

WELCOME NEW CHAPTERS & ADVISORS



Today's students.
Tomorrow's business professionals.

WELCOME

Welcome to Business Professionals of America! Congratulations on choosing the premier career and technical student organization for your classroom.



Today's students.
Tomorrow's business professionals.

THANK YOU

Thank you for the time and commitment you are dedicating to your students, school, community, and Business Professionals of America.

Get the most out of BPA. Participate. Get Involved. Learn by Doing!



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OVERVIEW

This training is designed to give you a brief overview of BPA. It is broken into five sections and will take approximately 50–55 minutes to complete.

- PART 1: General Information
- PART 2: Workplace Skills Assessment Program (Competitive Events)
- PART 3: Leadership Initiatives
- PART 4: Conferences and Meetings
- PART 5: Resources and Contacts



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PART ONE

GENERAL INFORMATION



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GENERAL INFORMATION

ADVISOR RESPONSIBILITIES

- ▶ Become familiar with the organization
- ▶ Become familiar with organization publications
- ▶ Understand the needs of the members, school, and community
- ▶ Mentor officers and students
- ▶ Serve as point of contact for school, community, state, and national BPA offices
- ▶ Provide leadership opportunities
- ▶ Recognize members
- ▶ Ensure a quality chapter program is planned and implemented



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GENERAL INFORMATION

MISSION

The mission of Business Professionals of America is to contribute to the preparation of a world-class workforce through the advancement of citizenship, academic, and technological skills.



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GENERAL INFORMATION

HISTORY

- ▶ Founded in 1966 as the Office Education Association
- ▶ Reincorporated in 1988 as Business Professionals of America
- ▶ One of ten official Career and Technical Student Organizations sanctioned by the U.S. Department of Education



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GENERAL INFORMATION

MEANING

Business:

The field for which we prepare our students; emphasizes that we educate our members to work efficiently, not only in an office setting, but also in a wide variety of business situations.

Professionals:

Our students indicate they join BPA to take advantage of a wide variety of professional development opportunities.

of America:

Symbolizes pride in our country and its free enterprise business system.



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GENERAL INFORMATION

PLEDGE

We are met in a spirit of friendship and goodwill as we prepare for careers in a world-class workforce. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.



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GENERAL INFORMATION

OFFICIAL COLORS

Navy Blue

- ▶ Signifies the success achieved through leadership and professionalism.

Tan

- ▶ Represents the bountiful fields of opportunity in America.

Red

- ▶ Symbolizes the friendship obtained through teamwork in our organization.



GENERAL INFORMATION

ELIGIBILITY

For students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical, and career or related education programs.

It is the policy of Business Professionals of America that no person on the basis of race, color, religion, national origin or ancestry, age, sex, marital status, sexual orientation, or disability shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to, discrimination in any program or activity for which it is responsible.



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GENERAL INFORMATION

DIVISIONS

- ▶ **MIDDLE LEVEL:** Students in grades 6–8 attending Middle School or as defined by individual states.
- ▶ **SECONDARY:** For high school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical, and career or related education programs.
Associate Member Designation is for high school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical, and career or related education programs for special populations.



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GENERAL INFORMATION

DIVISIONS

- ▶ **POST-SECONDARY:** Students attending school beyond the Secondary level.
- ▶ **ALUMNI:** Individuals once involved in BPA as a registered member or members of the community wishing to support the mission of BPA.



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ORGANIZING A NEW CHAPTER

<http://www.bpa.org/membership/stepbystep>

- ▶ Review the New Chapter Handbook
- ▶ Complete the New Chapter Application Online
- ▶ Access online registration system, The SOURCE, and much more!

PART TWO

WORKPLACE SKILLS ASSESSMENT PROGRAM



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WORKPLACE SKILLS ASSESSMENT PROGRAM

The Workplace Skills Assessment Program (Competitive Events) has been developed to provide students with the opportunity to demonstrate workplace skills learned through business, office technology, finance and information technology curriculum.



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WORKPLACE SKILLS ASSESSMENT PROGRAM

PURPOSES

Students will be able

- to demonstrate occupational competencies
- to develop and demonstrate knowledge, skills, and abilities
- to develop and demonstrate leadership and human relation skills
- to develop and demonstrate good competitive spirit
- to receive recognition



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WORKPLACE SKILLS ASSESSMENT PROGRAM

EVENT TYPES

- ▶ **Judged: Individual/Team**
- ▶ **Computerized: Individual/Team**
- ▶ **Written: Individual/Team**



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WORKPLACE SKILLS ASSESSMENT PROGRAM

ASSESSMENT AREAS

- ▶ Finance
- ▶ Business Administration
- ▶ Management Information Systems
- ▶ Digital Communication & Design
- ▶ Management, Marketing & Communication



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Finance (100's)

- ▶ 100 Fundamental Accounting
- ▶ 110 Advanced Accounting
- ▶ 120 Accounting Using Quickbooks– Pilot
- ▶ 125 Payroll Accounting
- ▶ 145 Banking & Finance
- ▶ 150 Financial Analyst Team
- ▶ 155 Economic Research Individual
- ▶ 160 Economic Research Team
- ▶ 190 Financial Math & Analysis Concepts – Open
- ▶ 191 Insurance Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Business Administration (200's)

- ▶ 200 Keyboarding Production
- ▶ 205 Fundamental Word Processing
- ▶ 210 Advanced Word Processing
- ▶ 215 Integrated Office Applications
- ▶ 220 Basic Office Systems & Procedures
- ▶ 225 Advanced Office Systems & Procedures
- ▶ 230 Fundamental Spreadsheet Applications



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Business Administration (200's)

- ▶ 235 Advanced Spreadsheet Applications
- ▶ 240 Database Applications
- ▶ 245 Legal Office Procedures
- ▶ 250 Medical Office Procedures
- ▶ 255 Administrative Support Team
- ▶ 260 Administrative Support Research Individual
- ▶ 290 Administrative Support Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Management Information Systems (300's)

- ▶ 300 Computer Network Technology
- ▶ 305 PC Servicing & Troubleshooting
- ▶ 310 Network Administration Using Microsoft®
- ▶ 315 System Administration Using Cisco®
- ▶ 320 Computer Security
- ▶ 325 Network Design Team
- ▶ 330 Visual Basic Programming
- ▶ 335 C++ Programming
- ▶ 340 Java Programming
- ▶ 345 Mobile Applications – Pilot
- ▶ 390 Computer Programming Concepts – Open
- ▶ 391 Information Technology Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Digital Communication & Design (400's)

- ▶ 400 Fundamental Desktop Publishing
- ▶ 405 Fundamentals of Web Design
- ▶ 410 Graphic Design Promotion
- ▶ 415 Digital Publishing with InDesign® – Pilot
- ▶ 420 Digital Media Production
- ▶ 425 Computer Modeling
- ▶ 430 Video Production Team
- ▶ 435 Web Site Design Team
- ▶ 440 Computer Animation Team
- ▶ 445 Broadcast News Production Team

WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Management, Marketing & Communication (500's)

- ▶ 500 Global Marketing Team
- ▶ 505 Entrepreneurship
- ▶ 510 Small Business Management Team
- ▶ 515 Interview Skills
- ▶ 520 Advanced Interview Skills
- ▶ 525 Extemporaneous Speech
- ▶ 535 Human Resource Management
- ▶ 545 Prepared Speech



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Management, Marketing & Communication (500's)

- ▶ 550 Parliamentary Procedure Team
- ▶ 555 Presentation Management – Individual
- ▶ 560 Presentation Management Team
- ▶ 590 Business Meeting Management Concepts – Open
- ▶ 591 Management, Marketing and Human Resources Concepts – Open
- ▶ 592 Parliamentary Procedure Concepts – Open
- ▶ 593 Project Management Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Secondary Assessment Areas

Virtual Contests (National only)

- ▶ V01 Virtual Multimedia & Promotion – Individual
- ▶ V02 Virtual Multimedia & Promotion – Team
- ▶ V03 Software Engineering Team
- ▶ V04 Web Application Team



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Finance (100's)

- ▶ 105 College Accounting
- ▶ 115 Advanced College Accounting
- ▶ 120 Accounting Using QuickBooks– Pilot
- ▶ 130 College Payroll Accounting
- ▶ 135 Managerial Accounting
- ▶ 140 Federal Income Tax Accounting
- ▶ 145 Banking & Finance
- ▶ 150 Financial Analyst Team
- ▶ 190 Financial Math & Analysis Concepts – Open
- ▶ 191 Insurance Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Business Administration (200's)

- ▶ 200 Keyboarding Production
- ▶ 205 Fundamental Word Processing
- ▶ 210 Advanced Word Processing
- ▶ 215 Integrated Office Applications
- ▶ 220 Basic Office Systems & Procedures
- ▶ 225 Advanced Office Systems & Procedures
- ▶ 230 Fundamental Spreadsheet Applications



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Business Administration (200's)

- ▶ 235 Advanced Spreadsheet Applications
- ▶ 240 Database Applications
- ▶ 245 Legal Office Procedures
- ▶ 250 Medical Office Procedures
- ▶ 255 Administrative Support Team
- ▶ 290 Administrative Support Concepts – Open



WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Management Information Systems (300's)

- ▶ 300 Computer Network Technology
- ▶ 305 PC Servicing & Troubleshooting
- ▶ 310 Network Administration Using Microsoft®
- ▶ 315 System Administration Using Cisco®
- ▶ 320 Computer Security
- ▶ 325 Network Design Team
- ▶ 330 Visual Basic Programming
- ▶ 335 C++ Programming
- ▶ 340 Java Programming
- ▶ 345 Mobile Applications – Pilot
- ▶ 390 Computer Programming Concepts – Open
- ▶ 391 Information Technology Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Digital Communication & Design (400's)

- ▶ 400 Fundamental Desktop Publishing
- ▶ 405 Fundamentals of Web Design
- ▶ 410 Graphic Design Promotion
- ▶ 415 Digital Publishing with InDesign® – Pilot
- ▶ 420 Digital Media Production
- ▶ 425 Computer Modeling
- ▶ 430 Video Production Team
- ▶ 435 Web Site Design Team
- ▶ 440 Computer Animation Team



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Management, Marketing & Communication (500's)

- ▶ 500 Global Marketing Team
- ▶ 505 Entrepreneurship
- ▶ 510 Small Business Management Team
- ▶ 515 Interview Skills
- ▶ 520 Advanced Interview Skills
- ▶ 530 Contemporary Issues
- ▶ 535 Human Resource Management
- ▶ 540 Ethics & Professionalism – Pilot
- ▶ 545 Prepared Speech



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Management, Marketing & Communication (500's)

- ▶ 555 Presentation Management - Individual
- ▶ 560 Presentation Management Team
- ▶ 590 Business Meeting Management Concepts - Open
- ▶ 591 Management, Marketing and Human Resources Concepts - Open
- ▶ 592 Parliamentary Procedure Concepts - Open
- ▶ 593 Project Management Concepts - Open



WORKPLACE SKILLS ASSESSMENT PROGRAM

Post-secondary Assessment Areas

Virtual Contests (National only)

- ▶ V01 Virtual Multimedia & Promotion – Individual
- ▶ V02 Virtual Multimedia & Promotion – Team
- ▶ V03 Software Engineering Team
- ▶ V04 Web Application Team

WORKPLACE SKILLS ASSESSMENT PROGRAM

Middle Level Assessment Areas

- ▶ **Finance**
 - ▶ 900 Financial Literacy
 - ▶ 905 Business Math Concepts – Open
- ▶ **Business Administration**
 - ▶ 910 Keyboarding Production
 - ▶ 915 Spreadsheet Applications
 - ▶ 920 Business Communication Skills Concepts – Open
- ▶ **Management Information Systems**
 - ▶ 930 Computer Literacy Concepts – Open



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WORKPLACE SKILLS ASSESSMENT PROGRAM

Middle Level Assessment Areas

- ▶ **Digital Communication & Design**
 - ▶ 940 Web Site Design Team
 - ▶ 945 Introduction to Video Production Team
 - ▶ 950 Graphic Design Promotion
- ▶ **Management, Marketing & Communication**
 - ▶ 960 Career Research Project–Team
 - ▶ 965 Prepared Speaking
 - ▶ 970 Extemporaneous Speech
 - ▶ 975 Entrepreneurship Exploration – Pilot
 - ▶ 980 Business Fundamentals Concepts – Open
- ▶ **Virtual Contests (National only)**
 - ▶ V01 Virtual Multimedia & Promotion – Individual
 - ▶ V02 Virtual Multimedia & Promotion – Team



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WORKPLACE SKILLS ASSESSMENT PROGRAM

GUIDELINES

The *WSAP Guidelines* contain general information for all events as well as specific details regarding eligibility, equipment use, scoring, etc.

The *Guidelines* are updated annually and published on the BPA web site by September 1st.



WORKPLACE SKILLS ASSESSMENT PROGRAM

GENERAL EVENT GUIDELINES

- ▶ Middle Level students may compete in a total of two events, only one of which may be a team event.
- ▶ Secondary/Associate students may compete in a total of two events, only one of which may be a team event.
- ▶ Post-Secondary students may participate in a total of three events, only one of which may be a team event.
- ▶ A student may compete in an unlimited number of Open Events.



WORKPLACE SKILLS ASSESSMENT PROGRAM

GENERAL EVENT GUIDELINES

- ▶ ACT standards: used to monitor calculators & all other electronic devices; cordless calculators may be used
- ▶ *ARMA Rules for Alphabetical Filing*: will be considered the authority
- ▶ *Robert's Rules of Order Newly Revised* will be followed
- ▶ National Association of Parliamentarians Study Guide for Registration Examination will be used.



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WORKPLACE SKILLS ASSESSMENT PROGRAM

STYLE & REFERENCE MANUAL

- ▶ The *Style & Reference Manual* is composed of production and graphic standards used to maintain consistency throughout the Workplace Skills Assessment Program.
- ▶ A standard style for documents is located in the *Style & Reference Manual*.
- ▶ The *Style & Reference Manual* is updated annually and posted on the BPA web site.

WORKPLACE SKILLS ASSESSMENT PROGRAM

SELECTING THE RIGHT EVENTS FOR YOUR STUDENTS

Contest Suggestions



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PART THREE

LEADERSHIP INITIATIVES



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LEADERSHIP INITIATIVES

- ▶ Torch Awards Program
- ▶ BPA Cares
- ▶ Officer Positions
- ▶ National Leadership Academy
- ▶ National Conference Intern Program



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LEADERSHIP INITIATIVES

TORCH AWARDS Individual Recognition

- ▶ The Torch Awards Program recognizes outstanding and actively involved members on the local, regional, state, and national levels.
- ▶ Students participate in activities for which they are awarded points in specific areas.

LEADERSHIP INITIATIVES

TORCH AWARD AREAS

- ▶ Leadership
- ▶ Service
- ▶ Cooperation
- ▶ Knowledge
- ▶ Friendship
- ▶ Love, Hope, Faith
- ▶ Patriotism



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LEADERSHIP INITIATIVES

TORCH AWARD POINT LEVELS

- ▶ Local (Executive) 10 Points
- ▶ Regional (Diplomat) 30 Points
- ▶ State (Statesman) 50 Points
- ▶ National (Ambassador) 70 Points



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LEADERSHIP INITIATIVES

BPA CARES

The BPA Cares program is designed to recognize excellence on the chapter level and individual level in areas of outstanding service, community service and much more!



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LEADERSHIP INITIATIVES

BPA CARES AWARDS

Service Learning Awards Program

- ▶ Community Service Award
- ▶ Environmental Action/Awareness Award
- ▶ Safety Awareness Award
- ▶ Service Learning Award Individual
- ▶ Special Olympics Award



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LEADERSHIP INITIATIVES

BPA CARES AWARDS

Special Recognition Awards Program

- ▶ BPA Marketing and Public Relations Award
- ▶ BPA Merit Scholar Award
- ▶ Chapter Activities Award of Excellence
- ▶ Member Recruiter Award



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LEADERSHIP INITIATIVES

BPA CARES AWARDS

Professional Awards Program

- ▶ Advisor of the Year Award
- ▶ Emerging Advisor Award
- ▶ Emerging Professional Award
- ▶ Hall of Fame Award
- ▶ Outstanding Service Award
- ▶ The Professional Cup Award



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LEADERSHIP INITIATIVES

OFFICER POSITIONS

Students have an opportunity to participate in a democratic election through local, regional, state and national levels of officer candidacy.



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LEADERSHIP INITIATIVES

OFFICER POSITIONS

- ▶ President
- ▶ Vice President
- ▶ Secretary
- ▶ Treasurer
- ▶ Parliamentarian
- ▶ Historian
- ▶ Webmaster



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LEADERSHIP INITIATIVES

NATIONAL LEADERSHIP ACADEMY

- ▶ Focus on individual leadership techniques
- ▶ Focus on group leadership orientation
- ▶ Investigate leadership values
- ▶ Participate in experiential activities in group, partner, and individual situations



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LEADERSHIP INITIATIVES

NATIONAL LEADERSHIP ACADEMY

- ▶ The Leadership Academy is held annually at the National Leadership Conference.
- ▶ Students must apply and be approved by the local chapter advisor to participate in the National Leadership Academy.



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LEADERSHIP INITIATIVES

NATIONAL CONFERENCE INTERN PROGRAM

- ▶ Allows students to experience real-life work situations in areas including conference registration, tour sales, AV/Production assistance and much more.
- ▶ Conference Interns must apply and be approved by their local chapter advisor.

PART FOUR

CONFERENCES & MEETINGS



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CONFERENCES & MEETINGS

Conferences and meetings are held on Local, Regional, State and National levels.



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CONFERENCES & MEETINGS

NATIONAL CONFERENCES & MEETINGS

- ▶ **National Leadership Conference:** held annually during the end of April or beginning of May.
- ▶ **National Advisor Training Workshop:** Available Online and updated annually.
- ▶ **Alumni Meeting:** held annually.

CONFERENCES & MEETINGS

NATIONAL CONFERENCES & MEETINGS

- ▶ **National Officers Training Workshop:** held annually during the summer
- ▶ **January Officers Meeting:** held annually the first week of January
- ▶ **Summer Planning Meeting:** held annually in the last part of July. The Classroom Advisor Educators Council, State Advisors Association Council and Board of Trustees meet to review and plan for the upcoming year.



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PART FIVE

RESOURCES & CONTACTS



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RESOURCES & CONTACTS

PUBLICATIONS

- ▶ *Workplace Skills Assessment Guidelines*: Updated annually. Found on www.bpa.org.
- ▶ *Style & Reference Manual*: Updated annually. Found on www.bpa.org.
- ▶ *Administrators, Proctors, Graders Handbook*: Updated annually. Found on www.bpa.org.
- ▶ *BPA Cares /Torch Awards Handbook*: Updated annually. Found on www.bpa.org.

RESOURCES & CONTACTS

PUBLICATIONS

- ▶ Chapter Management Reference Book: Updated annually.
- ▶ *The Wire*: Online Magazine
- ▶ *The SOURCE*: Resources on our Web site and published weekly in PDF form

RESOURCES & CONTACTS

THE SOURCE Online Interactive Community

www.bpa.org/source



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UTILIZING BPA PARTNERSHIPS

- ▶ Barefoot Athletics
- ▶ Certiport
- ▶ AICPA
- ▶ NOYS
- ▶ Great American NO BULL Challenge
- ▶ NAP
- ▶ National Technical Honor Society
- ▶ Which MBA
- ▶ Johnson & Wales
- ▶ My College Options



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CONTACTS & RESOURCES

NATIONAL CENTER

5454 Cleveland Avenue, Columbus OH 43231, 614-895-7277

- ▶ **Executive Director, Kirk Lawson** –Association Management, Corporate Sponsorships
- ▶ **Director of Education, Vickie Thomas**–Workplace Skills Assessment Program
- ▶ **Director of Finance, Ric Cowles**–Accounting and Financial Services
- ▶ **Director of Member Services & Events, Shawna Gfroerer**–Online Registration Services, Conference/Webinar Management, Membership Materials
- ▶ **Director of Strategic Initiatives, Amy Hollingsworth**–Exhibit Hall/College Fair, Educational Partnerships, Advisor Services
- ▶ **Interactive Technology Specialist, Joe Ellis**–Wire, Web site, BPA Cares/Torch Awards
- ▶ **National Officer Coordinator, Sherrell Wheeler**–National Officer Liaison, National Officer Candidate
- ▶ **Administrative Staff Assistant, Michele Gordon**–Financial Assistance



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CONTACTS & RESOURCES

REGIONAL/STATE CONTACTS

<http://www.bpa.org/information/states>



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NEW FOR 2013–2014

- ▶ [Webinar Resource Calendar of Events](#)
- ▶ New Competitive Events
- ▶ Updated Assessment Areas
- ▶ New Educational Partnerships
- ▶ Annual Membership T–Shirt
- ▶ Retooled Torch Awards Handbook
- ▶ Student Marketplace



BUSINESS
professionals
OF AMERICA

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GETTING STARTED

August/September

- ▶ Host an Interest Party
- ▶ Recruit Members
- ▶ Check local requirements for ECAs, travel and standards
- ▶ Develop a Calendar
- ▶ Elect Officers
- ▶ Introduce the WSAP, BPA Cares & Torch
- ▶ Develop Lesson Plans inclusive of the WSAP

October/November

- ▶ Prepare for Regional Participation

January/February

- ▶ Prepare for State Participation

March

- ▶ Prepare for National Participation



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ONLINE REGISTRATION

All membership is completed utilizing the online membership registration system.

www.registermychapter.com/bpamem

Online Membership Registration will open on August
23

Membership registration will close
on February 15



CONTACTS & RESOURCES

NATIONAL WEB SITE

www.bpa.org

Create your own free, custom chapter website during your visit!



CONTACTS & RESOURCES

FOLLOW US!

Twitter: @National_BPA

Facebook:

businessprofessionalsofamerica



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CONGRATULATIONS!

Thank you for completing the Online Advisor Orientation. You are on your way to a successful year!



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