

*Wyoming FBLA State Officer*

*Campaign Handbook*



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This handbook contains excerpts from the Wyoming FBLA Handbook. Please use it to help you through the process of planning your campaign. **Items in bold are pages that need to be completed and turned in with your application materials.**

- **RUNNING FOR STATE OFFICE**

The experience of running for a local, state, or national FBLA office – win or lose – is an educationally rewarding experience and one that is typical of the American way of life. A good campaign demands cooperative effort and allegiance on the part of each member of the team. In no situation other than in an FBLA office does a chapter member have more opportunity to develop the qualities of leadership.

- **Election procedures**

- Candidates will be apprised of campaign rules and procedures and will be asked appropriate questions at the State Leadership Conference Campaign Meeting.
- No formal campaigning outside of the candidate's chapter is allowed prior to the State Leadership Conference.
- The candidates for president, vice president, secretary-treasurer, reporter, and parliamentarian will deliver their campaign speeches at the designated session of the State Leadership Conference.
- Elections will be held following caucus sessions.
- Campaign/candidate speeches by the campaign managers and the officer candidates are limited to a total of four minutes. These time limits will be strictly enforced,

- **RUNNING FOR A STATE OFFICE – Continued**

- **Campaign Tips**

One of the highlights of the FBLA conference is the election of officers. In order to determine the best candidate for each office, information must be gathered on all candidates. Campaigning is a series of organized, planned actions necessary for electing a candidate. It is an efficient way to provide information on the qualifications and characteristics of a candidate.

It is not too early to start planning! Organization is of great importance if accurate and efficient information outlining the positive characteristics and goals of a candidate is to be available. Scheduling of specific tasks, which needs to be done, is a good idea so that the ideas and plans will be accomplished in a neat and thorough manner. By having a set schedule and sticking to it, all of the campaign materials will be finished before the date of campaigning, and there won't be a mad rush at the last minute.

Campaigning is a learning experience that long will be remembered! Some campaigning suggestions include:

- Have a theme that will be easy to build different, attractive ideas upon, and which will have a memorable affect on the delegates.
- Integrate the campaign theme throughout the campaign speech.
- Develop a fact sheet or brochure to state the candidate's qualities, ideas, and goals.
- Have the candidate visible and prepared to talk to people and answer questions.
- Have the members of the candidate's local chapter visible to assist at the campaign table to show their support.
- Choose a dependable person from your chapter to serve as your campaign manager. Select a committee to organize your campaign and your campaign table.
- Develop a campaign budget and stick to it.
- Practice your campaign speech in front of others.
- No posters or banners are allowed outside the campaign area.
- Each candidate will be expected to campaign at the state conference and is encouraged to use poster, banners, and a one-page ( 8 ½" x 11") informational handout. A campaign area will be provided in the conference facility. In this area candidates will set up their respective campaigns. Each candidate will have either a six-foot or eight-foot table to use for their campaign materials. Campaign materials are to be displayed **ONLY** in this area. A candidate whose materials appear in off-limit areas may be disqualified from the election – does not apply to campaign materials given to members and delegates as giveaways.

- **RUNNING FOR A STATE OFFICE – Continued**

- **Questions and answers**

- Q. Will I have any responsibilities as a state officer other than the ones previously mentioned?
- A. Nearly every state officer will have added responsibilities, but those are going to be delegated to you by the state adviser or state chairperson.
- Q. Can I choose what office I will run for and make my campaign materials to suit that office?
- A. Yes, you will need to declare on your application the office you are running for. The campaign materials should be prepared accordingly.
- Q. Can a majority vote be less than 51 percent?
- A. No. The winning candidate must receive over half of the votes.

- **Questions that might be asked of an officer candidate**

1. Why do you think you are qualified to be a (state/national) officer?
2. What does FBLA mean to you and how has it played an important part in your life?
3. How are your grades in high school, and what kind of schedule will you have for next year?
4. How are you at assuming responsibility?
5. What are some of the qualities a leader must have? Do you have them?
6. What is the one main purpose of FBLA?
7. How do you feel about your adviser, and will he or she be able to help you in doing your job as an officer?
8. How old are you? Do you think that being a sophomore/junior you will be able to assume the responsibilities of a state/national office?
9. How will your principal and teachers feel about you missing school?
10. What is your best asset? What is your worst trait?
11. Give four adjectives that best describe you. Why?
12. What is your grade point average? Which will come first, your office or your grades? Do you have a job? How will that interfere with your responsibilities as an officer?
13. What will happen if something important is taking place at your school and you are asked to be at a special officers' meeting?
14. What is your favorite thing to do when you have spare time?
15. If you could change one thing in FBLA, what would you change?
16. How can the officers in FBLA promote the national projects?



- **STATE OFFICERS**

- **Qualifications for state office.**

Following are the qualifications and procedures to follow for members wanting to run for a state office. They are also outlined in the Wyoming CTSO State Officer Handbook and the Wyoming FBLA bylaws.

- Each candidate for a state office must be a member in good standing in an FBLA chapter at the school in which he/she is enrolled. Candidates must have taken or be currently enrolled in a business class.
- A candidate must have at least one full year of school remaining in the business education program.
- An officer candidate must have a minimum 2.0 GPA.
- Only members who have held or now are holding an elected executive office in their chapter or a similar office in an organization on the approved list of national and state activities released by the National Association of Secondary School Principals may be eligible for any state office.
- All candidates for state office shall submit the following to the state chairperson:
  - An official officer application, typed, with all appropriate signatures.
  - Code of conduct, with all appropriate signatures.
  - Letter of recommendation from an administrator.
  - Adviser to a State Officer Guidelines form, with all appropriate signatures.
  - Transcript
- **State Officer Handbook.** The State Officer Handbook is the official guideline that covers all aspects of running for a state office. Specific officer duties are outlined in this guide, as well as responsibilities of the officer and his/her adviser. Advisers are urged to read this guide carefully and to encourage qualified students to run for a state office as it is a real opportunity for a chapter to run a campaign. Elected state officers receive leadership training that is a valuable experience. Contact the state chairperson for a copy of the State Officer Handbook if your adviser does not have one.

- **DUTIES OF STATE OFFICERS**

Duties of the state officers are outlined in the state chapter bylaws. Activities include answering almost daily correspondence, conducting workshops, speaking before small and large groups, writing articles for various publications, setting goals and objectives for themselves and the association, introducing business and government leaders to the association's programs, and assisting in the planning of FBLA or PBL leadership conferences.

State officers become an extension of the FBLA Executive Board, working together to guide the state chapter towards its goals. All of these activities must be completed in one short year.

Specific responsibilities may be developed by each officer during the Wyoming Executive Leadership Institute.

All state officers (president, vice president, secretary/treasurer, reporter/historian, and parliamentarian) have the following specific duties:

- Make a minimum of two local chapter visitations.
- Attend one Fall Leadership Conference.
- Attend the Wyoming Executive Leadership Conference.
- Attend the State Leadership Conference.
- Submit required documents to the state chairperson.
- Attend the National Leadership Conference.
- Attend the National Fall Leadership Conference.
- Accept responsibility for other duties as delegated by the state chairperson.
- Appear in uniform at all state and national conferences.
- Be well groomed at all times.
- Provide input for the State Leadership Conference.
- Arrive one to two days prior to the beginning of the State Leadership Conference to make final preparations for the conference.

- **FBLA OFFICERS' CODE OF CONDUCT**  
(Fill out and submit to State Chairperson)

The FBLA organization is conducted as a part of the school system. School regulations are in effect for participants at the conferences. In general, each member will conduct himself/herself in a way that will bring credit to himself/herself, his/her FBLA chapter and school, and to the national organization.

Attendance at any FBLA sponsored conference or activity is a special privilege. Knowing any organization is judged largely by the behavior of its individual participants, the following code of conduct is subscribed to for state officers, members, and guests who attend any and all FBLA conferences.

- All chapter members attending the FBLA conferences must attend all sessions of the conference.
- All persons must behave in a courteous and respectful manner refraining from language and actions that might bring discredit upon them, their school, their home, their friends, the conference, or upon the organization.
- Because conference attendants are guests using the facilities, special care must be taken not to deface or destroy any property. Any damages to any property or furnishings in the motel rooms or buildings must be paid by the individual or chapter involved.
- Appropriate business attire is required for all conference participants at all sessions. Conservative sportswear may be appropriate for specifically designated situations; read conference packets for specific instructions.
- Curfew regulations will be interpreted to mean that each person will be in his/her own room, and will begin one-half hour after the last scheduled activity unless stated specifically different on the conference agenda.
- Conference area participants not staying at the motel must be off grounds of the motel by curfew. Local advisers may set earlier curfews as desired.
- Student delegates must:
  - Keep their adult advisers informed of their activities and whereabouts at all times.
  - Not use their own car or ride in cars belonging to others during the conference, unless accompanied by an authorized adviser.
  - Not engage in dating activities with non-conference students.
- **NO ALCOHOLIC BEVERAGES OR ILLEGAL DRUGS** or tobacco in any form will be possessed or used at any time or under any circumstances on public or private properties throughout the term of office.

(Continued on next page)

- **FBLA OFFICERS' CODE OF CONDUCT - Continued**  
(Fill out and submit to State Chairperson)

It is agreed that, violation of this code of conduct will result in immediate removal from office. In the event that the violation takes place at an FBLA conference, the violators will vacate their motel rooms and withdraw from the conference activities. At such time, the parents of the person(s) in violation will become fully responsible for their son's or daughter's actions including his/her return trip home. Violators will be disqualified of any honors, awards, or offices which he or she may have won and their chapter will lose their voting rights. In addition, the proper school authorities will be contacted.

ANYONE BEING IN THE WILLFUL COMPANIONSHIP OF ANOTHER PERSON VIOLATING THE FBLA CODE OF CONDUCT WILL ALSO BE SUBJECT TO THE DISCIPLINARY ACTION.

The code of conduct will be enforced by local advisers and the state committee. Wyoming FBLA is not liable for a student in violation of the code of conduct. Furthermore, a state officer may be removed from office at any time for any conduct unbecoming of a state officer.

\_\_\_\_\_  
Signature of FBLA member

\_\_\_\_\_  
Signature of FBLA member's parent

\_\_\_\_\_  
Signature of FBLA member's Adviser

\_\_\_\_\_  
Signature of FBLA member's Principal

- **DUTIES AND RESPONSIBILITIES OF SPECIFIC STATE OFFICERS**

- **State President**

- Is a member of the board of directors and attends all official board meetings.
    - Presides over and conducts all state general meetings.
    - Communicates with national officers on a regular basis, as well as, state officers.

- **State Vice President**

- Assists the president as needed.
    - Plans and prepares for state workshops and conferences.
    - Manages the state web page.

- **State Secretary/Treasurer**

- Keeps an accurate record of all state general meetings.
    - Publishes and mails minutes to state chairperson within ten working days of the meeting.
    - Generates correspondence to professional members, thank-you's to speakers, judges, etc.
    - Responsible for pin sales and reports.
    - Provides a financial report at each state executive board meeting.

- **State Reporter/Historian**

- Publishes and disseminates the Wyoming FBLA newsletter four times during the year.
    - Prepares news releases for other publications and broadcasts.
    - Sends articles on state activities to the national office to be published in Tomorrow's Business Leader.
    - Photographs all conferences and meetings.

- **State Parliamentarian:**

- Advises the state president on parliamentary procedure during all business meetings.
    - Acts as a resource person on parliamentary procedure for all local chapter voting delegates at the State Leadership Conference.
    - Makes sure the election of state officers at the State Leadership Conference follows correct parliamentary procedure and the bylaws.
    - Has a copy of Robert's Rules of Order, Newly Revised, the Wyoming bylaws, and the national bylaws at every meeting.
    - Makes sure bylaws are kept up-to-date and are followed accurately at all times.
    - Works closely with the state chairperson.

- **STATE OFFICER STANDARD OPERATING PROCEDURES AND RESPONSIBILITIES**

Your election to a state office, of course, means that you have a tremendous responsibility to the organization and to your constituency. But you also have a great responsibility to yourself, your family, and your education. Your office DOES NOT take precedence over your education. Decline an FBLA assignment if there is an educational conflict.

During your term of office, some of you will, perhaps, hold another office on the local chapter level. You must remember that you may “wear only one hat at a time.”

As a state officer, you will be expected to assist local chapters in their growth and development as requested by the local officers and advisers.

Your Fall and State Leadership Conference responsibilities will be numerous. You are expected to attend, and you will be advised well in advance of the activities in which you will be expected to participate. State officers should NOT permit themselves to be involved with ANY candidate’s campaign for state office.

- **Telephone**

As a state officer, you will be responsible for contacting local chapters for visitations. Any telephone calls concerning Wyoming FBLA can be reimbursed by the state organization. Attach a copy of the itemized list of phone calls to your expense form.

- **Written communications**

You will be sending out numerous items of written correspondence during your year as a state officer. Before you send any correspondence, have your adviser proofread it for accuracy. You should NEVER send any correspondence with an error! A copy of ALL correspondence should be sent to the state chairperson to proof also. Use the official Wyoming FBLA letterhead for correspondence; DO NOT use the letterhead for second sheets.

- **Uniform**

You will be expected to be in official dress for all functions of Wyoming FBLA, unless otherwise notified. Official dress is business attire with your blazer. You will be given an FBLA blazer when you become an officer; you should keep it clean. You may purchase your blazer at the end of your term of office for a reduced price. Generally state officers will purchase two matching outfits – approximate cost to each officer is \$100-150.

- **Expense forms**

You must file an expense form to be reimbursed for your expenses for Wyoming FBLA. This expense form will be provided to you by the state chairperson.

- **Travel authorization**

A travel authorization will be required for each trip. The travel authorization form should be received by the State Chairperson at least one week prior to the travel date. A travel authorization form can be found in the State Officer Handbook.

- **STATE OFFICER STANDARD OPERATING PROCEDURES – Continued**

- **Supplies and materials**

Each officer should have the following items:

- A briefcase.
- A copy of the Parliamentary Procedure Handbook.
- A copy of the CTSO State Officer Handbook.

- **State officer notebook**

Each of you, as state officers, should keep a notebook during your term of office; you should have received a notebook from the previous officer. Put a copy of any correspondence in your notebook that would help your successor for the next year. Please DO NOT lose these notebooks as they are irreplaceable.

- **Financial notes**

Funds are available to cover travel, lodging, and food expenses for each state officer to attend all official meetings and conferences, including the National Leadership Conference and the National Fall Leadership Conference. Each officer must pay their expenses up front and then submit an expense form with appropriate receipts to be reimbursed. The following limits are in place for meals: Breakfast - \$5, Lunch - \$7, and Dinner - \$10 or \$22 per diem.

Name badges will be provided for new elected officers, along with business cards and letterhead.

Complimentary registration will be provided for each officer at the Wyoming Fall Leadership Conference and the State Leadership Conference.

Business or formal attire is required for the awards brunch at the State Leadership Conference. Women will wear business or formal attire and men will wear a tuxedo or business suit. Expenses incurred for apparel worn during the awards brunch is the responsibility of each officer.

Essential expenses will be covered for each state officer to attend the National Leadership Conference and the National Fall Leadership Conference.

- **STATE OFFICER STANDARD OPERATING PROCEDURES – Continued**

- **Time Commitments**

State FBLA officers should plan to commit a great deal of time to FBLA during their year in office. Following are the mandatory events each officer must attend:

April/May.....	One-day state officer meeting – date TBA.
June .....	Three-day state officer training – date TBA.
June-July .....	Seven-day National Leadership Conference.
July .....	Two-day state officer meeting.
October .....	One-day Fall Leadership Conference (arrive 2 days early).
October .....	Up to four days for local officer training workshops (dates to be discussed by state officer team).
November .....	Three-day National Fall Leadership Conference.
December/January .....	One-day state officer meeting.
March/April.....	Three-day State Leadership Conference (arrive 2 days early).

- **Travel Tips**

- Leave an up-to-date itinerary at your home and with your local adviser, not only for the convenience of your family, but also so the state chairperson will know where to reach you should it be necessary.
- Let your host or hostess know your arrival and departure times.
- In all cases, only the NECESSARY expenses involved with travel will be paid by Wyoming FBLA.
- Receipts are REQUIRED for all hotel, telephone, and supplies. These receipts should be attached to your expense form.
- When you are invited to a conference or any Wyoming FBLA function, find out from the person issuing the invitation exactly what will be expected of you during your visit. More than your presence should be expected. Whatever is asked of you, be prepared to do it—DO NOT wait until you arrive to make preparations!
- Proper “thank you” letters should be written to the host or hostess as soon after the visit as possible with a copy sent to the state chairperson.
- It is customary to tip 15 percent to 20 percent for meals and 15 percent for a taxi. One dollar per bag for hotel porters is customary and \$1 per night, per person is the customary gratuity for the room attendant who cleans your hotel room.
- When traveling, you are a goodwill ambassador for the organization. Be prepared to answer questions not only at your destination but also en route.

- **STATE OFFICER STANDARD OPERATING PROCEDURES – Continued**

- **State Officer Travel Checklist**

- \* Items that can be placed in suitcase as permanent fixtures.

**NECESSARY ITEMS**

- \_\_\_ Deodorant\*
- \_\_\_ Toothbrush & paste\*
- \_\_\_ Lotion\*
- \_\_\_ Wash cloth, towel & soap\*
- \_\_\_ Foot powder\*
- \_\_\_ Blow dryer
- \_\_\_ Alarm clock\*

**MISCELLANEOUS ITEMS**

- \_\_\_ Safety pins\*
- \_\_\_ Rubber bands\*
- \_\_\_ Band Aids\*
- \_\_\_ Contact lens equipment
- \_\_\_ Cotton swabs\*
- \_\_\_ Fingernail clippers\*
- \_\_\_ Aspirin & other medicines\*
- \_\_\_ Pepto Bismol\*

**LADIES**

- \_\_\_ Nylons
- \_\_\_ Slip
- \_\_\_ Curling iron
- \_\_\_ Makeup
- \_\_\_ Razor\*
- \_\_\_ Nail polish & remover

**CLOTHING**

- \_\_\_ Appropriate jacket or coat
- \_\_\_ Tennis shoes
- \_\_\_ Dress (official) shoes
- \_\_\_ Pajamas & housecoat
- \_\_\_ Street clothes
- \_\_\_ Jewelry
- \_\_\_ Official dress
- \_\_\_ Socks & underwear

**INCIDENTAL**

- \_\_\_ Shoestrings, polish & brush\*
- \_\_\_ Mirror\*
- \_\_\_ Clothes iron\*
- \_\_\_ Needle, thread, & buttons\*

**GOOD IDEAS**

- \_\_\_ Swimsuit
- \_\_\_ Camera, film, & flash
- \_\_\_ Extra money
- \_\_\_ Watch

**MEN**

- \_\_\_ Shaving supplies\*
- \_\_\_ Extra tie\*
- \_\_\_ Extra handkerchiefs\*

**BRIEFCASE ITEMS**

- \_\_\_ Pens
- \_\_\_ Pencils
- \_\_\_ Paper (notepads)
- \_\_\_ Wyoming map
- \_\_\_ Paper clips
- \_\_\_ Official stationery, envelopes and stamps
- \_\_\_ Organization handbooks
- \_\_\_ Poem or inspiration book
- \_\_\_ Speeches
- \_\_\_ Individual resume summary
- \_\_\_ Date book or calendar
- \_\_\_ Breath mints
- \_\_\_ Marks-A-Lot and/or highlighters
- \_\_\_ Aspirin
- \_\_\_ Mileage & expense record book or pad
- \_\_\_ Data sheet on your local school and local youth organization
- \_\_\_ Data on your state & national organizations

- **GENERAL ADVISER INFORMATION**

“Mentor” is defined as a trusted counselor or guide, a tutor, or coach. This definition aptly describes the role of a state officer’s local chapter adviser. From the moment a student considers running until his/her term of office ends, the adviser is a key figure.

The adviser counsels the student on the qualification and duties of a state officer and helps with the decision to run. The adviser guides the student on the campaign process and serves as “mentor” during the officer’s term of office.

The adviser works closely with the state chairperson and is kept fully informed of all aspects of the officer’s work.

As a state officer adviser, you should contact the state adviser/state chairperson if you have questions.

The adviser AND the officer must present a positive image of FBLA and its programs. The adviser must take an active part in helping the officer reach his/her personal and organization goals.

- **ADVISER RESPONSIBILITIES**

The responsibilities and duties outlined below have been prepared to assist local advisers in helping their state officer during the year.

- Be sure that you understand the duties of the state officer. Advisers also must accept the responsibilities for assisting their officer and should secure the endorsement and support of parents, school officials, and employers.
- Local advisers should attend the Executive Council meetings when requested with their officers. These meetings are used to formulate the officer's responsibilities and program of work for the year and give the advisers insight into their support role. The advisers should attend the Conference Planning Workshop during August to help prepare for the conferences during the year.
- Be prepared to devote office space and personal time to your officer. Helping your officer get organized is important. He/She must learn to budget time and keep materials readily available. Secure the assistance of your local chapter. All must pitch in during critical periods.
- Be informed about state and national programs, priorities, and critical issues so ideas and counsel may be given to your officer. Don't expect the officer to understand issues and have background information without assistance. Take an active part in helping your officer reach his/her personal and organizational goals.
- Assist your officer in making travel plans, automobile, and hotel reservations.
- See that your officer accepts these responsibilities:
  - Acquire good basic knowledge of the organization and be capable of discussing ideas and issues intelligently.
  - Portray the proper image when representing the organization.
  - Color-coordinate business attire for daytime and appropriate clothes for evening.
  - Use correct grammar.
  - Practice proper manners and etiquette.
  - Display a good attitude and public relations skills in working with individual members and chapters.
  - Prepare appropriate speeches when asked to visit local or state conferences and business and civic groups. Local advisers should review speech materials, outlines, etc., and the officer should practice the speech before an appearance.
  - Answer correspondence and send "thank you" letters promptly. The local adviser should proofread all correspondence before mailing. The officer should write correspondence and articles and present them to you for suggestions and any necessary changes. As the year progresses, fewer changes should be necessary.
  - Submit required documents to the state chairperson.

It is sometimes difficult for the adviser to play the dual role of adviser and teacher. The relationship between adviser and officer may be critical to the local and state chapters' success. The officer may not always be receptive to advice, and a special effort should be made by advisers to overcome this sometimes delicate situation. The officer must realize that with the local adviser's signature on the application, the adviser pledges support to the officer and the organization.

