


**STATE BUSINESS LEADERSHIP  
CONFERENCE REGISTRATION INFORMATION**

*SBLC 2012*



**April 12-14, 2012  
Seattle**

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## **CONFERENCE REGISTRATION**

### **Conference and Event Registration Deadline: March 5<sup>1</sup>**

1. Our conference hotel is the Westin Hotel Seattle. Package prices are per person.

<u>Two Nights</u>		<u>Three Nights</u>	
Single	\$478	Single	\$642
Double	\$314	Double	\$396
Triple	\$276	Triple	\$338
Quad	\$244	Quad	\$291

Prices include sales and occupancy taxes and conference registration for all reservations.

At the January Board of Directors meeting, our board adopted a policy concerning lodging at state conferences: *All members and advisers are required to stay in the conference hotel(s). However, chapters within a 20-mile radius may apply for an exemption which would allow members and advisers to commute to conference on a daily basis. A letter must be received in the state office from a district official, at the time of registration, accepting school liability for participant travel.* You may find this in the Washington State FBLA Policy & Procedures Manual on our Web site at <http://www.wafbla.org/wp-content/uploads/2012/02/WAFBLA-Policy-and-Procedures-Manual-2-1-12.pdf>.

**Because Washington State FBLA must pay for ALL HOTEL rooms and taxes within 30 days, we must receive your payment by APRIL 30. If your payment is not received by April 30, your state winners will be ineligible to compete at NLC.**

**Please be aware that when changes are made to your conference or hotel registrations, adjustments on our end take time to correct, especially when many advisers are making multiple changes at the same time. We want to accommodate your needs, but we appreciate your consideration of our time as well. Because of the frequency of changes normally received, we will be charging a fee of \$10 per change after the March 5 registration deadline.**

2. **BEFORE GOING ONLINE TO REGISTER FOR THE STATE BUSINESS LEADERSHIP CONFERENCE, YOU WILL NEED TO KNOW:**

- How many hotel rooms you will need – single, double, triple, or quad. Arriving when?
- The name of your Chapter President.
- The name of your Outstanding Member.
- The name of your home-site proctor and his/her mailing address. Remember that “home site” tests are the skill events. “Online” tests are our traditional “written” tests that students need a login to access. We will send that login to you, the adviser. Advisers may be proctors.
- The number of voting delegates to which your chapter is entitled (look under heading, “Campaigning, Caucusing, and Voting” in this document).

3. **The process for online registration:**

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<sup>1</sup> The online system will disappear after midnight this date (March 5), and registration will no longer be available to you.

- Go to [www.wafbla.org](http://www.wafbla.org).
  - Click on **Registration** under the **Conferences & Events** tab. Please sign in using your chapter's user name and password.
  - Your hotel registration is located in a separate link.
  - Select the 2012 Washington State Business Leadership Conference from the dropdown box.
  - Before registering your students for their events, students must be marked as **“State Eligible.”**
    - Go to the Organization tab, and click on **Chapters**.
    - Click on the **Chapter Members** tab on this page.
    - For any member who does not have a **Y** in the **State Eligible** column who is attending SBLC, click **Edit** on the left side of the screen.
    - Select **Yes** from the dropdown box under the **State Eligible** column.
    - Click **Update**.
  - Click on **Events**, then on **Conference Event Sign-up** to register conference attendees and competitions. Events are listed under each student's name. **The system WILL NOT allow you to register students who are not paid members. If you think you've registered someone as a member whose name does not appear, go to the national site and verify that member's payment.** (Remember that your password for the national site is “Service.”)
  - Be sure to select the 2012 Washington State Business Leadership Conference before registering your students.
  - To register team events, be sure to select the event first, and then assign the team number to the correct names.
  - Please register for any school projects/reports at the bottom of the same screen under **Chapter Event Assignments**.
  - Register all advisers and chaperones attending conference (you are automatically registered) using the **Conferences Tab/Chaperones**. **Please note:** You MUST register each adviser other than yourself and chaperone attending conference. The ratio of advisers to students is **1 to 10**. Be sure the correct t-shirt size is entered.
  - The state office will create an invoice for you beginning March 6.
  - If you have students competing in **E-Business or Web Site Design**, you must know the URL for the Web site. You must e-mail this to Dawne at [dawne@wafbla.org](mailto:dawne@wafbla.org). If you do not send Dawne the URL **by March 5**, your site will not be judged as we won't know where to find it. Sites under construction will not be considered.
  - **After March 5, a \$10 per change charge will be billed to you, so please make sure your information is accurate at the time you register!**
4. **Your purchase order or check, and all project reports & projects<sup>2</sup>, applications/resumes<sup>3</sup>, and supportive documents, must be **received in our office by March 5**.** Checks are to be made payable to **WASHINGTON STATE FBLA**. These must be mailed, with all supportive registration documents and materials, to:<sup>4</sup>

**WASHINGTON STATE FBLA  
5622 Pacific Avenue SE, Suite 3**

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<sup>2</sup> American Enterprise, Business Financial Plan, Business Plan, Community Service Project, Computer Game & Simulation Programming, Desktop Application Programming, Digital Design & Promotion, Digital Video Production, E-business, Electronic Career Portfolio (URL), Graphic Design, Local Chapter Annual Business Report, Partnership with Business, Web Site Design (URL), Charitable Giving Narrative

<sup>3</sup> Future Business Leader, Job Interview, Who's Who, and forms for FBLA Recognition Awards (see guidelines)

<sup>4</sup> **Please remind your business office to delete ALL OTHER addresses from their records.**

Lacey, WA 98503  
Phone: 360.753.5666 Fax 360.570.8643

## GUEST REGISTRATION

1. Parents and family members who want to observe their students in their competitions may do so; however, they must register as guests in conference headquarters at the Westin. They must sign in and wear their name badge at all times while on site.
2. Chaperone: *somebody who accompanies and supervises a group of young people. Encarta Dictionary.* Your chaperones attend conference to help supervise your students and must pay conference registration as they will be expected to be on site and available to students at all times.

## ATTENDANCE & ELIGIBILITY

1. **Dues must be paid by February 15 in order to compete at SBLC.** This means that payment must have been RECEIVED in the **national office** by this date. No exceptions will be made. *If your students do not* appear on the drop-down menu when you register, check the national site to see if payment was received:
  - Go to <http://ams.fbla-pbl.org/fbla/main/login.asp>
  - Enter your chapter number to login. Your password on the national site is “**service.**”
  - Go to Step 7, “Invoice/Receipt or Statement,” and you’ll see your list of members. **Red \*\*** means they’re not paid.
2. Any **paid** member may attend SBLC, but those who **missed paying by the competition dues deadline of February 15 may not compete.**
3. **All students who place in the top five in regional conference competitive events are eligible to compete at the state conference.** In some events, however, you may enter a competitor if you do NOT have a regional winner. Check your guidelines to be sure.
4. **Members must be registered and in attendance at SBLC in order to compete in any event at state or national conference, or run for any state or national office.**
5. **Previous first-place state winners or NLC competitors may not compete again in those events. In the team events, only one member may have competed on a state winning team or at NLC, *except* Parliamentary Procedure, in which two previous team members are allowed. Chapter reports are not considered individual or team events.**

## OBJECTIVE TESTS

Objective tests or “written” tests are all done online at your school. We subscribe to the same testing program that most states and the national office currently use. **The FBLA tests may be downloaded to your students during the days of March 12 through March 28.** They may test anytime during that time period. E-SESS personnel are available to help with any challenges you may have during normal work hours. All students taking the tests must be registered for state conference and in attendance to receive state awards or to earn eligibility to compete at National Leadership Conference.

Test proctors may be determined by chapter advisers. Student logins will be sent to the advisers. Advisers may be proctors. When the student opens the test, he/she will have one hour to complete it. If an answer isn’t clear, the  
*General Information*

student may work ahead and go back to the previous questions if time allows. If there are technical difficulties, Dawne and I will be standing by during normal work hours, and so will our technicians at the company, to help. Once a student finishes a test and closes, the test may not be accessed again by that student. TEST SCORES WILL NOT be available for viewing after the test is completed.

Students may register for up to five tests.

We will let you know if your students will be making presentations or are in the finals as soon as we can after we close the test site. The top **15** will make presentations and finals.

## **COMPETITIVE EVENTS**

1. **Refer to your Washington State Business Competitive Event Guidelines on the state Web site for detailed information. The information that follows is meant only to complement the guidelines.**
2. **Use ONLY the Washington State Business Leadership Competitive Event Guidelines, Fall 2011. Do NOT use any other state guidelines or national guidelines!**
3. **After registration closes on March 5, we will download your information and post on our Web site a list of competitors' events and times. If you have any competitive event or competitor changes, Dawne must know no later than March 19. If any changes are requested, a \$10 per change fee will be billed to you, so it is very important that you be sure of your students' intent to participate before you complete your registration. Please note that we are not responsible for doing your registration for you but are happy to otherwise assist you with your questions and challenges.**
4. **The tentative agenda is posted on our Web site at <http://www.wafbla.org/wp-content/uploads/2012/02/Conference-Agenda-Tentative-2012-Rms.pdf>.**
5. **Written tests will be given online at the home schools.**

Tests will be taken on computers in the home school between **March 12 and 28**. Competitors will be assigned one password to access all tests. When they enter their password, the test will open; and they will have one hour to take the test. At the end of one hour, the test will close.

Home site (computer events) competitors must take an online theory test at their home school between **March 12 and 28**. This test counts as 15% of the total score.

6. **The directions for downloading the home site skills test links will be e-mailed to the advisers on March 6. The completed home site tests must be RECEIVED in the state office by **Thursday, March 19**.**

If you have not received the link **by March 11**, call us **IMMEDIATELY** at 360.753.5666, **NOT YOUR REGIONAL ADVISER**, so we can figure out why you did not receive it. We still must have your tests **IN the state office by March 19**.

7. **All membership awards, including professional membership awards, will be calculated on registered membership by 5 p.m. (close of the business day) on March 1.**
8. **NO refunds will be issued after March 19.**

**9. GUIDELINE AND EVENT CHANGES**

Refer to the WAFBLA Web site for complete guidelines concerning:

- A Statement of Assurance is required for 6 events: *Computer Game & Simulation Programming, Desktop Application Programming, Digital Design & Promotion, Digital Video Production, E-business, and Web Site Design*. “Read me” information will be provided on this form.
- *Marketing* is a team event for 2-3 participants.
- *Electronic Career Portfolio* is a performance event. Projects are not submitted prior to conference. Participants will show their portfolios by DVD, USB flash drive, or online.
- *Entrepreneurship* – The performance is a role play.
- *Network Design* – The performance is a role play.
- *Desktop Publishing* – The design must be in color.
- *E-business* and *Web Site Design* presentations will have Internet access in the room. USB drives are encouraged as backups.

**10. ELIGIBILITY FOR GRADES 7-10 EVENTS**

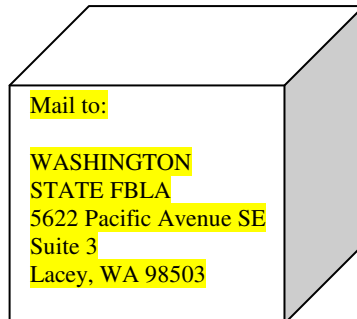
Please remember that some events are open to students in **grades 7-10 only**. If you enter a competitor in grade 11 or 12 in one of these events, your student will be disqualified. These events are:

- |   |  |
|---|--|
| <i>Business Math</i>                          | <i>Creed</i>                                   |
| <i>FBLA Principles and Procedures</i>         | <i>Introduction to Business</i>                |
| <i>Introduction to Business Communication</i> | <i>Introduction to Parliamentary Procedure</i> |
| <i>Introduction to Technology Concepts</i>    | <i>Public Speaking I</i>                       |
| <i>Word Processing I</i>                      |  |

**11. TOPICS** for these events are in the competitive event guidelines and will remain through the National Leadership Conference.

- |  |   |
|--|---|
| <i>Business Financial Plan</i>         | <i>Graphic Design (state event only)</i>          |
| <i>Business Presentation</i>           | <i>Computer Game &amp; Simulation Programming</i> |
| <i>Desktop Application Programming</i> | <i>Digital Video Production</i>                   |
| <i>Digital Design &amp; Promotion</i>  | <i>E-Business</i>                                 |
| <i>Emerging Business Issues</i>        | <i>Web Site Design</i>                            |

**12. Many events require that you submit an entry form, folders, report, or other documentation, to the state office (refer to Competitive Event Guidelines). **RECEIPT date: 5 p.m., MARCH 5. Check our competitive event guidelines for specifics.****



13. Reports must be mailed or delivered to the state office. RECEIPT deadline: 5 p.m., MARCH 5.
14. Awards: *If your chapter must leave before the end of the awards session on Saturday, please arrange for awards to be picked up by someone else during the session. Otherwise, they will be mailed only if requested, and postage will be invoiced to you. Also, please let FBLA staff know of your intent to compete OR NOT COMPETE at the National Leadership Conference in San Antonio, by completing the following steps by April 23.*
- Login to the registration system on our Web site using your chapter user name and password.
  - Go to the Organization tab, and click on **Chapters**.
  - Click on the **Chapter Members** tab on this page. Click **Edit** for any participant who will not attend NLC.
  - For any member who will not attend NLC, change the “Y” in the National Eligible column to “N.” Click **Update**.

**If you have winners in the top 5 and cannot attend the NLC meeting following the awards session, make sure you follow these directions and complete them by April 23. After that date, we will start notifying qualifiers that they are eligible to compete at NLC.**

## **ADVISERS AND EVENT ADMINISTRATORS MEETINGS**

**Advisers, without you this conference could not happen.** Your conference work is critical in holding competitive events and other activities, which we understand is in addition to your teacher/chaperone/responsible adult/counselor responsibilities. **Thank you so very much!**

**There will be advisers’ meetings at the Westin on Thursday from 8:30-9:00 a.m. and 1:00-1:30 p.m. and on Friday from 8:30-9:00.** Please check your programs for location.

**Adviser meetings with your Regional Advisers will be held on Friday from 12:30 to 1:15.** There will be light food items for you in these meetings. Check your program for locations.

Advisers who will be working as receptionists and timers will receive their instructions from your Regional Advisers, who are in charge of your events. Materials you will need on site will be with your judges. Please plan to arrive early to your events and introduce yourselves to the judges.

## **SILENT AUCTION – SCHOLARSHIP FUNDRAISER**

As usual, we will have a silent auction fundraiser this year to benefit our annual \$1,000 scholarship fund. Please bring a gift to be placed in the auction. Baskets stuffed with school items, food, coupons, gift certificates, etc., are ideal for the student auction. The student auction will be open from **9:00 a.m. to 5:00 p.m. on Friday.**

We’ll also have a separate auction for judges, advisers, and adult conference guests. The adult auction will run from **7:00 a.m. to 6:00 p.m. on Thursday and from 7:30 a.m. to 6:00 p.m. on Friday, and will be located in the Fifth Avenue meeting room.**

## **OFFICER APPLICATIONS**

1. Application RECEIPT deadline is March 1 for the offices of:

- President
  - Secretary (must demonstrate keyboarding skills and submit minutes of a meeting produced by the applicant)
  - Public Relations Officer (must demonstrate proficiency in word processing, document formatting, and graphic design and submit a newsletter, flyer, brochure, or other design exhibiting production-quality work)
  - Executive Vice President/National Officer Candidate (new position – applicants must run for national office)
  - Parliamentarian (must take the Parliamentary Procedure test)
2. **Application information is posted on our Web site, <http://www.wafbla.org/documents-resources>, and scroll down to State Officer Application.**
  3. **For information regarding application for Vice President, contact the Regional Adviser or Vice President in your region.**
  4. **Meetings will be scheduled with ALL candidates. Local chapter advisers, parents, and school administrators are also encouraged to attend these meetings.**
  5. **Candidates for Secretary and Public Relations Officer must provide an example of their work at the interview.**

## ***CAMPAIGNING, CAUCUSING, AND VOTING***

1. **Friday, April 13**
  - Campaigning will be held from **3:30 to 5:00 p.m.** Campaign booths may be set up beginning at **3:00 p.m. in the Cascade Foyer.**
  - Caucusing for President, Secretary, Public Relations Officer, and Executive Vice President/National Officer will be held from **5:15 to 6:45 p.m.** Check your program for locations.
  - Voting delegates will discuss candidates with chapter members from 6:45 and 7:30 p.m. Voting is part of this session.
2. **Saturday, April 14**
  - Voting will take place for President, Secretary, Public Relations Officer, and Executive Vice President in the Grand Ballroom.
  - **Delegate seating at 8 a.m. Delegate ribbons must be worn for admittance into session.** Delegates will be seated alphabetically by school (school names will be on chairs). Dress code is in effect. Formal attire may be worn.
  - **Doors close at 7:55 a.m., and no delegates will be admitted after that time.**
  - **Non-voting members will be allowed into the session after all voting delegates have been seated.**
  - **Election of officers will begin promptly at 8:30 a.m. There are no bylaw amendments to be presented to the voting delegates.**
3. **Each active chapter may designate voting delegates as follows:**

1-50 members – 2 voting delegates  
51 – 100 members – 3 voting delegates

101+ members – 4 voting delegates

We no longer need the names of your voting delegates. Please choose the appropriate number of delegates to represent your chapter.

### **CHARITABLE GIVING**

1. If your chapter has participated in a charitable giving project, please submit a brief narrative report (pictures are allowed) to the state office, to be **RECEIVED** by **March 5**. Awards will be given at conference. Your report should include a description of the activity and amount raised. Please include the date your contribution was mailed to the charity. Mail to:

**WASHINGTON STATE FBLA  
Charitable Giving Award  
5622 Pacific Avenue SE, Suite 3  
Lacey, WA 98503**

2. Please mail your donation directly to your charity. We need only the narrative in the office.
3. If you are making donations to the March of Dimes, please use the MissionLIFT form in your Chapter Management Handbook. You may also find this form on the national Website – [www.fbla-pbl.org](http://www.fbla-pbl.org).
4. If you are making donations to the Make-a-Wish® Foundation, please complete the financial summary form and send it to Make-a-Wish® with your donation. You may find this form on our Web site at <http://www.wafbla.org/wp-content/uploads/2012/01/MAWpacket-2011-12.pdf>.

### **CONDUCT & DRESS CODE**

1. **Every conference attendee is expected to read, sign, and understand the Code of Conduct/ Emergency Medical Treatment Authorization.** Copies (*Competitive Event Guidelines*) must be in the adviser's possession at conference. **DO NOT SEND COPIES TO THE STATE OFFICE!**
2. **Curfews will be enforced. Any students out of their rooms after curfew must be with an adviser.**
3. **Dress code will be strictly enforced during business hours from 7:30 a.m. to 5:30 p.m., during general sessions and regional meetings, and the conference t-shirt is required for the dance and evening activities within the hotel. The Dress Code is combined with the Code of Conduct, Emergency Medical Treatment, and photo release statement and can be found at [http://www.wafbla.org/wp-content/uploads/2012/02/Microsoft-Word-DRESS-CODE.CONDUCT.EMT\\_PHOTO .pdf](http://www.wafbla.org/wp-content/uploads/2012/02/Microsoft-Word-DRESS-CODE.CONDUCT.EMT_PHOTO.pdf).**
4. **All advisers are to enforce the dress code. BE MORE AWARE of what YOUR students are wearing than what others are wearing!**
5. **If students are leaving the hotel for a group activity, casual attire is permitted;** however, please do not loiter in the hallways during business hours. We represent FBLA at all times.

6. **Dance and FBLA activity attire:** Jeans are permitted as long as they are full length, intact, and acceptable to the adviser. Every paid attendee will be given a conference t-shirt which will be required attire for the evening activities.

**There will be a dance conduct code** posted around the dance area, and security will be at the dance. Not allowed are: simulated sexual acts, freak dancing, sandwiching, lap dancing, mosh pits, and no hands touching any part of another person's body that a swim suit would cover.

7. **Advisers, in showing respect for and as role models to our members, are also expected to be in dress code at conference activities. Chaperones and judges are also asked to comply with this rule.**
8. **Flip flops are not professional attire for anyone on conference premises.**

### ***NAME BADGES***

1. Name badges must be worn while attending conference activities. This includes evening activities in the hotel.
2. Name badges should be removed during off-site activities.
3. Replacement badges or wristbands will be issued to advisers only while supplies last.

### ***PRESIDENT & OUTSTANDING MEMBER RECOGNITION***

1. **Chapter presidents and outstanding members will be recognized at the regional meetings.** They will receive pins in appreciation of their contributions for the year.
2. **If your president is not present, please designate a substitute to receive the pin.**

### ***HOTELS & SHUTTLES***

1. **Hotel reservations are part of the conference package. Go to our Web site, [www.wafbla.org](http://www.wafbla.org). Follow the link to the Westin Reservations site.** The hotel will confirm your registration.
2. **A purchase order or check must be generated immediately after receiving your invoice from the state office.** We realize you have a very short turnaround time. **We must pay the hotels within 30 days of conference.** Without your payment, this would be impossible. **Your check is due in the state office by April 30.** A PURCHASE ORDER DOES NOT CONSTITUTE PAYMENT. Please begin the process early, track your payment, and make sure that your business office is aware of the urgency.
3. **One PO or check is appreciated. Checks should be made payable to WASHINGTON STATE FBLA and mailed to 5622 Pacific Avenue SE, Suite 3, Lacey, WA 98503.**
4. Shuttle services for tours will be provided by a local bus company. Further information will be forthcoming.

## **BALLROOM SEATING**

1. **Seating for the two general sessions will be by region.** Diagrams showing regional assignments will be available at conference registration.
2. **Let's spark some regional enthusiasm in each section!**

## **ENTERTAINMENT/ACTIVITIES**

1. **Our Opening Session keynote will be provided by Russ Peak**, a “captivating youth speaker and one of the nation’s leading experts in psychological influence and communication combined in one powerful package.” Russ will also conduct two workshop sessions on Thursday.
2. **Thursday night** activities are listed on the agenda as “Direction 360” and will be held in various rooms in the Westin. Attendees will have a few options available to choose from, and they may float among them if they wish. Activities include karaoke, Pie an Officer, Minute to Win It, and electronic gaming. There will be a dance on **Friday**.
3. Observers will be allowed in performance events for Finals only. The best way to learn about an event is by observing. Please encourage your students to come and watch the performances of the various events.

## **OVERVIEW OF DUE DATES**

### **February 15**

**Membership dues must be paid to compete.**

### **March 1**

**RECEIPT date for applications for all offices other than Vice President.**

### **March 5**

**Online conference and hotel registration must be completed.**  
**RECEIPT deadline for all reports, applications, resumes, supportive documents, chapter projects, including those requiring submission of DVDs, or URLs.**  
**Charitable Giving narratives RECEIPT date.**

### **March 12-28**

**Online objective tests will be given at school.**

### **March 19**

**No refunds will be issued after this date (3 weeks from first day of SBLC).**  
**No competitive event or competitive changes after this date.**  
**Home site tests must be **RECEIVED** in the State Office.**  
**Call the state office if you haven't received access to your tests.**

### **April 23**

**NLC Intent to Compete must be **RECEIVED** in the State Office.**

**April 30**

**SBLC payments due in the State Office.**

**NLC travel forms and all competitive event materials must be RECEIVED in the State Office.**

## Have you



- read this entire document?
- registered your students online for conference? and clicked the DONE button?
  - filled out all the blanks
  - e-mailed the URL for E-Business and Web Site Design to [dawne@wafbla.org](mailto:dawne@wafbla.org)
  - entered t-shirt sizes for everyone registered, including advisers & chaperones
  - entered your Chapter President and Outstanding Member
- taken your invoice to your business office, after receiving it from the state office?
- taken care of all in-school permissions and transportation requests?
- mailed all project reports, DVDs, folders with letters of application/resumes, all supportive documentation (statements of assurance, etc.) to the state office by RECEIPT date of March 5?
- submitted your charitable giving narrative to the state office by March 5?
- mailed officer applications to the state office by March 5?
  - included your recommendation
  - supported your candidate's campaign plans
  - encouraged candidate through nervous jitters
- checked with your business office on membership payment to the national office?
- checked with your business office on conference payment to WAFBLA?
- referred all competitors to the appropriate pages of the Competitive Event Guidelines and given them responsibility to know their own guidelines?
- planned your silent auction gift to benefit the FBLA scholarship?
- gotten signatures on FBLA forms?
  - Code of Conduct
  - Emergency Medical Treatment
  - Dress Code
  - Photo Release
- met with chapter members concerning conference activities and conduct?
- informed members' parents about conference activities and conduct?
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