IF YOU WANT A CAREER THAT'S BRIMMING WITH OPPORTUNITY, ACCOUNTING COULD BE FOR YOU.

WHAT MAKES ACCOUNTING SO DYNAMIC?

Accounting is a critical part of every organization. Just like doctors or lawyers, there are many different types of accountants—some of which:

- Manage & mitigate financial risk
- Find & implement cost-saving measures
- Strategically influence major business decisions
- Advise individuals & companies on financial & tax issues
- Implement technology to improve business processes
- Examine financial records for errors & fraud

ACCOUNTING HAS A LOT TO OFFER

✦ Great job security
No matter the economy, companies need accountants. That's why it's one of the most recession-proof careers—and is EXPECTED TO GROW 10% between 2016 and 2026*.

*The Bureau of Labor Statistics 2018

✦ Demand is high
There are currently more positions than accountants to fill them. In fact, 91% of finance leaders* reported finding skilled professionals is challenging.

*Robert Half Accounting & Finance Salary Guide 2019

✦ A substantial salary
The average U.S. CPA salary is $119,000 PER YEAR*—and that doesn't include bonuses—so set your sights on licensure.

*Journal of Accountancy 2017

✦ Just ask a CPA
“'My favorite things about accounting are helping people solve problems, constantly learning and being an asset to my community.”

Andrew Coombs, CPA, Senior Internal Auditor at BD & Entrepreneur

Learn more about accounting as a career at StartHereGoPlaces.com/Opportunity
On behalf of the National Board of Trustees, I want to welcome you to the 2019-2020 school year. I look forward to seeing how our students, advisors and alumni grow in leadership together under our theme: *Capitalize Your Future.*

As a product of this organization, I know the power of BPA. Our beloved organization helped me discover my purpose and was the launchpad for a successful career in college and now as a leader in the technology industry. My hope is that my tenure as Board Chair demonstrates to all our students that BPA truly does prepare you to lead in whatever you choose to do.

Along with my colleagues on the Board of Trustees, our National Officer Team and National Staff, we are excited to work together to encourage an organization of inspiration, creativity, and achievement. I wish you all a very successful year filled with growth, fun, and new friendships. I look forward to meeting many of you throughout the year and at NLC 2020 in Washington D.C.

Best Regards,

Cedric K. Bandoh
Chair, National Board of Trustees
Business Professionals of America

It seems like it was just yesterday that we were celebrating the culmination of an amazing year at the National Leadership Conference, and yet here we are at the beginning of another school year, poised and ready to serve the members of Business Professionals of America.

I want to take this opportunity to welcome you back and wish you a wonderful year. We have an exciting year ahead of us and we are looking forward to the many opportunities for our students.

Our mission is to develop and empower student leaders to discover their passion and change the world, and we strive to do that by creating unmatched opportunities in learning, professional growth and service to others. We know we don’t do this alone. We are guided by inspiring students, dedicated educators, generous sponsors and partners, and alumni and other friends who believe in our students' potential enough to donate their time, talent and resources to the work of BPA. We are grateful to all involved in this amazing endeavor.

Welcome back and thank you for what you do to make BPA all it can be for our students. We look forward to another amazing, inspirational and successful year for the students of BPA.

Warmly,

Dr. LouAnn Ross
Executive Director/CEO
Enhancing Membership Engagement

The most important part of our organization is our amazing members. Combining all membership divisions, there are nearly 45,000 individuals across the nation who participate in BPA. Making sure that they have the opportunity and are engaged enough to reap the full benefits of membership is a key priority for the 2019-2020 National Officer Team. We are pleased to share that we will be offering the Student Certification Series with a division of the series into two refreshed levels! Level One will teach students about BPA basics and the vast opportunities available to them as members over a six-video series. Level Two will focus on professional development to educate members on career-readiness, leadership skills, and professional growth opportunities within BPA through a four-video series. We are working diligently as a team to promote two key opportunities that members should take advantage of: the BPA Torch Awards Program and the BPA Cares Program. With our end goals to increase participation in both programs, our work has already begun by recommending new Torch Awards activities to the Board of Trustees for approval into the system.

Innovate Member Opportunities

As a member of Business Professionals of America, you are provided with many opportunities to grow and learn, and this year the National Officer Team wanted to focus on expanding opportunities offered throughout the membership year. As a co-curricular student organization (meaning our programs in BPA support academic material taught in the classroom), an idea to recognize members who excel in both BPA and their classroom learning was created. “BPA Scholars” is a new program that will recognize students that achieve a 3.5 GPA or equivalent during the membership year.

While the National Merit Scholar test is a great opportunity for those attending NLC to quiz their BPA knowledge, for those who want to expand their education about our organization and do not attend NLC, a new solution was needed. A new BPA knowledge test will cover many similar topics as the National Merit Scholar test, but will be available to any member of BPA and does not require attendance at NLC.
With so many opportunities available in BPA, how can you possibly find a one stop shop for how to make the most of your experiences and events? BPA Shares is a forum that allows members and advisors to share their success stories or suggestions for conference activities, fundraisers, community service activities, competitive events, and more! This year, there will be surveys sent out to members and advisors to share their input. These survey results will be shared on the BPA website for you to gain inspiration from.

Finally, to make the entire year the best for our members, the National Officer Team has decided to focus on interactions and communication. Each national officer is partnered with a state association (buddy state) so that the national officer can serve as a resource for the entire association. Partnered state associations and national officers can be found on our website.

**Fostering Advocacy Opportunities**

One of the most important things any member or stakeholder can do to support our organization is to share their BPA story. The path forward for this organization’s recognition is created by the actions of EACH and EVERY member. To increase participation and understanding of sharing BPA’s message with community leaders, we decided to dedicate an initiative in our Program of Work to advocacy. As a National Officer Team, each of us has agreed to send letters to legislators, policymakers, and community leaders every single month for the length of our terms in order to voice the positive impact BPA has had on our lives. Additionally, we would like to extend the challenge to you. This year, various resources (like infographics, letter templates and videos) will be shared so that you are educated in relaying the innovative opportunities of BPA. Through advocacy, the National Officer Team seeks to empower members and stakeholders from all across the organization to share their BPA story to everyone who will listen!

**National Leadership Conference Promotion**

Anticipation builds for the National Leadership Conference beginning on day one of every BPA membership year. Many aspects of a member’s year are focused around the end goal of qualifying for NLC. Being placed in our nation’s capital opens up an even wider range of opportunities for exploration, professional growth, networking and service for our members attending NLC. To countdown to the conference, held May 6-10, 2020, the National Officer Team will be building excitement for tours, workshops, certifications, showcases, competitive events and more through our social media and online presence. Three new initiatives that we will be promoting are our revitalized “National Officer for a Day” program, Middle Level workshop, and pin-trading “network tracker.” The National Leadership Conference is a highlight of the year for many members and we are very excited for the new additions we have planned!

**Modernizing Online Communications**

Communication is an essential part of an organization, especially BPA, as it allows all of us to share our experiences and interact with our fellow members. For the National Officer Team, social media is a tool that allows us to engage with all members so we can ensure that we are adequately representing our members’ views. Through platforms such as Twitter, Instagram, Snapchat, LinkedIn and many more, we can effectively spread important information and highlight remarkable work being done by our chapters. The National Officer Team is excited to be present on a wide range of platforms as we are eager to interact with our members. We aim to expand our engagement so that we can reach new members and consistently post valuable content for experienced members. The National Officer Team has created a posting schedule that will allow us to be present on our social media platforms on a daily basis. We are ecstatic to share new and relevant posts so that all our members can learn and benefit from them. We hope to see you interacting on the National BPA posts throughout the upcoming year!
When we came together to establish our Program of Work, we really looked at the Post-secondary division as a division of significant potential. We decided that the ultimate vision for our team this year would be to deliver and communicate opportunity to our members. From this single vision, we derived many goals that we hope to accomplish while serving as national officers this year.

Enhancing Membership
Looking at the Post-secondary Division, we saw the opportunity for improvement and expansion. A key component to progress will be more valuable and effective communication with current and potential members through both e-newsletters and social media. Our hope is that through strong communication practices, we can truly transform not only the Post-secondary membership, but also the virtual experience for members who do not have a physical chapter at their university, college, or career center. By investing time and effort into sustaining strong virtual chapters, we believe that we can help deliver the BPA experience to a wider range of students.

Another way that we plan to enhance membership is by increasing opportunities specifically geared toward Post-secondary members. Most Post-secondary members are close to or already in the workforce in some capacity, and we believe that bridging the gap between business and industry is key to preparing our members for success. By providing them with more certification opportunities that cover a range of disciplines, we aim to give our members the ability to prove that they have the credentials for their desired position. Along with equipping our members with critical technical skills, we also want to provide them with real-world industry experiences and networking opportunities.

Increasing Engagement
We are proud to introduce a new initiative that will connect our Post-secondary members, alumni, advisors, industry leaders and partners allowing attendees to explore and engage at this year's new industry summit! This new program is intended to showcase and explore the benefits of BPA membership and introduce an array of networking opportunities for all attendees. The objective of this summit is to bring together industry leaders and innovators in an effort to offer Post-secondary members the ability to glean from their professional expertise. Stay connected via social media to find out more about this amazing opportunity, and how you can participate.

Advocating for BPA
Significant legislation that impacts your education is occurring on Capitol Hill and across the country. Be ready to advocate for BPA and Career Technical Education by getting and staying involved! Start by telling your BPA story to your local, state, and federal officials and explain the importance of BPA and CTE. Be sure to collaborate with friends and colleagues who can help project the image and the importance of BPA. Our goal as a team is to engage, expand and propel our advocating efforts for both career and technical and Post-secondary education by providing valuable information and resources to our student members. If you have any questions, thoughts or ideas, make sure to reach out to us.

We can’t wait to see and hear all the great things each of you are accomplishing across the country. Stay connected and keep in touch with us on our official BPA Twitter accounts, or just by emailing us! Also make sure you are following National BPA on all social media platforms to stay informed on new and upcoming opportunities.
Launching in the coming weeks, National BPA will offer a seamless online platform for professional development for all members. In this new system, members will be able to take charge of their personal growth and leadership development:

- Earn certificates by completing the multiple levels in the Student Certification Series (student members only).
- Complete the new Advisor Certification Series (advisors only).
- Earn badges for completing different courses.
- Enjoy a personalized learning experience that will help you achieve your professional development goals.
- Access exciting learning opportunities anytime from anywhere.
- Engage in training that fits your schedule and learning style.

- Prepare for competitions using online resources.
- Educators can earn continuing education hours (CEUs).
- Complete courses based on partner curriculum and content.
- Enhance your own leadership skills by completing custom BPA leadership development content.
- Improve skills and competencies, performance and productivity.
- Use reporting features to access your earned certificates and log your own progress and achievements.

Information and video walkthroughs will be provided in the coming weeks to help members access this system. For more information, contact Patrick Schultz, Director of Technology Integration, at pschultz@bpa.org.
## Full Registration
Open to registered advisors and students only

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<th>Early Registration Fee Deadline: Feb. 28 – April 1</th>
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<td>Late Registration Fee Deadline: April 2 – April 8</td>
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<td>On-Site Registration Fee:</td>
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During this period Advisors and Students may register online for conference registration, competitive event registration, housing, and general conference activities. Housing at an official NLC property is still required after this deadline, but may be located off-site.

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</tbody>
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During this period Advisors and Students may register online for general conference activities (based on availability). Online competitive event registration is not available during this time. Housing at an official NLC property is still required after this deadline, but may be located off-site.

## Guest Registration
Open to guests of the conference. Guests must be registered by an official advisor.

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During this period Chaperones and Guests may register online for conference registration, housing and general conference activities.

## NLC HOUSING
Housing reservations open on Feb. 28 and must be submitted via the BPA NLC Conference Registration System. Registered students, advisors, and chaperones are required to stay at an official conference property. Failure to comply will result in disqualification. Independent and National Virtual chapters will be assigned based on availability. Taxes & fees are subject to change. BPA reserves the right to re-assign delegate housing should the need arise. A limited number of hotel rooms are available for pre- and post-conference stays. The official stay for the 2020 National Leadership Conference is Wednesday, May 6 – Sunday, May 10, 2020.

### Gaylord National Resort & Convention Center
- States Assigned: Alaska, Delaware, Idaho, Illinois, Indiana, Iowa, Kansas, Massachusetts, Michigan, Minnesota (PS), Montana, New Mexico, Ohio, South Carolina, Texas
- $285 (Single/Double/Triple/Quad) Per Room/Per Night
  - 201 Waterfront Street, National Harbor, MD 20745

### AC Hotel National Harbor
- $264 (Single/Double/Triple/Quad) Per Room/Per Night
  - 156 Waterfront Street, National Harbor, MD 20745
  - State Assigned: Minnesota (S)

### Residence Inn National Harbor
- $264 (Single/Double/Triple/Quad) Per Room/Per Night
  - 192 Waterfront Street, National Harbor, MD 20745
  - States Assigned: Florida and Wisconsin

### The Westin Washington National Harbor
- $269 (Single/Double/Triple/Quad) Per Room/Per Night
  - 171 Waterfront Street, National Harbor, MD 20745
  - States Assigned: Oklahoma
STUKENT SOCIAL MEDIA MARKETING CHALLENGE WITH MIMIC SOCIAL

CHALLENGE DATES: OCTOBER 1st - 31st

The top three competitors who generate the most revenue using the world’s first social media marketing simulation, Mimic Social, will be recognized on stage at the NLC awards ceremony in Washington, D.C.

PRIZES:
- 1st Place: $500
- 2nd Place: $300
- 3rd Place: $200

REGISTER TODAY FOR FREE AT:
STUKENT.COM/BPA-CHALLENGE
A Note from the Director of Leadership Development

Dear BPA friends,

I am beyond excited to start this journey with you as the Director of Leadership Development! We have some exciting things in store this year. I have spent my first few months with BPA learning about all of the unique opportunities we provide our student members, training and getting to know our stellar National Officer Team, and attending summer meeting in Washington D.C. At summer meeting, I shared with both SAAC and the Board of Trustees how we will expand our leadership practices this year, and also had the chance to meet with CEAC team members as well.

As we start another school year, I would like you all to be thinking about a leadership goal you’d like to accomplish over the next few months. It can be as simple as updating your LinkedIn profile to align with your personal and professional goals, or complex like an unresolved conflict that you have not quite dealt with yet. I hope some of what we learn this year will be applicable to your leadership goals and to support the amazing plans you have for your BPA chapters.

My goal is to virtually visit chapters this year and learn more about all the great work you are doing! Please do not hesitate to use me as a resource over the coming months.

Best,

Ms. B~

Brigette M. Bethea
Director of Leadership Development
As a leader among CTSOs across the nation, Business Professionals of America is visibly aware that the need for quality leaders remains constant regardless of place, time or industry, affirming why leadership is such an important pillar of our organization.

Setting our sights on the year ahead, we will spend time developing and honing leadership skills as an organization with an intense focus on servant leadership with our student members.

Under the guidance of our Director of Leadership Development, Executive Director and Board of Trustees, BPA will unpack real-world examples of leadership in action and push the thinking of all stakeholders on ways to handle leadership challenges. We will spend time focusing on the leadership strengths within BPA. We will also identify areas where student members, as well as other stakeholders can benefit from training, resources and further development activities to increase organizational capacity through leadership development opportunities.

Under this newly refined direction in leadership development, BPA will seek to reshape perceptions of leadership and showcase that leadership is not innate, but something that can be developed at all levels.

On the horizon, we will be focused to deliver:

- **An Increase in Middle Level Engagement and Leadership Development opportunities.**
  - Middle Level is critical to the growth of BPA. This year we will change the way we engage with our Middle Level members. Specifically, we are looking to revamp the National Leadership Academy at NLC, to provide Middle Level members more time to interact with our Secondary and Post-secondary divisions, alumni, and industry professionals.

- **A Leadership in Action Blog Series**
  - A bi-monthly blog series will be released to members and stakeholders in an effort to understand and connect with key concepts of leadership in action. The blog will highlight situations and models which can be applied to working and serving with BPA and beyond.

- **A Stronger Focus on Servant Leadership**
  - At the core of servant leadership is the idea of doing what is best for the group, shared responsibility and accountability, and serving others. While the concept of servant leadership sounds simple, many good organizations struggle to espouse these values. At BPA, we want leaders who are not just ready to take on a leadership role, but leaders who are agile, equipped to stand in the gap for others when necessary and prepared for increased responsibility.

- **Virtual Leadership Engagement**
  - We invite you to connect with the Director of Leadership Development through virtual engagement opportunities. Schedule a group facilitation or training session tailored to the topics most important to your chapter.

- **Forefront Positioning of BPA’s National Officer Team**
  - The National Officer Team has some amazing things in store for our members this year, and the Director of Leadership Development will support the coordination of those efforts. You will see a more deliberate and dedicated focus on leadership development and servant leadership elements in both the Secondary and Post-secondary programs of work as well.

- **An Updated Advisor Certification Series**
  - Be on the lookout for exciting updates to the BPA Advisor Certification Series complete with a fresh look and feel.

- **Leadership Development Engagement for All Stakeholders**
  - Development opportunities are not reserved for student members alone. Engagement with other BPA stakeholder groups will be key this year to increase alignment and enrich our organization’s work.

With so much to look forward to this membership year, we are inspired by the vision and values that our student members across the country are capable of and all that lies ahead for our great organization. We can’t wait to see how each and every member will **Capitalize on Your Future**.
Apprenticeship is a career pathway where individuals can earn and learn at the same time!

**Benefits of Becoming an Apprentice**

- **Paid Work**
  - Earn a paycheck from day one

- **Classroom Training**
  - Gain knowledge and a quality education

- **Mentorship**
  - Connect with people who can teach you

- **Work-Based Learning**
  - Get hands-on industry training

- **Portable Credentials**
  - Receive an industry-recognized credential

**Examples of Career Pathways**

- **INDUSTRY:** Information Technology  
  **CAREER:** Computer Programmer
- **INDUSTRY:** Energy  
  **CAREER:** Solar Installer
- **INDUSTRY:** Advanced Manufacturing  
  **CAREER:** Mechatronics Technician
- **INDUSTRY:** Telecommunications  
  **CAREER:** Fiber Optic Technician
- **INDUSTRY:** Healthcare  
  **CAREER:** Medical Coder
- **INDUSTRY:** Finance and Business  
  **CAREER:** Banking Underwriter

**APPRENTICESHIP.GOV**

Your new career is a click away. Visit Apprenticeship.gov for more information and to search among thousands of available jobs!
BPA and Apprenticeship.gov have begun a partnership which will allow BPA members to explore how apprenticeship programs can launch high-skilled, family-sustaining careers. Apprenticeship is a demand-driven, high-quality career pathway through which employers can develop and prepare their future workforce – and individuals can obtain paid work experience, classroom instruction, and a portable credential to earn and learn.

For more than 80 years, Registered Apprenticeship Programs have played an important role in creating a skilled workforce in America through the trades. But today, they help career seekers find jobs in both skilled trades and high-growth occupations and industries like those BPA students are preparing to enter. Apprenticeship spans hundreds of occupations including those in health care, cybersecurity, information technology, finance and business, advanced manufacturing, engineering, and more. Many of the nation’s most recognizable companies – such as Microsoft, Amazon, CVS Pharmacy and UPS – have found success in offering an apprenticeship program.

Interest in apprenticeship as a successful talent development solution for businesses and workers has grown over the last decade. Since January 2017, there have been more than a half million new apprentices. Apprenticeship programs for high school students have been increasing, too: more than 15 states currently have youth apprenticeship programs or are working toward building programs.

Apprenticeship programs for youth between the ages of 16-24 combine academic and technical classroom instruction with work experience through an apprenticeship program. It provides the foundation for youth to choose among multiple pathways – to enroll in college, begin full-time employment, or a combination. In addition to earning a high school diploma, many programs offer students dual enrollment in college and the opportunity to earn industry-recognized credentials. Youth are exposed to career pathways and prepared for success in the workplace and further education after high school, offering a terrific opportunity for BPA members to take what they are learning and apply it at the next level through an apprenticeship program.

As you plan for this new school year, consider how apprenticeship programs can benefit students in your BPA chapter. Explore whether your school offers a youth apprenticeship program or if your school can start an apprenticeship program.

To learn more, please visit Apprenticeship.gov. Apprenticeship.gov is the Department of Labor’s new digital apprenticeship one-stop-portal which features the very first Apprenticeship Finder, which connects career seekers with the apprenticeship opportunities that match their passions and skills. The site also features other new interactive resources to support the scaling of apprenticeship, including information to help middle school students explore careers and apprenticeships, stories of youth apprentices, and resources to help high school educators build an apprenticeship program.

We look forward to our partnership with BPA! Please send your feedback or questions to apprenticeship@dol.gov.
2019 – 2020
MEMBERSHIP PROGRAM HIGHLIGHTS

BPA Cares Program
Opportunities like the BPA Cares Program introduces and offers our students positive ways to make an impact, encourage interaction with civic organizations, local area business leaders and others in a way that is mutually beneficial. Coordinated at the national level, BPA Cares shines a light on and recognizes local chapters and members who participate in service. Chapters that excel in one or more of the BPA Cares categories are recognized nationally through marketing, communications and at the organization’s National Leadership Conference.

To promote individual service learning within BPA Cares, the national organization recently established a BPA Cares Service Learning Executive Director Award which recognizes one outstanding BPA student from each division (Middle Level, Secondary and Post-secondary) who has gone above and beyond to give back to their community and developed a stronger sense of social responsibility and community awareness through their experience. These students are presented with a $250 financial award for their outstanding service. Don’t miss this opportunity to be recognized for the incredible efforts being made in community service. In addition, remember to submit your BPA Cares applications using the online form. Visit bpa.org/educators/bpa-cares/ for more information.

BPA Torch Awards Program
The BPA Torch Awards Program is an excellent way for your students to validate their variety of experiences while being a member of BPA. Students can earn points through chapter activities, other school activities and personal activities. If you have never had students participate, make a point to check the program out. It provides a way for students to document their participation and the successes of their BPA experience. The 2019-2020 Torch Handbook will be available by September 1 on the BPA website and will include a number of new activities in the Patriotism, Love, Hope, Faith, Friendship and Leadership categories.

In addition to new activities, there were a few changes to existing activities that included:

• **Cooperation 326** – This year, the National Officer Team will not be hosting a Tweet-a-thon but have instead chosen to host a BPA Instagram Live program for members during their Winter Meeting in January 2020.

• **Leadership 135** – With the addition of a second level for the Student Certification Series, student members now have the chance to earn Torch Award points for both Level 1 and Level 2 of the Series.

• **Friendship 531** – Members who are selected as a spotlight feature on the National BPA social media will be able to earn 10 Torch points.

As with last year, there will be a video prepared to help students complete the resume successfully. Watching this will be a requirement before adding points. The system will open on September 1.

Each year, we see some very common mistakes on Torch Award Resumés which prevents students from having their resume approved. Please be sure that students are aware of these common mistakes so that they can be proactive in their preparations and submissions:

• All activities must be written in full sentences.

• An activity can only be used once unless one major event includes multiple activities. An example could be attending a state leadership conference. Attending SLC would get points, competing in an event would get points, winning an event would get points, attending a workshop would get points, etc.

• If you are the chair of a committee, you cannot count that same activity as serving on the committee. You can only count it one place or the other.

• As a BPA member, the expectation is that you will use correct grammar and spelling. Get someone to proofread before you submit!

• Activities must occur while a BPA member.

Please contact Director of Leadership Development, Brigette Bethea, at bbethea@bpa.org with any questions you might have regarding the BPA Torch Awards Program.

Stukent Social Media Marketing Challenge (Secondary Division)
The Stukent Social Media Marketing Challenge provides the opportunity for participants to compete in the world’s first social media marketing simulation used by top institutions around the world. Participants will test their social media marketing skills by managing a $50,000 budget in simulated ad dollars for a fictitious company marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube and Pinterest.

The Social Media Marketing challenge will take place October 1 – 31, 2019, and the top three competitors who generate the most revenue will be recognized on stage at the BPA National Leadership Conference in Washington, D.C.

Who will take home the top prize in this year’s Challenge? Registration is now open at: stukent.com/bpa-challenge

Knowledge Matters BPA Virtual Business Challenge (Secondary Division)
Compete online for your chance to be crowned the 2020 BPA Virtual Business Challenge National Champion, earn $1,000 and take center stage at NLC in Washington, D.C.!

Knowledge Matters, Inc. is excited to announce that the BPA online Virtual Business Challenge (VBC) will once again be returning for the 2019-2020 Membership Year. The competition is open to all Secondary Division BPA members and offers a great opportunity to compete for prize money while testing your accounting skills, whether individually or as a team.

Local Advisor Certification Series
The Local Advisor Certification Series is designed for new and returning advisors! The five-part series begins on Monday, September 30. Register online today! bpa.org/membership/Certify.

Advisors may receive credit for live webinar attendance or archive viewing.

BPA Scholarships
The 2019-2020 National Officer Team will be working to raise money to offer scholarships to the members. Scholarship applications will be available on January 15, 2020 with a submission date of March 1, 2020.

Stay “in the know”, learn about and apply for the various scholarship opportunities available to members of Business Professionals of America by visiting the National BPA website at: bpa.org/service/scholarships.

Student of the Year Award Recognition
Recipients will be recognized and earn a $1,000 educational scholarship!

Advisors, begin watching now to find a student in your chapter who should be recognized as the Student of the Year. This will be our third year to recognize one Secondary Student of the Year and Post-secondary Student of the Year. Not only will these students be recognized on stage at the National Leadership Conference in Washington, D.C., but will also receive a $1,000 educational scholarship. Make sure to nominate one student that goes above and beyond from your chapter! Applications will be available on bpa.org by January 15, 2020 and are due March 1, 2020.

Student Certification Series
The Student Certification Series for the 2019-2020 membership year has taken on a new structure and will offer two levels of certification for student members to achieve. The newly structured, multi-level series will provide members with all the latest information about BPA, as well as professional leadership development skills. When transforming the Student Certification Series, the National Officer Team set a goal of better preparing members for opportunities and leadership roles within our organization and beyond; giving purpose to potential. Read more about the newly designed Student Certification Series on page 18 of the Fall Membership Mailing and online at: bpa.org/students/student-certifications/.

National BPA Social Media
Stay in the loop on what’s happening with Business Professionals of America on Social Media. Throughout the year, we will have a number of activities that you can participate in, including:

- January Instagram Live with National Officer Team
- Chapter Social Week Challenge
- BPA Week Challenge
- #TorchTuesday
- #WSAPWednesday
- BPA Cares on Social Media

And much more!

Follow us on Twitter and Instagram. “Like” us on Facebook and become a subscriber on our Snapchat and YouTube so you can stay connected and join the conversation. You won’t want to miss it.

Twitter – @national_bpa
Facebook – facebook.com/businessprofessionalsofamerica
Instagram – @bpanational
Snapchat – @national_bpa
YouTube – youtube.com/businessprofessionalsamerica
2019-2020 WORKPLACE SKILLS ASSESSMENT PROGRAM (WSAP) UPDATES

General WSAP Updates (applicable to all competitive events)

• The section “Use of Cellular Phones” has been expanded to include “smart devices”. The revised statement is now:

Use of Cellular Phones / Smart Devices
The use of cellular phones and/or smart devices, including digital watches, that can be used to record, transmit, receive, or play back audio, photographic, text or video content in testing, preparation and presentation rooms is strictly prohibited. In the event that a contestant/team is utilizing a cellular phone as a mobile hotspot, the phone may be visible throughout the presentation and used to provide Internet, however, the phone’s sole purpose can only be for Internet access or for displaying the contestant’s work, no other use will be allowed.

• All events requiring Release Forms:
  – Language on Release Form is changed to “All individuals included in a project must sign a Release Form for him/herself for this event, including the official competitor.”
  – The statement that “Release Forms must be typed” has been removed from all rubrics, because the Release Form does not need to be typed.
  – All Release Forms must be signed and scanned when submitted at the time of pre-submission to be considered for technical scoring points.

• The WSAP Guidelines have been updated to include a Plagiarism/Academic Dishonesty policy. Policy will be posted in the September 1, 2019 release of the WSAP Guidelines.

• The summary page outlining which competitive events have required certification exams has been modified to include certification exams that are recommended (aligned, but not required and not a part of the competitive event).

Updates to Competitive Events (with Aligned Certification Exams)

• The required certification exam component will be scored on a pass (100 points) or fail (zero (0) points) basis.
• Each of the required certification exam components may count for up to, but cannot exceed, 25% of the total event points. The total score for each competitive event has been adjusted to ensure that the certification points (maximum 100 points) does not exceed 25%.

WSAP Updates (Specific Assessment Area Changes)

100’s Finance

• (100) Fundamental Accounting (S) – new Eligibility Statement: “Contestant may not enter Fundamental Accounting and Advanced Accounting in the same year. This event may not be repeated.”
  – Removed “Limited to secondary student members enrolled in the first year of accounting or who have completed the first-year and are not enrolled in second-year accounting.”

200’s Business Administration

• (270) ICD-10 Diagnostic Coding (S | PS) has been adopted as a full event.

300’s Management Information System

• New Pilot Event Created – (350) Linux Operating System Fundamentals – Pilot (S | PS)
• (310) Network Administration Using Microsoft has been renamed to (310) Server Administration Using Microsoft.
• (315) System Administration Using Cisco has been renamed to (315) Network Administration Using Cisco.
  – The following statement has been added regarding source code resources: “Only pre-written source code that is hard copied (non-electronic) is allowed.”

400’s Digital Communication and Design

• (405) Fundamentals of Web Design (S | PS) – Microsoft MTA 98-383 Introduction to Programming Using HTML and CSS is now the required certification exam.
• (410) Graphic Design Promotion (S | PS) – The works cited page has been added to the rubric for specification points.
• (435) Website Design Team (S | PS) – Works cited must be included and formatted according to the Style & Reference Manual specifications.
• (445) Broadcast News Production Team (S) – National Center will provide content in the form of graphics, b-roll, and lower third images to use during the NLC finals round of competition.
• (490) Digital Communication & Design Concepts – Open (S | PS) has been adopted as a full event.
• Multiple rubrics have been updated to include additional evaluation items. Please review the rubrics for the following contests:
  – Graphic Design Promotion
  – Broadcast News Team
  – Video Production Team
  – Computer Modeling
  – Website Design Team
  – Computer Animation Team

500’s Management Marketing Human Resources
• (515) Interview Skills (S | PS)
  – In the technical scoring rubric, the statement “but should be business letter format” has been removed.
  – The statement “does not need to follow the Style & Reference Manual” has been added to the Resume section of the Technical Scoring Rubric.
• (520) Advanced Interview Skills (S | PS)
  – In the technical scoring rubric, the statement “but should be business letter format” has been removed.
  – The statement “does not need to follow the Style & Reference Manual” has been added to the Resume section of the Technical Scoring Rubric.
• (550) Parliamentary Procedure Team will no longer use the (592) Parliamentary Procedure Concepts – Open objective exam as part of the contest. A new assessment (50 objective questions for each level), unique to the Parliamentary Procedure Team event has been created to replace it.
• (594) Digital Marketing Concepts – Open (S | PS) has been adopted as a full event.

900’s Middle Level
• New Pilot Event Created – (920) Digital Citizenship-Pilot (ML)

In order to categorize the Middle Level events and add room for new events in the future, the Middle Level event numbers have been reconfigured to the following:
• (900) Financial Literacy (ML)
• (915) Administrative Support Team (ML)
• (920) Digital Citizenship-Pilot (ML)
• (925) Keyboarding Production (ML)
• (930) Spreadsheet Applications (ML)
• (940) Digital Game Design Team (ML)
• (945) Graphic Design Promotion (ML)
• (950) Introduction to Video Production (ML)
• (955) Website Design Team (ML)
• (970) Entrepreneurship Exploration (ML)
• (975) Extemporaneous Speech (ML)
• (980) Prepared Speech (ML)
• (985) Presentation Management Team (ML)
• (995) Business Communication Skills Concepts – Open (ML)
• (996) Business Fundamentals Concepts – Open (ML)
• (997) Business Math Concepts – Open (ML)
• (998) Computer Literacy Concepts – Open (ML)

Virtual Events
• All Virtual Events have new deadlines:
  – Registration Deadline: November 1, 2019 (11:59 PM EST)
  – Final Project Submission Deadline: January 15, 2020 (11:59 PM EST)
  – Virtual Events Finalists (Top 10) Announcement Deadline: March 1, 2020
• (V03) Software Engineering Team (ML | S | PS)
  – The Swift programming language has been added to the list of acceptable languages.
  – The following statement was also added: “Please contact the National Director of Education if you require any additional language approvals.”
• (V07) Cybersecurity/Digital Forensics has been adopted as a full event.
• New Pilot Event – (V09) Financial Portfolio Management Team – Pilot (ML | S | PS)

• The National Leadership Conference “National Showcase” has been dedicated to Judith B. McKinstry in respect of her vision, passion, and dedication to the creation of the National BPA Virtual Events.

Updates to BPA Manuals
• Style & Reference Manual
  – The appropriate document example from the Style & Reference Manual will be included in the answer key for any judged event that requires students to follow a particular document format based upon the Style & Reference Manual.
• Human Resources Manual
  – The manual has been dedicated to Bob Roeder in respect of his long-term dedication and influence regarding the Human Resources Manual.
Did you just join BPA and want to learn more about our organization? Or are you an experienced member of BPA searching for opportunity? Take a look at our refreshed Student Certification Series! The newly structured, multi-level series will provide members with all the latest information about BPA as well as professional leadership development skills. When transforming the Student Certification Series, the National Officer Team set a goal of better preparing members for opportunities and leadership roles within our organization and beyond.

Within Level One, the Student Certification Series will be getting into the basics of BPA. Level One is geared toward new members, those who want to get to know what BPA is about, and those who want to understand how we strive to achieve “giving purpose to potential.”

Level One will cover the topics below, followed by a multiple-choice assessment.

Student Certification Series - Level One Topics:
1. Getting to Know BPA
2. Torch Awards
3. BPA Cares
4. Competitive Events
5. Managing Chapter Finances & Fundraising
6. Making the Most of Your Conference Experiences

Are you up for a challenge? Take part in the brand new Level Two of the Student Certification Series and grow as a student leader and business professional! Level Two will introduce you to different leadership and professional development ideas. This second portion of the series is more rigorous and will allow for in-depth engagement.

Level Two of the Student Certification Series will cover the topics below, followed by a variety of assignments and assessments that help guide you into being a successful professional and student leader!

Student Certification Series - Level Two Topics:
1. Leadership Development
2. Advocacy
3. Professional Development Opportunities
4. Giving Purpose to Potential: Career Readiness

The refreshed Student Certification Series is a great way for student members of BPA to capitalize on their future – no matter where they’re at on their BPA journey!
Ball State Online

Master’s in Business Education

Business Education Tracks

- Adult Education
- Business and Industry Trainer
- Community College
- Curriculum and Instruction
- Customizable
- Dual Credit
- Educational Technology
- Master Educator
- Special Education

One of few online master’s degrees for business and marketing educators.

Innovation in teaching combined with a practical approach that lets you immediately improve what you do as educators is what you can expect from Ball State University’s master of arts in business education.

Our online degree is designed especially for business and marketing educators at the middle school, high school, and post-secondary levels who are seeking an advanced credential or further professional opportunities.

Delivery

This program is offered 100 percent online with no on-campus requirements.

Program Features

- Competitively-priced tuition
- Relevant, flexible courses
- Nine specialized tracks
- No GRE required
- Only a 2.75 minimum undergraduate GPA
- Can be completed in as little as one year
- No thesis required
- Courses offered year round
- Asynchronous course design
- Up to nine hours of approved credit transferrable

Contact Us

bsu.edu/online/businesseducation
1-800-872-0369 or
online@bsu.edu

Nick Albers, MA in Business Education, Dual Credit Track ’18

Ball State Online
# 2019 – 2020 Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>October 2019</th>
<th>Date</th>
<th>November 2019</th>
</tr>
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<tbody>
<tr>
<td>2</td>
<td>BPA Partner Webinar: Partner TBA</td>
<td>1</td>
<td>Fall Membership Early Registration Deadline</td>
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<tr>
<td>1-31</td>
<td>Student Social Media Marketing Challenge (Secondary Division)</td>
<td>1</td>
<td>Registration Deadline for All Virtual Events</td>
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<tr>
<td>7</td>
<td>Local Advisor Certification Series: LAC 102</td>
<td>6</td>
<td>BPA Partner Webinar: AICPA</td>
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<td>9</td>
<td>BPA Partner Webinar: Partner TBA</td>
<td>18-22</td>
<td>BPA Chapter Social Media Week</td>
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<td>14</td>
<td>Local Advisor Certification Series: LAC 103</td>
<td>21</td>
<td>National Alumni Division Fall Meeting</td>
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<tr>
<td>16</td>
<td>BPA Partner Webinar: Partner TBA</td>
<td>21-24</td>
<td>Journalism Education Association National Fall Convention (Washington, D.C.)</td>
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<td>Local Advisor Certification Series: LAC 104</td>
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<td>23</td>
<td>BPA Partner Webinar: Apprenticeship.gov</td>
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<td>28</td>
<td>Local Advisor Certification Series: LAC 105</td>
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<tr>
<td>30</td>
<td>BPA Partner Webinar: Partner TBA</td>
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<thead>
<tr>
<th>Date</th>
<th>December 2019</th>
<th>Date</th>
<th>January 2020</th>
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<tbody>
<tr>
<td>4-7</td>
<td>ACTE Vision 2019 (Anaheim, CA)</td>
<td>5-11</td>
<td>Winter Planning Meeting – National Harbor, MD</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Washington, D.C. area)</td>
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<tr>
<td>12</td>
<td>BPA Webinar: Advocacy presented by the National Officer Team</td>
<td>15</td>
<td>Submission Deadline for All Virtual Events</td>
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<tr>
<td></td>
<td></td>
<td>21</td>
<td>Knowledge Matters Virtual Business Challenge Registration Opens</td>
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<tr>
<td></td>
<td></td>
<td>23</td>
<td>National Alumni Division Winter Meeting</td>
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## 2019 – 2020 Calendar

| Date       | February 2020
<table>
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<tr>
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<tbody>
<tr>
<td></td>
<td>Career &amp; Technical Education Month</td>
</tr>
<tr>
<td>3-28</td>
<td>Knowledge Matters Virtual Business Challenge Competition (Secondary)</td>
</tr>
<tr>
<td>6</td>
<td>BPA Webinar: NLC Advisor Orientation</td>
</tr>
<tr>
<td>10-14</td>
<td>BPA WEEK</td>
</tr>
<tr>
<td>15</td>
<td>Final Membership Deadline - NLC Qualifiers</td>
</tr>
<tr>
<td>20</td>
<td>BPA Webinar: Exploring the 2020 National Leadership Conference</td>
</tr>
<tr>
<td>26</td>
<td>BPA Webinar: NLC Volunteer and Intern Program Overview</td>
</tr>
<tr>
<td>28</td>
<td>Registration Opens for the 2020 National Leadership Conference</td>
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<tr>
<th>Date</th>
<th>March 2020</th>
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<tbody>
<tr>
<td>1</td>
<td>Submission Deadline BPA Cares (Professional)</td>
</tr>
<tr>
<td>1</td>
<td>BPA Scholarship Applications Due</td>
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<tr>
<td>1</td>
<td>Virtual Event Finalists (Top 10) Announcement Deadline</td>
</tr>
<tr>
<td>12</td>
<td>NOFAD Applications Due</td>
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<tr>
<td>19</td>
<td>National Alumni Division Meeting</td>
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<tr>
<td>25</td>
<td>Submission Deadline Ambassador Torch Awards</td>
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<tr>
<td>25</td>
<td>BPA Cares Service Learning and Special Recognition Submission Deadline</td>
</tr>
<tr>
<td>26</td>
<td>BPA Webinar: NLC Student Orientation</td>
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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>NLC Hotel Registration Closes/NLC Competitive Event Registration Closes/Early NLC Registration Fee Deadline</td>
</tr>
<tr>
<td>6-10</td>
<td>BPA National Leadership Conference - National Harbor, MD</td>
</tr>
<tr>
<td>1</td>
<td>Quality Chapter Distinction Due</td>
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<tr>
<td>1</td>
<td>National Officer Candidate Materials Due</td>
</tr>
<tr>
<td>1</td>
<td>Deadline for all National Non – Virtual Pre-Submission Competitive Events</td>
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<tr>
<td>2-8</td>
<td>NLC Late Registration (NLC Late Registration Fee in Effect)</td>
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<tr>
<td>7-11</td>
<td>NBEA Convention (Boston, MA)</td>
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<tr>
<td>8</td>
<td>Late NLC Conference Registration Deadline - NLC Online Registration Closes</td>
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<tr>
<td>9</td>
<td>National Alumni Division Meeting</td>
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<tr>
<td>16-18</td>
<td>Journalism Education Association National Spring Convention (Nashville, TN)</td>
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<tr>
<th>Date</th>
<th>June 2020</th>
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<tbody>
<tr>
<td>TBD</td>
<td>CERTIFIED Annual Certiport Educator Conference</td>
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<tr>
<th>Date</th>
<th>July 2020</th>
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<tbody>
<tr>
<td>TBD</td>
<td>National Officer Training Meeting</td>
</tr>
<tr>
<td>12-19</td>
<td>National Summer Advisory Meeting (Orlando, FL)</td>
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RE-DESIGNED WEBSITE AND UPDATED BRAND IDENTITY REPRESENT SIGNIFICANT STEPS FORWARD FOR BPA

Since its founding, Business Professionals of America has been unwavering on preparing students for their futures. In an effort to maintain a consistency of viability and relevance, the National Association has spent much time this past year re-aligning our organizational values and re-affirming our dedication to innovation as well as a vibrant, advancing membership. As a result of this focus, we are proud to have rolled out the launch of two significant initiatives for the organization: a newly designed website and a refreshed brand that includes a new logo, tagline and updated brand identity.

As our organization looks at continuing to grow and evolve, it is important that our messaging, visual presence and brand reflect the current marketplace in order for BPA to continually maintain a direct connection with stakeholder groups.

The newly designed website provides tools, information and resources aimed to inspire a positive experience and discovery of purpose. With enriched changes to navigation, new pop-out menus and a host of other modifications, visitors can access the website and browse with ease on any device whether computer, tablet or mobile phone.

BPA.org: The completely revamped website features improved functionality, a more modern and engaging design and enhanced content areas, all in an effort to help stakeholders access what they are looking for within a few clicks.

The goal of the newly designed website is not only to introduce visitors to BPA and provide valuable information and resources, but to also showcase the talented members from across the country that make up this incredible organization.

BPA Brand Identity: For the first time in over 30 years, the National Association underwent a major brand refresh by introducing a new logo, tagline, design approach and brand colors with the goal of helping guide the organization into the 21st century. This brand refresh better aligns BPA’s strategic framework and vision so it is known as an organization laser-focused on the professional development and future of our youth, providing the tools, skills and experiences needed to compete, succeed and thrive in the business world. The updated logo, collectively with our new tagline – Giving Purpose to Potential – align with and showcase a creative evolution of our brand that is on-trend, and utilizes best practices in design to create a more cohesive and visually engaging experience.

BPA’s redesigned website and updated brand identity both represent significant steps forward for the organization and its goals of creating clear and strong messaging with consistent visuals that are adaptable across various media; conveying an innovative organization that is evolving and future-focused; building a sense of community that enhances the membership’s connection to the organization with a renewed vision and amplified purpose; and elevating the organization’s reputation for preparing students for the future.

“We are energized by our updated look and refreshed brand identity,” noted Cedric Bandoh, Chair of the National BPA Board of Trustees. “The update aligns with our organizational values and reflects our dedication to innovation as well as a vibrant, advancing membership. While we may look a little different, our commitment to our members and Career Technical Education remains stronger than ever.”

For questions about the bpa.org website, contact Patrick Schultz, Director of Technology Integration at: pshultz@bpa.org.

For questions about the BPA brand identity, visit the online Media Center at: bpa.org/about-us/media-center/brand-guidelines or contact Heather Bunning, Director of Marketing & Stakeholder Engagement at: hbunning@bpa.org.
Virtual Business Entrepreneurship

Turn Your Classroom into a Shark Tank

Knowledge Matters’ brand new, most anticipated simulation ever - Virtual Business Entrepreneurship - tackles the questions that many high school students face as they increasingly think about how to create and run their own businesses.

“
If I want to start and run my own company, how do I do that and make it a success?
“

Featuring simulated cities with multiple different business opportunities, varying customer needs, distinct competitive pressures, and attractive niches, Virtual Business Entrepreneurship (available in October) addresses the key topics that teachers have requested.

TOPICS COVERED
+ Market Research
+ Spotting the Opportunity
+ Making the Plunge
+ Creating a Business Plan
+ The Elevator Pitch
+ Raising Money
+ Building A Team
+ Acquiring Resources
+ Going to Market
+ Operations & Feedback

Contact us today for a Virtual Business Entrepreneurship quote for your classroom

KnowledgeMatters.com or call 1-877-965-3276