appointed to the position of national parliamentarian. This candidate must have filed a National Officer Application.

### **Election Results**

Election results will be announced during the Awards of Excellence Ceremony.

### **Newly Elected National Officer Breakfast**

There will be a mandatory breakfast meeting for all newly elected National Officers, their state advisers, and local advisers from 7:00 a.m. – 8:00 a.m. (June 24 – PBL and June 29 – FBLA).

### **National Officer Training**

National Officer Training is required of all newly-elected national officers. There are no exceptions to this requirement. **This year's training session will be held in mid July. Dates to be determined.**

### **Submitting the Application**

Applications must be certified by the candidate's local chapter adviser and state adviser or state chair. If the FBLA or PBL candidate is under the age of 18, a parent or guardian must also sign the application.

If no applicants file for a specific office by the May 15 deadline, notice will be sent to those states eligible to run a candidate for that office. In this event, the deadline for the application will be extended to June 15.

If there are still no applicants for a specific office by the June 15 deadline, individuals may apply for office at the NLC. In order to submit an application at the NLC, potential candidates must report, with their state and local adviser, to the National Officer Candidates' Briefing Session. Potential candidates must bring copies of all of the materials that they will use in their campaign and a copy of the financial statement in a portfolio or three ring binder. Potential candidates will be required to comply with the interview requirements and all other guidelines expected of national officer candidates.

If you have questions about this process, please e-mail [membershipdir@fbla.org](mailto:membershipdir@fbla.org).

Faxed or e-mailed applications will not be accepted.

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### DUTIES OF THE NATIONAL OFFICERS

#### The National President shall:

- Serve as Chair of the FBLA National Officer Team;
- Preside over the business meetings of the FBLA National Officer Team;
- Serve as member of the Board of Directors;
- Appoint appropriate committees and committee chairmen;
- Serve as an ex-officio, non-voting member of all committees;
- Perform other duties for the promotion and development of local, state, and national FBLA-PBL.

#### The Vice Presidents shall:

- Assist the president in the promotion and development of FBLA-PBL in the regions which elected them;
- Assist in planning the National Fall Leadership Conferences;

#### The Secretary shall:

- Keep an accurate record of all business meetings of the National Leadership Conference and the National Officer Team.
- Supply promptly at least one copy of the minutes and substantiating reports to the FBLA or PBL National president and the association president and chief executive officer;
- Initiate communication with state officers to promote quality articles for national publications.

#### The Treasurer shall:

- Assist the national office in keeping an accurate record of national officer travel expenses and disbursements, and in planning national officer travel;

#### The Parliamentarian shall:

- Advise the president of the orderly conduct of business in accordance with the FBLA-PBL Bylaws and *Robert's Rules of Order-Newly Revised*.
- Serve as an ex-officio member of the National Officer Team.

These officers shall serve on the National Officer Team, perform the duties described in this bylaws, and perform such other duties as directed by the FBLA or PBL national president and the association president and chief executive officer that are not inconsistent with bylaws or other rules adopted by FBLA-PBL.

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2009-2010 FBLA-PBL National Officer Application

To the Candidate: Please complete the application and submit to your State Adviser/State Chair.

**Personal Information**

Please attach a 1-page resume highlighting the business classes taken or currently enrolled in, FBLA-PBL activities, leadership activities, and a letter of recommendation from your local and state adviser to this application form.

Name \_\_\_\_\_ State \_\_\_\_\_

Office Seeking \_\_\_\_\_  FBLA  PBL

School Name: \_\_\_\_\_ Chapter Number: \_\_\_\_\_

Local Adviser Name: \_\_\_\_\_

Local Adviser E-mail: \_\_\_\_\_ School Phone # \_\_\_\_\_

School Address: \_\_\_\_\_  
\_\_\_\_\_

Applicant Year in School for 2008/2009 \_\_\_\_\_ Home Phone Number: \_\_\_\_\_

Applicant Summer Address \_\_\_\_\_

Applicant E-mail: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

State Adviser Name: \_\_\_\_\_ State \_\_\_\_\_

State Adviser E-mail: \_\_\_\_\_ State Adviser Phone# \_\_\_\_\_

FBLA-PBL Offices Held and Term of Office:  
\_\_\_\_\_  
\_\_\_\_\_

Leadership Positions Held: \_\_\_\_\_  
\_\_\_\_\_

Awards and Honors: \_\_\_\_\_  
\_\_\_\_\_

**Please answer the following questions**

1. Why are you a member of FBLA-PBL?
  
  
  
  
  
  
  
  
  
  
2. Describe why you are qualified to serve as a National Officer of FBLA-PBL, Inc.

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**Partnership**

Serving as a successful national officer is a commitment that requires a strong partnership between the officer, the adviser, and school officials. This section is to be signed by each party.

**National Officer Applicant: (Place an "x" in each box and sign). If elected to serve FBLA-PBL as a member of the national officer team, I agree to:**

- Remain committed to my education and family obligations.
- Make FBLA-PBL national service my top priority after education and family obligations.
- Follow the FBLA-PBL national officer rules, guidelines, and responsibilities.
- Attend National Officer Training in July in Reston, Virginia.
- Cooperate with my school, adviser, local chapter, state chapter, and national association throughout the year.
- Attend all required meetings, activities, and events.
- Perform all assigned officer responsibilities.
- Keep my school administration, local adviser, state adviser, and FBLA-PBL national staff informed of all activities.
- Maintain the highest degree of personal honor, integrity, and ethics.

Signature \_\_\_\_\_

**Chapter Adviser:**

**If \_\_\_\_\_ is elected to national office, I agree to: (Place an "x" in each box and sign)**

- Support the officer.
- Monitor the officer's academic program and communicate potential challenges to FBLA-PBL national staff.
- Assist the officer with the successful performance of his/her duties and responsibilities.
- Communicate with FBLA-PBL national staff regarding any officer performance issues.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**School Administrator: (Required for all FBLA Candidates or for PBL candidates if the applicant is under the age of 18). Place an "x" in each box and sign. I agree to:**

- Support this officer if he/she is elected.
- Support the adviser's role throughout the year and attendance at required events.
- Enable the officer to attend events required of a national officer.

***Please note that FBLA-PBL requires and arranges for officer chaperones at all nationally sponsored and activities and events by working with state committee members and national staff. The national office does not provide funding for local/or state advisers accompanying national officers on their official assignments. Only national officer expenses are funded.***

Signature \_\_\_\_\_ Date \_\_\_\_\_

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### **Certifications**

The responsibility of sponsoring a national officer rests with the local and state chapter of FBLA-PBL. Only state chapters that meet the criteria stated in the national bylaws are eligible to nominate candidates for national office. Upon approval of the local chapter, the applicant must forward this application and the required materials (resume and a letter of recommendation from his/her local to the state chair/adviser). The application, along with the required information including the state chair/adviser letter of recommendation and signature, must then be submitted to the FBLA-PBL National Center by May 15. Faxed or e-mailed applications will not be accepted.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Adviser Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
State Chair/Adviser Signature

\_\_\_\_\_  
Date

*Applications must be received at the National Center by May 15. State Chairs/State Advisers – send application to:*

National Officer Application  
FBLA-PBL, Inc.  
Attn. Jean Buckley, President and CEO  
1912 Association Drive  
Reston, VA 20191-1591