



with Business Professionals of America

# PROGRAM GUIDE



BUSINESS  
PROFESSIONALS  
of AMERICA

2025-2026





bpa | BUSINESS  
PROFESSIONALS  
of AMERICA  
National  
Leadership  
Conference  
SECOND  
PLACE



BUSINESS  
PROFESSIONALS  
of AMERICA

**BPA NATIONAL CENTER**

614.895.7277 | [info@bpa.org](mailto:info@bpa.org)  
[www.bpa.org](http://www.bpa.org)



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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.



# AMPLIFY YOUR IMPACT

## *Celebrating 60 Years of Excellence*

As we begin this new membership year, I invite you to join us in celebrating a historic milestone: the 60th anniversary of Business Professionals of America. For six decades, BPA has been empowering students to lead, serve, and succeed—and this year, we honor that legacy by challenging every member to **AMPLIFY YOUR IMPACT**. Our new theme is more than just a call to action; it's a reflection of who we are and what we strive to become. Whether you're a student member stepping into your first leadership role or an advisor guiding the next generation of professionals, now is the time to elevate your influence, your voice, and your community involvement.

Students, your BPA journey is full of opportunities to lead with purpose and confidence. Through competitive events, leadership development, and service projects, you'll find countless ways to strengthen your skills and shape your future. This year, don't just participate—engage deeply, push your limits, and amplify the positive impact you can make in your school, your community, and your career.

Advisors, your commitment and mentorship continue to be the cornerstone of our organization. As we celebrate this 60-year legacy, I encourage you to help your students see the bigger picture—how their involvement in BPA connects to real-world success. By integrating BPA's programs into your classroom and chapter activities, you amplify the impact of your teaching and help us build stronger, more capable leaders.

Looking ahead, we're thrilled to announce that the 2026 National Leadership Conference will take place May 6-10, in the vibrant city of Nashville, Tennessee. As a center of creativity, innovation, and southern hospitality, Nashville will provide the perfect backdrop for this milestone event. We can't wait to gather together and celebrate the achievements of our members on a national stage.

This is a year to remember. A year to honor our past, elevate our present, and inspire the future. Together, let's make this 60th anniversary one of our most impactful yet.

Here's to a phenomenal year—let's Amplify Your Impact!



*Patrick W Schultz*

**PATRICK SCHULTZ**

Executive Director





## Build financially smart, business-savvy leaders

**AP<sup>®</sup> Business with Personal Finance** gives students the tools to take control of their careers, to understand how businesses shape the world, and to make confident, informed decisions about their finances. Whether they're planning for college, a career, or their own company, students will find that this course helps them build the mindset and skills to lead with purpose.

And with the opportunity for college credit, they're not just learning—they're leveling up.

**Bring AP Business with Personal Finance  
to your school in 2026–27!**



**Learn more about this  
BPA endorsed course**



**Sign our course  
interest form**

**AP<sup>®</sup> Career  
Kickstart<sup>™</sup>**

AP courses that build  
professional career skills





# CELEBRATING 60 YEARS OF IMPACT

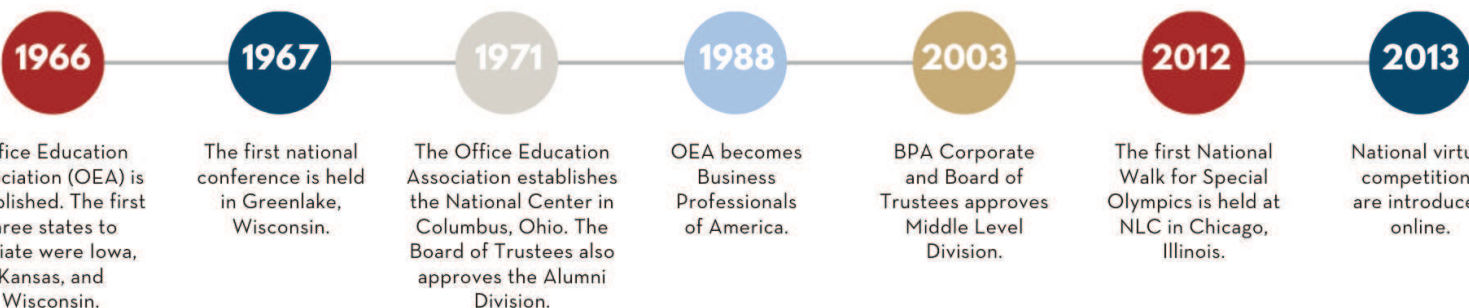
*Honoring our past. Inspiring what's next.*

This year marks an extraordinary milestone—six decades of Business Professionals of America preparing students for leadership, service, and success. From our beginnings as the Office Education Association (OEA) in 1966, to our transformation into BPA in 1988, and now to a nationwide movement, our mission has remained the same: to empower students with real-world skills, confidence, and opportunities to lead.

For 60 years, BPA has grown, adapted, and inspired, shaping hundreds of thousands of futures through competitions, service, and leadership development. Today, as you explore this Program Guide, imagine yourself as part of something bigger: a legacy of resilience, purpose, and unforgettable impact.

May this year be your launchpad for growth, achievement, and empowerment. Let's Amplify Your Impact—together.

## Defining Moments from BPA's 60-Year Journey





## Reflections from BPA's Board of Trustees Chair on Six Decades of Leadership and Growth

As we celebrate 60 remarkable years of Business Professionals of America, it is inspiring to reflect on the journey that has brought us to this milestone.

From our early beginnings to a nationwide organization shaping the future of young professionals, BPA has always been about empowering students to lead, serve, and succeed. Having been part of this incredible journey for many years—starting as a chapter advisor in the late 1980s and Montana's state advisor since 2014—I've witnessed firsthand the transformative power of BPA experiences in students' lives. Each generation of members builds upon the legacy of those who came before, and it is a privilege to see their growth and accomplishments year after year.

Looking ahead, I am filled with excitement for the future of BPA. Our commitment to innovation, leadership development, and preparing students for success in an ever-changing world remains stronger than ever. As we continue to evolve, we will expand opportunities, embrace new technologies, and amplify the impact of our members' voices in their schools, communities, and careers. The next chapter of BPA's story will be shaped by bold ideas, collaboration, and a shared vision of empowering students to reach new heights.

I am thrilled to see what we will accomplish together—and I am confident that the best is yet to come.



**LISA PARKER**  
Board of Trustees Chair

# THE BIG 60

## HAPPY 60TH BIRTHDAY, BPA!



### CELEBRATE WITH US!

Post your favorite BPA memory, milestone, or birthday message on Facebook, Instagram, LinkedIn, TikTok, or X. Be sure to tag @bpaconnect and use our official hashtags for a chance to be featured!

2015

The first National BPA Day of Service is held at NLC in Anaheim, California.

2016

BPA celebrates its 50th Anniversary in Boston, Massachusetts, and breaks the Guinness World Record for the largest gathering of people wearing tie-dye.

2018

Virtual Events are invited to NLC to showcase their projects.

2019

The National Showcase Business Panel is introduced at NLC in Dallas, Texas.

2019

BPA unveiled a new logo and updated brand identity, including the current tagline, "Giving Purpose to Potential".

2020

BPA begins offering International Independent Chapters in China and Peru.

2024

BPA begins offering International Independent Chapters in Canada, Singapore, South Korea, and United Kingdom.





## 2025-2026 EXECUTIVE COUNCIL

### *A Note from the National Team*

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It is our honor as the 2025-26 Executive Council to serve as your voice and advocate throughout the year. Behind the scenes, we've been hard at work—developing innovative ideas, refining logistics, and collaborating to ensure that the 2026 National Leadership Conference will be both inspiring and impactful. Each step of our planning is guided by our passion for YOU, our members, and to creating a truly memorable NLC experience. We look forward to celebrating your achievements and welcoming you to a conference unlike any other, celebrating the 60th year of BPA!

Interested in running for Executive Council for the 2026-2027 membership year? Learn more at: [bpa.org/students/run-for-national-office](https://bpa.org/students/run-for-national-office).

#### **Postsecondary National Officers**

Allyssa Norman (IA), President  
Timothy Nguyen (MA), Vice President  
Quadir Phillip (NC), Secretary/Treasurer  
Natasha Grad (MN), Parliamentarian

#### **Secondary National Officers**

Rishabh Barve (KS), President  
Alexa Chavez (NM), Vice President  
Angel Piña (TX), Treasurer  
Tyler Gunter (DE), Parliamentarian  
Hailey Hall (IN), Historian  
Niranjana Jayendran (FL), Secretary

Be sure to follow the officer team on Instagram (@Officers\_BPA) and TikTok (@bpaconnect).



# FEATURED PRODUCTS IN THE BPA MALL



[SHOP.BPA.ORG](https://shop.bpa.org)



# MEMBERSHIP REMINDERS

## 2025-26 Membership Dues

National dues remain \$10 for middle level members and \$14 for secondary and postsecondary members. State association dues vary.

## Minimum Chapter Size


Each chapter must have at least three student members, and the registration system will not allow advisors to submit fewer than three members.

## Chapter Affiliation Option

The chapter affiliation membership model is designed so entire classes can join BPA and participate in all the opportunities available. The affiliation model allows schools to purchase blocks of student memberships. As shown below, selecting a higher tier reduces the cost of national membership. Both the “traditional” membership model (individual students joining the BPA chapter) and the affiliation option (in participating states) are available in the registration system at **register.bpa.org**.

Tier*	Chapter Affiliation Cost
25	(\$14 national dues + state dues) x 25
50	(\$13 national dues + state dues) x 50
75	(\$12 national dues + state dues) x 75
100	(\$11 national dues + state dues) x 100
101 +	(\$10 national dues + state dues) x members

\*Tier is the block of student memberships purchased.



### 10-10-10 Membership Challenge

Are you ready for a new challenge and the opportunity to earn some great BPA rewards? Chapters are invited to complete the 10-10-10 Membership Challenge and earn rewards for completing one, two, or three of the below challenges by the deadline of February 15, 2026.

- Recruit at least **10 more chapter members** than the chapter's 2024-25 total.
- Recruit at least **10 alumni members** (former student members who graduated from BPA chapters). Alumni dues are \$20 per year.
- Recruit at least **10 professional members** (individuals who want to support the work of BPA). Professional dues are \$25 per year.

For complete details and instructions, visit [members.bpa.org/membership-challenge/](https://members.bpa.org/membership-challenge/).



## Registration System

<https://register.bpa.org>

- Manage your chapter membership roster
- Update school and advisor information
- Set or reset student member passwords
- Print student membership cards and certificates
- Register for National Virtual Events
- Access the Torch Awards Portal
- Register for the National Leadership Conference
- Get national competition schedules and results
- Access and pay invoices



## Member Gateway

<https://members.bpa.org>

- Access members-only competitive event materials
- Download BPA marketing and advocacy resources
- Complete the student certification series
- Register for live webinars
- Access archived webinars and members-only learning resources
- Submit application materials for BPA awards
- Apply for student scholarships



# **AMPLIFY YOUR STYLE. AMPLIFY YOUR IMPACT.**



Step into the 2025-26 membership year in true BPA fashion with our exclusive Colortone Mineral Wash Tee. Featuring a bold white print of this year's Amplify Your Impact theme, this premium shirt combines comfort and trend with a Nashville edge.

100% pre-shrunk heavyweight cotton for lasting wear

Unique mineral wash finish for a one-of-a-kind look

Only \$15 each - while supplies last

Show your BPA pride and rep the movement that's making an impact nationwide.

**SHOP.BPA.ORG**



# AWARDS

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BPA honors chapters, members, advisors, and others for leadership, community service, proficiency in chapter management, and outstanding support for BPA. We challenge you to work toward one or more of the awards below, and you could be honored at the National Leadership Conference in Nashville! All applications or nominations are due by March 15, 2026.

## Professional Awards

**ADVISOR OF THE YEAR** recognizes a chapter advisor who has made significant contributions to BPA.

**EMERGING ADVISOR OF THE YEAR** recognizes a chapter advisor with five or fewer years of service who has made significant contributions.

**EMERGING PROFESSIONAL OF THE YEAR** recognizes an alumni member who had professional achievements and contributed to BPA within their first five years of service.

**HALL OF FAME** recognizes individuals for significant contributions to BPA at the local, state, and national levels for 10 years or more.

**OUTSTANDING SERVICE** recognizes individuals for outstanding service to BPA at the national level.

## Service Learning Awards

**COMMUNITY SERVICE** recognizes chapter involvement in service activities such as blood drives, clothing drives, food drives, disaster relief, or community shelters.

**ENVIRONMENTAL ACTION/AWARENESS** recognizes chapters for environmental stewardship activities or events such as recycling, composting, or promoting conservation.

**SAFETY AWARENESS** recognizes chapters for involvement in safety programs such as workplace safety, traffic safety, seat belt use, personal safety, drug awareness, and anti-violence awareness.

**SERVICE LEARNING INDIVIDUAL** recognizes members with a minimum of 500 hours of service to the community and who have earned the President's Volunteer Service Award in the same membership year.

**SPECIAL OLYMPICS** recognizes chapters for support of the Special Olympics, BPA's national service project.

## Special Recognition Awards

**CHAPTER ACTIVITIES AWARD OF EXCELLENCE** recognizes chapters for outstanding achievements in activity participation and chapter management.

**MARKETING AND COMMUNICATIONS AWARD** recognizes chapters that have promoted BPA in the school or community through newsletters, a website, social media, events, or outreach to news media.

**MEMBERSHIP EXPLOSION AWARD** recognizes chapters that had at least 15 members in 2024-25 and experienced at least a 30 percent increase in 2025-26; no application required.

**RECRUITER OF THE YEAR** recognizes members who have achieved success in recruiting new BPA members and chapters.

**THE PROFESSIONAL CUP** recognizes BPA state associations for outstanding chapter participation in the BPA Cares Awards; no application required.

## Other Awards

**PRESIDENT'S VOLUNTEER SERVICE AWARD (PVSA)**  
BPA is a certifying organization for this national program that recognizes the important role of volunteers in America's strength and national identity.  
<https://presidentalserviceawards.gov>

**QUALITY CHAPTER DISTINCTION** recognizes chapters for active involvement, including electing officers, conducting monthly meetings, providing leadership development, and participating in other BPA programs.





# 3 BIG REASONS TO APPLY

## Yes! Yes! Yes!

Get to know our three transformative 4-year, full-tuition scholarships for future business leaders.

### THE GHR FELLOWS PROGRAM

This program is designed for business majors who want to make the world a better place. GHR Fellows receive professional coaching and mentorship, leadership opportunities, and a fully funded study abroad experience.

#### IS GHR FELLOWS PROGRAM RIGHT FOR YOU:

- Intended business major who has applied to St. Thomas
- Preference given to those with a 3.7+ cumulative high school GPA
- Embody the mission and values of the University of St. Thomas and GHR

### THE SCHULZE INNOVATION SCHOLARSHIP

Developed to help business students harness their passion for entrepreneurship. Schulze Innovation Scholars receive individual mentoring, networking opportunities, and up to two paid internships, and they graduate ready to launch their careers.

#### IS SCHULZE INNOVATION SCHOLARSHIP RIGHT FOR YOU:

- Intended entrepreneurship major who has applied to St. Thomas (can double major in another discipline)
- Preference given to those with a 3.5+ cumulative high school GPA
- Demonstrated entrepreneurial creativity and inventiveness

### THE O'NEILL FINANCE SCHOLARS PROGRAM

Preparing bold thinkers and problem-solvers ready to challenge the status quo in finance. O'Neill Finance Scholars receive personalized career coaching, mentorship from industry professionals, internship opportunities, and hands-on experience with real-world projects.

#### IS THE O'NEILL FINANCE SCHOLARS PROGRAM RIGHT FOR YOU:

- Intended financial management major who has applied to St. Thomas
- Preference given to those with a 3.2+ cumulative high school GPA
- Demonstrate analytical thinking and leadership potential in finance

## “This opportunity

has meant far more than just a scholarship—it's been a launchpad for my growth as both a person and a professional.”

— Marit Larson '25, Schulze Innovation Scholar recipient

#### QUESTIONS?

**Schulze Innovation Scholarship**

Jessica Cooley, Program Director, at [jessica.cooley@stthomas.edu](mailto:jessica.cooley@stthomas.edu)

**GHR Fellows Program**

Adrian Perryman, Program Director, at [adrian.perryman@stthomas.edu](mailto:adrian.perryman@stthomas.edu)

**O'Neill Finance Scholars Program**

Jaimee Pettis, Program Manager, at [pett4608@stthomas.edu](mailto:pett4608@stthomas.edu)



## LEARN MORE

about each scholarship - visit:







# MEMBER SCHOLARSHIPS

*Application Deadline: March 15, 2026*



**AICPA FOUNDATION SCHOLARSHIPS** are awarded to two currently active BPA member high school seniors who plan to attend an accredited two or four-year college or university and intend to major in accounting.

**BPA INNOVATION SCHOLARSHIP** is sponsored by BPA's executive director and celebrates the creativity, leadership, and forward-thinking spirit of BPA members. It is designed to recognize students who go beyond expectations—those who embrace innovation to solve challenges, elevate their chapters, and amplify BPA's impact in their schools and communities.

**EXECUTIVE COUNCIL SCHOLARSHIPS** are awarded to outstanding secondary and postsecondary members who exemplify the core values of leadership, service, and extraordinary involvement in BPA.



**NATIONAL TECHNICAL HONOR SOCIETY (NTHS) SCHOLARSHIPS** are awarded to outstanding secondary and postsecondary members based on involvement in BPA and NTHS (requires current memberships in both).

## NRF FOUNDATION

**NRF FOUNDATION SCHOLARSHIPS** are awarded to two currently active BPA members who have a career interest in retail. Priority given to members who are currently employed with a retailer.

## NRF FOUNDATION RISE UP

**NRF FOUNDATION RISE UP SCHOLARSHIPS** are awarded to two currently active BPA members who have earned (or are earning) a RISE Up credential.



**RAISING CANE SCHOLARSHIPS** are awarded to five current BPA members who are associates and/or who has an interest in the restaurant, food industry.

**STUDENT OF THE YEAR AWARDS & SCHOLARSHIPS** are presented to secondary and postsecondary members who demonstrate distinguished service to and involvement in BPA.

# INDUSTRY CHALLENGES

*Real-World Challenges. Real Rewards.*

BPA's Industry Challenges give members the opportunity to apply their classroom learning in real-world scenarios through exciting competitions developed with leading corporate partners. Each challenge highlights a specific industry focus with defined tasks and timelines, allowing members to showcase creativity, problem-solving, and professionalism. Top performers will earn cash prizes and be recognized at the National Leadership Conference.

*More details about each challenge will be available on BPA's website.*



**LifeSmarts**  
*Learn it. Live it.*

**PERSONAL FINANCE AND TECHNOLOGY AND WORKFORCE PREPARATION CHALLENGES** Middle level and secondary members can participate in Personal Finance and Technology and Workforce Preparation contests by completing online quizzes.

January and February 2026



## **REAL WORLD READY: WHAT EVERY 18-YEAR-OLD SHOULD KNOW ABOUT INSURANCE BEFORE LIFE HITS**

Help young adults embrace adulthood by understanding the importance of insurance – what it is and why it matters. Design a bold marketing campaign that answers the question: What should every 18-year-old know about insurance before entering the real world?

Portal opens December 10, 2025

Submissions close February 6, 2026



**NATIONAL  
PEDIATRIC CANCER  
FOUNDATION®**

## **SOCIAL IMPACT LEADER OF TOMORROW CHALLENGE**

Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. BPA chapters can participate by developing and executing a unique fundraising campaign with a social media component and video.

September 1, 2025 to January 15, 2026



## **TRIATHALON CHALLENGE**

Secondary members participate in three different challenges that make up the Triathlon. Students will be able to test their skills in any or all of social media marketing, entrepreneurship, and accounting and complete tasks that real professionals tackle in their roles.

January 1 to March 1, 2026



**Knowledge Matters**

Powered by eDynamic Learning

**VIRTUAL BUSINESS CHALLENGES (VBC)** Secondary members can participate in VBC Accounting and VBC Entrepreneurship competitions based on the Knowledge Matters classroom simulations.

Team registration begins September 30, 2025

Competition runs October 14 to November 7, 2025

## YOUR BPA STORY MATTERS

BPA has impacted generations of students—now we want to hear your story!

Share a BPA memory, milestone, or moment that shaped your journey.

Post on social with  
#60YearsOfBPA  
#WhyBPA  
#MyBPAStory





# TORCH AWARDS

*Earn Recognition for Your Skills and Leadership with BPA Torch Awards*

Torch Awards recognize BPA members who go above and beyond in developing their professionalism, leadership, and career-ready skills. By completing activities across seven Torch categories, members build an online Torch resume—a lasting record of their leadership, service, and achievements.

Participants can earn recognition at four levels, from chapter to national, by achieving the required points in each category and submitting their résumé by the deadline. Torch Awards not only honor your accomplishments, but also provide a powerful way to showcase the skills and experiences that will benefit you in college, careers, and beyond.

**IMPORTANT NOTICE:** Resumes must be submitted by the stated deadlines to be eligible for awards. After submission, administrators will review and either approve or reject the resume. If approved, no further action is required. If rejected, resumes may be revised and resubmitted once, provided the original submission was made before the initial deadline.

For Ambassador-level awards: Students who submit before March 1 may revise and resubmit once before the final deadline. Students who submit after March 1 may only submit once and cannot resubmit. Please refer to your State Association’s deadlines for Diplomat and Statesman-level recognition.

## TORCH CATEGORIES: Citizenship • Cooperation • Friendship • Knowledge • Leadership • Love, Hope, Faith • Service

TORCH AWARD RECOGNITION LEVELS AT-A-GLANCE				
Award	Award Coordinator	Points*	Student Recognition	Deadline
Executive	Chapter Advisor	10	Pin and certificate	Set by Local Chapter
Diplomat	Varies by state	30	Pin and certificate	Set by State Association
Statesman	Varies by state	50	Pin and certificate	Set by State Association
Ambassador	BPA National Center	70	Pin, certificate, and Torch Ceremony at the National Leadership Conference	March 1, 2026 <i>(initial deadline)</i> March 15, 2026 <i>(final deadline)</i>

*\*Points required in each Torch category to earn the award*



# ACCOUNTING

A CAREER THAT CAN TAKE YOU ANYWHERE

**From business leaders to entrepreneurs,  
accounting is more than a numbers game.**

Take a glimpse of what you could  
access with a free AICPA student  
membership, where you'll unlock:

- Virtual on-demand webcasts
- Next Stop: CPA podcast
- Exclusive scholarship opportunities
- And much more!



Follow Us: @aicpastudent





# BPA BOOST: EXTENDED EDITION

## Competition Prep Tips from Your BPA Education Team

Whether you're new to the WSAP or aiming to reach the podium in Nashville, this is your all-in-one resource to help you compete with confidence, develop your leadership skills, and maximize every moment in BPA. We call it the BPA Boost—and it's your secret weapon for success this year. Follow #TheBPABOOST on social media for weekly tips, and keep reading for extended insights from your BPA education team!



### 1. START STRONG: UNDERSTAND YOUR EVENT

The most successful competitors know their event inside and out. Before you even start working, print and highlight your guidelines. Study the rubric carefully—those points are exactly what the judges will score. Pay attention to submission deadlines, required formats, and any industry certifications included.

**Boost Tip:** Use the WSAP Download Center at [members.bpa.org](http://members.bpa.org) and compare last year's rubric to this year's—you may spot important updates!

### 2. THINK LIKE A JUDGE

When preparing, don't just ask, "Did I finish the task?" Instead ask, "Would this impress a business professional in the real world?" Judges look for projects and presentations that are polished, professional, and practical. Step outside your role as a competitor and imagine what would stand out if you were sitting at the judge's table.

**Boost Tip:** Role-play with teammates or advisors—take turns acting as the judge to evaluate one another's work.

### 3. PREPARE IN PHASES, NOT PANIC

Great competitors don't cram at the last minute—they plan ahead. Break your prep into clear stages to keep you organized and stress-free:

- Research and planning
- Drafting or building
- Feedback and revision
- Rehearsal (yes, out loud!)
- Polishing and timing

**Boost Tip:** Schedule your "final rehearsal" at least one week before competition. That way, you have time to tweak and perfect instead of scrambling.

### 4. MASTER YOUR VERBAL POWER

For judged events, your words and delivery matter as much as your content. Work on eye contact, posture, and voice projection. Eliminate filler words like "um" and "like," and practice speaking with energy and confidence.

**Boost Tip:** Record yourself during a practice run. Watching yourself back is one of the fastest ways to catch habits you didn't even realize you had.

### 5. BUILD STRONG TEAMS

Team events succeed when everyone knows their role and trusts one another. Assign responsibilities early—whether that's researcher, designer, speaker, or coordinator—and meet regularly to stay on the same page. Strong teams don't just divide the work; they support each other under pressure.

**Boost Tip:** Do a mock competition run where everyone rotates roles. This builds empathy, flexibility, and resilience.

### 6. USE TECHNOLOGY WISELY

Your tech and visuals can make or break your presentation. Clean, professional design shows attention to detail and communicates confidence. Stick to simple visuals with clear fonts, graphics, and minimal text. Avoid overloading slides with too much information.

**Boost Tip:** Follow the "6x6 Rule": no more than six words per line and six lines per slide. Let your voice—not your slides—do the explaining.

## 7. LEARN FROM ALUMNI AND PEERS

Past competitors are a goldmine of wisdom. Ask BPA alumni or upperclassmen what strategies worked for them—and what they'd do differently. Their insights can give you shortcuts to success and help you avoid common mistakes.

**Boost Tip:** Invite alumni or past winners to serve as practice judges. They know exactly what the real experience feels like and can give practical feedback.

## 8. PRACTICE PROBLEM SOLVING ON THE SPOT

Judges often include Q&A to see how you think under pressure. It's not just about knowing the "right" answer—it's about showing confidence and critical thinking. Train yourself to stay calm and think out loud.

**Boost Tip:** Use the "pause, think, answer" method. Taking a breath before you respond shows confidence and gives your brain time to organize a clear response.

## 9. FOCUS ON TRANSFERABLE SKILLS

Competition prep isn't only about this year's event—it's about building skills you'll carry for life. Teamwork, leadership, problem-solving, and digital literacy are all strengthened through BPA events. Recognize that the effort you're putting in now translates directly to college, career, and community success.

**Boost Tip:** Keep a journal or list of skills you're developing. You can use this for Torch Awards, resumes, scholarship applications, or interviews.

## 10. CELEBRATE THE JOURNEY, NOT JUST THE MEDAL

Winning is exciting, but BPA is about more than awards. Every practice session, meeting, and event teaches you something valuable. Document your growth, celebrate milestones, and recognize the courage it takes to step out and compete.

**Boost Tip:** Share your journey on social media with #BPABOOST and #AmplifyYourImpact. You never know who you'll inspire to push themselves further.

### KEEP THE BOOST GOING!

Your BPA journey doesn't end with these ten tips—it's just the beginning. Every Wednesday, new #TheBPABOOST strategies drop on BPA's official social media channels, giving you fresh insights on competition prep, leadership growth, and skill-building.

Remember: whether you're chasing the gold, perfecting your craft, or just starting out—consistency is the real win. Keep boosting your skills, your confidence, and your impact, and you'll be amazed at how far BPA can take you.







# Make AI your superpower! Discover the opportunities.

## Generative AI Foundations

Power up your future! Learn how your passion for innovation can become an exciting and rewarding career when you've got Generative AI know-how.

**66% of business leaders**

won't hire candidates without AI skills<sup>1</sup>

**170% jump**

in jobs with Generative AI in the role description from 1/24-1/25<sup>2</sup>

## Become an AI whiz! Learn to:



Harness the power of AI



Select the right AI tool



Write killer prompts



Understand AI's ethical impact

## Get certified. Get hired!

Join the next generation of AI professionals! Start your journey today and discover a world of opportunities in the rapidly expanding field of Generative AI.

1. Microsoft and LinkedIn Work Trend Index, May 8, 2024  
2. Indeed Job Postings Index. Data.indeed.com



[Certiport.com/GenAI](https://Certiport.com/GenAI)

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# COMPETITIVE EVENTS

## *Workplace Skills Assessment Program*

BPA's Workplace Skills Assessment Program competitive events provide students with opportunities to vie for top honors while demonstrating proficiency in valuable skills gained in the classroom.

With individual and team events, analytical topics and creative ones, and events in a variety of formats, there is an event to match every student's interest.

Events are linked to competencies, standards, and the National Career Clusters® Framework. As an added benefit, some events include aligned industry certification exams—at no cost to the student—as part of the national-level competition.

**Students prepare for and compete in contests in more than 100 competitions, across six different assessment areas:**

- Business Administration
- Digital Communication and Design
- Finance
- Health Administration
- Management Information Systems
- Management, Marketing, and Communication

Through our WSAP program, students will have the opportunity to:

- demonstrate state and national educational standards
- demonstrate mastery of occupational competencies
- broaden knowledge, skills, and attitudes
- expand leadership and human relation skills
- showcase their competitive spirit
- earn industry recognized certifications
- receive awards and recognition







Each BPA division (middle, secondary, and postsecondary) has its own set of events, and members only compete against other members in their respective division.

The WSAP Guidelines are a comprehensive set of instructions, descriptions, and details to help prepare students for the competitions. The guidelines are an essential tool for participating in a WSAP event. The WSAP download center can be accessed by BPA advisors and student members using their login credentials at [members.bpa.org/download-center/](https://members.bpa.org/download-center/).







# MIDDLE LEVEL EVENTS

## Business Administration

Administrative Support Team   
Business Communication Skills Concepts - Open   
Business Fundamentals Concepts - Open   
Business Math Concepts - Open   
Spreadsheet Applications   
Word Processing 

## Digital Communication & Design

Graphic Design Promotion   
Video Production Team   
Visual Design Team   
Website Design Team 








## Finance

Financial Literacy 

## Management Information Systems

Computer Literacy Concepts - Open   
Digital Citizenship   
Digital Game Design Team 







## Management, Marketing & Communication

Entrepreneurship Exploration   
Human Resource Exploration   
Presentation Team   
Speech, Extemporaneous   
Speech, Prepared 

## Virtual Events (National)

2D Animation Team   
Cybersecurity/Digital Forensics   
Esports Team   
Ethical Leadership and Decision-Making Team   
Financial Portfolio Management Team   
Mobile Applications   
Promotional Photography   
Social Media Marketing Campaign Team   
Software Engineering Team   
Start-up Enterprise Team   
Virtual Branding Team   
Virtual Interview and Digital Portfolio Design - Pilot   
Virtual Multimedia and Promotion Individual   
Virtual Multimedia and Promotion Team   
Web Application Team 

## KEY TO COMPETITIVE EVENT FORMATS















-  **Application** - Students complete a task or project during the event.
-  **Certification** - Students take a certification exam as part of the national competition.
-  **Exam** - Students take an exam with multiple-choice or true/false questions.
-  **Judged** - Students make an oral presentation to judges.
-  **New** - The event is being offered for the first time in 2025-26.
-  **Pre-submitted** - Students upload project files for evaluation before the competition.

**Open events** are available to any regional, state, or national conference attendee. Qualification from a previous level of competition is not required.

**Virtual events** occur at the national level. Judging and presentations occur virtually. The top 10 entrants are invited to the national conference. The entry fee is \$10 for individual events and \$20 for team events, except for V13 Esports Team which is \$50 per team entry. Register for virtual events by December 1.

# SECONDARY & POSTSECONDARY EVENTS













## Business Administration

Administrative Support Concepts - **Open**   
<sup>1</sup>Administrative Support Research Project   
Administrative Support Team   
Business Law and Ethics   
Database Applications   
Integrated Office Applications   
Legal Office Procedures   
Office Systems and Procedures, Basic   
Office Systems and Procedures, Advanced   
Spreadsheet Applications, Fundamental   
Spreadsheet Applications, Advanced   
Word Processing, Fundamental   
Word Processing, Intermediate   
Word Processing, Advanced 






## Digital Communication and Design

Broadcast News Production Team   
<sup>1</sup>Computer Animation Team   
<sup>1</sup>Computer Modeling   
Desktop Publishing, Fundamental   
Desktop Publishing, Advanced   
Digital Communications and Design Concepts - **Open**   
Digital Media Production   
Graphic Design Promotion   
Podcast Production Team   
User Experience Design Team   
Video Production Team   
Visual Design Team   
Web Design, Fundamentals of   
Website Design Team 














## Finance

<sup>1</sup>Accounting, Fundamental   
<sup>1</sup>Accounting, Advanced   
<sup>2</sup>Accounting, College   
<sup>2</sup>Accounting, Advanced College   
<sup>2</sup>Accounting, Managerial   
Accounting, Payroll   
Banking and Finance   
<sup>1</sup>Economic Research Individual   
<sup>1</sup>Economic Research Team   
Financial Analyst Team   
Financial Math and Analysis Concepts - **Open**   
Personal Financial Management 



















## Health Administration

Health Administration Concepts - **Open**   
Health Administration Procedures   
Health Insurance and Medical Billing   
Health Research Presentation   
Medical Coding 

## Management Information Systems

C# Programming   
C++ Programming   
Computer Network Technology   
Computer Programming Concepts - **Open**   
Computer Security   
Device Configuration and Troubleshooting   
Information Technology Concepts - **Open**   
Java Programming   
Linux Operating System Fundamentals   
Network Administration Using Cisco   
Network Design Team   
Python Programming   
Server Administration Using Microsoft   
SQL Database Fundamentals 

## Management, Marketing & Communication

<sup>2</sup>Contemporary Issues   
Digital Marketing Concepts - **Open**   
Entrepreneurship   
Ethics & Professionalism   
<sup>1</sup>Global Marketing Team   
Human Resource Management   
Interview Skills   
Interview Skills, Advanced (new certification)   
Management, Marketing, and Human Resources Concepts - **Open**   
Meeting and Event Planning Concepts - **Open**   
Parliamentary Procedure Concepts - **Open**   
<sup>1</sup>Parliamentary Procedure Team   
Presentation Individual   
Presentation Team   
<sup>2</sup>Project Management Concepts - **Open**   
Small Business Management Team   
<sup>1</sup>Speech, Extemporaneous   
Speech, Prepared 

## Virtual Events (National)

2D Animation Team   
Cybersecurity/Digital Forensics   
Esports Team   
Ethical Leadership and Decision-Making Team   
Financial Portfolio Management Team   
Mobile Applications   
Promotional Photography   
Social Media Marketing Campaign Team   
Software Engineering Team   
Start-up Enterprise Team   
Virtual Branding Team   
Virtual Interview and Digital Portfolio Design - Pilot   
Virtual Multimedia and Promotion Individual   
Virtual Multimedia and Promotion Team   
Web Application Team 



# NATIONAL VIRTUAL COMPETITIVE EVENTS

*Ready for Direct Access to the National Stage?*

Virtual competitive events are available at the national level only and are open to all BPA student members. There are no regional or state competitions required to qualify.

All entries will be judged prior to the National Leadership Conference, and the top 10 finalists from each of the qualifying virtual competitions in each division will be invited to the National Leadership Conference to participate in the National Showcase and compete for Best in Show honors. Except for the National Showcase displays, all components of the virtual competitive events are completed online.

Student members may participate in an unlimited number of virtual events, and there are no limitations on the number of competitors that a local chapter may register for virtual events.

Members can participate in virtual competitive events either as individuals or as teams. There are a total of fifteen virtual competitive events and are open to all divisions.

**Entry fees are \$10 per individual event registration and \$20 per team event registration, and \$50 per Esports team event registration.** Sign up to participate in virtual events at [register.bpa.org](https://register.bpa.org).

The team or individual registration deadline is December 1, 2025, and the deadline for project presubmissions is January 15, 2026.

To learn more about our virtual events, visit: <https://bpa.org/students/compete/virtual-competitions-and-nlc-national-showcase/>.

## 2025-26 List of National Virtual Competitive Events

- (V01) Virtual Multimedia & Promotion Individual
- (V02) Virtual Multimedia & Promotion Team
- (V03) Software Engineering Team
- (V04) Web Application Team
- (V05) Mobile Applications
- (V06) Promotional Photography
- (V07) Cybersecurity / Digital Forensics
- (V08) Start-up Enterprise Team
- (V09) Financial Portfolio Team
- (V10) Virtual Branding Team
- (V11) 2D Animation Team
- (V12) Social Media Marketing Campaign Team
- (V13) Esports Team
- (V14) Ethical Leadership and Decision-Making Team
- (V15) Virtual Interview and Digital Portfolio Design







# CREATIVITY FOR A CAUSE

Each year, over 15,000 children are diagnosed with pediatric cancer, and your ideas can make a difference in their lives.

You can write a book, host a bake sale, or even game all night. Whatever inspires you can contribute to life-saving research.

Design your own DIY fundraiser with NPCF today!



**NATIONAL  
PEDIATRIC CANCER  
FOUNDATION®**

NationalPCF.org

**Riley**  
Cancer Warrior

SCAN TO  
LEARN MORE



## Real solutions for the real world

**Prepare your students with  
personalized career guidance and  
industry-recognized certifications.**



[www.youscience.com/demo-request](http://www.youscience.com/demo-request)





# INDUSTRY CERTIFICATIONS

## Level Up with Industry Certifications at NLC

BPA partners with Certiport, YouScience, and TestOut to provide opportunities for members to earn industry-recognized certifications.

Earning certification means an individual's knowledge and skills in a topic have been evaluated and verified by an independent authority. Certification demonstrates proficiency in a subject and can gain the attention of future employers.

Two middle level events and 22 secondary and post-secondary events include a certification exam as part of the national-level competition, at no extra cost to members who qualify for those events. Those events are listed to the right.

Members and advisors attending the National Leadership Conference will be able to purchase discounted passes to open certification labs, which offer these and dozens of additional certification exams.



## Aligned Certification Exams Offered at the National Level

### MIDDLE LEVEL

#### Digital Citizenship

IC3 Global Standard 6 Level 1 (C)

#### Social Media Marketing Campaign Team (Virtual Event)

Meta Certified Digital Marketing Associate (C)

### SECONDARY AND POSTSECONDARY

#### Advanced Interview Skills

Critical Career Skills (CCS) Professional Communication (C)

#### C# Programming

IT Specialist - Software Development (C)

#### Computer Network Technology

IT Specialist - Networking (C)

#### Computer Security

IT Specialist - Network Security (C)

#### Database Applications

MOS Access 2019 Expert (C)

#### Desktop Publishing, Fundamental

Desktop Publishing I (YS)

#### Desktop Publishing, Advanced

Desktop Publishing II (YS)

#### Device Configuration & Troubleshooting

IT Specialist - Device Configuration & Mgmt (C)

#### Entrepreneurship

Entrepreneurship & Small Business (C)

#### Integrated Office Applications

MOS PowerPoint 365 Associate (C)

#### Java Programming

IT Specialist - Java (C)

#### Linux Operation System Fundamentals

Linux Pro (TO)

#### Network Administration Using Cisco

Cisco Certified Support Technician Networking (C)

#### Python Programming

IT Specialist - Python (C)

#### Social Media Marketing Campaign Team (Virtual Event)

Meta Certified Digital Marketing Associate (C)

#### Spreadsheet Applications, Fundamental

MOS Excel 365 Associate (C)

#### Spreadsheet Applications, Advanced

MOS Excel 365 Expert (C)

#### SQL Database Fundamentals

IT Specialist - Databases (C)

#### Web Design, Fundamentals of

IT Specialist - HTML and CSS (C)

#### Word Processing, Fundamental

Word Processing (YS)

#### Word Processing, Intermediate

MOS Word 365 Associate (C)

#### Word Processing, Advanced

MOS Word 365 Expert (C)

KEY: C • Certiport / YS • YouScience / TO • TestOut



# PIN DESIGN CONTEST

## *Design the Next NLC Pin*

Are you ready to leave your mark on BPA history? Members are invited to design the official trading pin that will be distributed to all attendees at the 2026 National Leadership Conference.

The winning entry will be selected based on its connection to the conference theme, creativity, visual appeal, and suitability for production. The member who submits the winning design will also receive free registration to the 2026 National Leadership Conference, along with the recognition of having their design worn by thousands of BPA members. The deadline to submit designs is January 1, 2026.

### **Pictured Right:**

The 2025 National Leadership Conference pin, designed by Peyton Njos from Red Lodge High School in Montana.



## Turn Everyday Dining into Donations

**HungryFriend** makes fundraising simple — and automatic. When your chapter members, friends, and family dine out at thousands of restaurants nationwide, a percentage of their bill **goes directly back to your BPA chapter!**

### **No selling. No extra work.**


Just register your payment card once, dine as usual, and watch the donations add up!

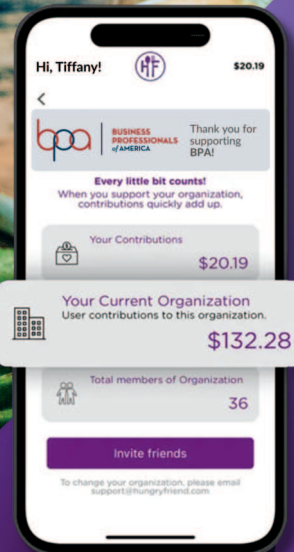
### **Why Chapters Love It:**

- ✓ Fundraise year-round
- ✓ Works with 20,000+ restaurants
- ✓ Simple setup & free to join



**HungryFriend.com**

Official Fundraising Partner of 







# THE ADVISOR CORNER

## *Tips for Success as a New BPA Advisor*

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Stepping into the role of a BPA advisor is exciting—but it can also feel like a big responsibility. You're not just guiding students through competitions and chapter activities; you're shaping future leaders. Whether you're brand new to BPA or simply looking for fresh inspiration, here are some tips to help you start strong and find success in your first year as an advisor.

### **START WITH THE BASICS**

The Member Gateway and BPA website are your best friends. Familiarize yourself with the Workplace Skills Assessment Program (WSAP) guidelines, important deadlines, and the range of student programs. Knowing where to find resources early will save time later and give you confidence when students come to you with questions.

### **BUILD YOUR CHAPTER CULTURE EARLY**

The most successful chapters aren't just about competition—they're about community. Hold an engaging kickoff meeting to set the tone. Encourage members to share why they joined BPA and what they hope to achieve this year. Establish traditions, set goals together, and let students feel ownership of the chapter from the beginning.

### **DELEGATE AND EMPOWER**

Don't feel like you need to do everything yourself. Lean on your officer team and involve members in decision-making. Give students leadership roles for fundraising, event planning, and social media. By empowering them, you lighten your own load while helping members build real-world skills.

### **CONNECT WITH FELLOW ADVISORS**

You're not alone! BPA has a network of advisors across the country who have been where you are. Reach out to your state advisor for guidance, join advisor sessions at conferences, and don't be afraid to ask questions. Many experienced advisors are eager to share tips and tricks they've learned along the way.

### **BALANCE COMPETITION WITH GROWTH**

Competitive events are a huge part of BPA, but remind your students that growth is just as important as medals. Encourage them to participate in service projects, leadership opportunities, and programs like the Torch Awards. These experiences build confidence and character that last long after awards ceremonies.

### **CELEBRATE ALONG THE WAY**

Recognition fuels motivation. Celebrate small wins—whether it's successfully recruiting new members, hosting your first meeting, or simply seeing students step outside their comfort zones. A little encouragement goes a long way toward keeping students engaged and excited.

### **REMEMBER WHY YOU'RE HERE**

At the heart of BPA is a mission to prepare students for leadership, service, and success. As an advisor, your impact extends far beyond competitions—you're helping students discover their potential and shape their futures. That's a legacy worth celebrating.

# FROM ONE ADVISOR TO ANOTHER

## Wisdom from BPA's State Advisors

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*"Remember, the journey of a thousand miles begins with a single step. Embrace the learning process, take it one day at a time. Focus on building connections and understanding the core values of BPA this year, and the rest will follow!"* – **Jackie Schiller**, Minnesota

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*"I always say that BPA shouldn't be one more thing. If you use your resources, tap into our network of advisors, and trust the students to lead, BPA is one less thing to worry about and one more thing to celebrate."* – **Diana Weber**, Texas

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*"Remember that BPA is a student lead organization... allow them to flourish but never hesitate to offer positive real work skill guidance."* – **Brenda Tapia**, New Mexico

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*"Don't try to do it all the first year. Focus on one area of BPA and build on that. Year two, add something else, etc.—this way your students will not be overwhelmed, will do well, and will be motivated."* – **Deb Jones**, Idaho

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*"Don't be afraid to take baby steps in your BPA journey. Never hesitate to reach out to national staff or your state advisor for assistance! But most importantly enjoy the BPA experience!"* – **Lisa Parker**, Montana

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*"Invest in building relationships with your members! Students will forget about medals and trophies in time, but they will never forget about an advisor who believed in them."* – **Mark Burch**, Oklahoma

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*"BPA prepares students for the industry through competitions and leadership training that often pushes them outside comfort zones to transform them into visionary leaders."* – **Makenzi Tiberii**, Massachusetts

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*"Incorporate WSAP events and rubrics into your classroom lessons and projects. Doing so not only prepares students for their competitions but also builds excitement about participating in BPA. Additionally, use the Torch Awards within your lessons to help students learn the value of giving back to their school and community while earning Torch points along the way."* – **Shauna Williams**, Idaho

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*"As a BPA advisor, you're not just preparing students for competitions, you are helping them discover their potential as leaders and professionals."* – **Tina Krosse**, Ohio

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*"Pay close attention to deadlines and emphasize them to your students. As an advisor, you definitely don't want to miss a deadline that affects your student's opportunity to compete."* – **Rosie McManamon**, Illinois

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*"Advisors, you are the champions of possibility for your students. Let's make this year one of courage, growth, and unforgettable impact."* – **Devin Alexander**, Florida

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*"Network. It is so helpful to connect with other advisors. Not only from your state but all states. You can learn so much and get new ideas and make some really amazing friends."* – **Dianne Carroll**, Wisconsin

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# BPA + WE HELP TWO = FUNDRAISING WITH PURPOSE!

Official Fundraising & Service Partner of BPA



**EARN MONEY.  
GIVE BACK. WIN BIG!**

We Help Two Makes fundraising fun, impactful, and easy combining crazy socks, community service and rewards for BPA chapters!

## 3 WAYS TO FUNDRAISE WITH SOCKS:

### **S** CHOOSE YOUR OWN CAUSE

Raise funds for your chapter or another great cause -- 50% of all sales goes to your cause!



### SUPPORT A GLOBAL SERVICE PROJECT



**Socks for Clean Water** (Water access in Rwanda)  
**Socks for School** (Education in Uganda)  
**Socks for Legs** (Prosthetics for amputees)



### BEST OF BOTH

Split the profits between your chapter and one of our service projects.

Let's change socks -- and change lives



## NEW CHAPTER INCENTIVE PROGRAM!

- 1 Every 10 packs sold by a chapter member = 1 entry into a \$50 Amazon Gift Card Drawing
- 2 Every additional 10 packs sold = 1 entry
- 3 Every additional 100 packs sold, another \$50 gift card is added

## NO UPFRONT COST. 50% PROFIT. FULL FLEXIBILITY

Sell socks in person or with your personalized web page.

No upfront cost — We Help Two ships the socks directly to your chapter. Return any unopened, unsold socks for full credit

### **\$** How the Money Works

#### Three-Pair Packs:

Sale Price: \$17

Profit: \$8.50 per pack (50%)

#### Super Singles (1 Pair)

Sale Price: \$6

Profit: \$3 per pair (50%)

### **♥** Local Giveback Included

For every 2 packs sold, your chapter will receive 1 pair of socks to donate locally—whether to shelters, hospitals, or other organizations in your community.

**READY TO START?  
LET'S DO THIS.**

Email us at

[trevor@wehelptwo.com](mailto:trevor@wehelptwo.com)



# CHAPTER FUNDRAISING PROGRAMS

## *Fueling Chapter Success with These Creative Fundraising Opportunities*

Business Professionals of America is excited to introduce a new era of chapter fundraising—one that goes beyond the bake sale and redefines what's possible. Through our official Fundraising Partner Program, National BPA has teamed up with four outstanding organizations—Fundraise Genius, Funds2Orgs, Hungry Friend, and We Help Two—to bring our chapters diverse, innovative, and impactful ways to raise funds.

Whether you're saving for travel to the National Leadership Conference, covering registration costs, launching a community service initiative, buying official BPA merch, or investing in competition preparation tools, these fundraising programs offer customizable solutions that align with your chapter's goals and values. By stepping outside the traditional fundraising toolbox, chapters can now access streamlined platforms, socially conscious initiatives, and creative campaigns that inspire real results.

### HERE'S A CLOSER LOOK AT EACH OF OUR FUNDRAISING PARTNERS:



Fundraise Genius brings the power of storytelling and video-based fundraising to your chapter's campaign.

With just a few minutes of work, Fundraise Genius helps you create personalized videos that tell your BPA story—why you're raising funds, what BPA means to you, and how supporters can help. This platform leverages your members' voices to create compelling, shareable content that connects with friends, family, and local businesses. The built-in features make launching and managing your campaign easy, with everything from automated donor follow-up to performance tracking tools.

This is an excellent option for chapters looking to engage supporters through digital platforms and amplify their reach through social media.

[fundraisegenius.com/bpa](https://fundraisegenius.com/bpa)



Turn gently worn shoes into chapter funding with Funds2Orgs—a unique social enterprise that combines fundraising with global impact.

Your chapter collects new or gently used shoes, and Funds2Orgs provides the promotional materials, logistics, and guidance to ensure a successful campaign. The collected shoes are then redistributed through micro-enterprise partners in developing nations, providing economic opportunities for families while helping your chapter reach its fundraising goals.

It's a win-win: support a great cause and raise money without asking for cash donations. It's also a great way to engage your school and community in a meaningful collection drive.

[funds2orgs.com/bpa](https://funds2orgs.com/bpa)







# HungryFriend

DO GOOD. EAT WELL.

Hungry Friend offers a fundraising twist that your supporters will be excited to use every day.

This app-based fundraising platform connects your chapter with restaurants and retailers in your area. Supporters use the app to save money at local businesses while a portion of each transaction supports your chapter.

It's a modern approach to coupon books—without the printing, selling, or expiration dates. This fundraiser works especially well for chapters looking for ongoing support with minimal overhead, and it encourages community connection while putting cash back into your chapter's budget.

Each chapter has a custom folder with a flyer, QR code, and digital tools to help you get started today.

[hungryfriend.com](http://hungryfriend.com)



If your chapter is looking for a fundraiser that's equal parts heartwarming and hassle-free, We Help Two is a perfect fit.

Through their sock fundraising campaigns, your chapter sells fun, colorful socks that support mobility and health initiatives around the globe. Each campaign provides a straightforward ordering and delivery process, with themed sock bundles that make great gifts while raising money for your chapter.

You can also tie your campaign to a local "Socks for Souls" service project, where every pack sold results in a donation of warm socks to your local homeless shelter or charity of choice. It's fundraising with a double impact—raising funds while making a difference.

[wehelptwo.com/bpa](http://wehelptwo.com/bpa)



## *Rethink. Reimagine. Raise More.*

This year, challenge your chapter to think creatively when it comes to raising funds. Whether it's telling your BPA story with video, organizing a shoe drive, engaging your community through an app, or selling socks with a purpose, our Fundraising Partner Program provides you with powerful, ready-to-go campaigns.

Skip the bake sale. Ditch the car wash. And start fundraising smarter—with partners who are as committed to your success as you are.

**Make this year count. Make it impactful. And make it funded.**

# TURN SHOES INTO FUNDS FOR YOUR CHAPTER!



Earn **100% profit** for your BPA chapter simply by collecting gently worn, used, and new shoes—no upfront costs, no selling!

You'll help reduce landfill waste and support families around the world through the reuse economy.

**Set your chapter up for success with an early start!**



Learn more at [funds2orgs.com/bpa](https://funds2orgs.com/bpa)

funds2orgs™

 Fundraise Genius

**POWER YOUR POTENTIAL.  
FUEL BPA'S MISSION.**

"From individual members to entire chapters and state associations, the Fundraise Genius platform has empowered BPA members to raise more funds than comparable systems.

With a seamless setup and a fully customized campaign launch in just minutes, fundraising has never been easier!"



- Patrick Schultz:  
Executive Director  
BPA



SCAN HERE TO  
LEARN MORE!



# BPA SOCIAL MEDIA TOOLKIT

## Amplify Your Chapter's Impact Online

As BPA celebrates its 60th anniversary, there's no better time for members and chapters to Amplify Your Impact—both in person and online. Social media is one of the most powerful tools your chapter can use to share your story, celebrate achievements, and inspire others to get involved. Whether you're running an official chapter account or just posting from your personal page, every post has the power to showcase the BPA experience.

### WHY SOCIAL MEDIA MATTERS

Social media is more than just likes and followers. For BPA, it's a way to:

- Highlight chapter activities and community service projects
- Recruit new members by showing BPA in action
- Recognize members and advisors for their achievements
- Connect your school community with a national network of 62,000+ BPA members

When used intentionally, your posts become more than updates—they become a way to amplify BPA's mission and celebrate 60 years of preparing students for leadership and success.

### WHAT TO SHARE

The best social media feeds show the personality of your chapter. Don't be afraid to mix it up! Consider sharing:

- **Behind-the-scenes moments:** Competition practice, service events, or prepping for meetings.
- **Member spotlights:** Recognize students who are stepping up, growing, or making an impact.
- **Throwbacks:** Celebrate BPA's 60th anniversary with old photos or recreated "retro" moments.
- **Interactive posts:** Polls, Q&A stories, and countdowns to state or national conferences.
- **Quick videos:** 15–30 second reels showing the energy of your chapter in action.

### HASHTAGS THAT AMPLIFY YOUR CONTENT

Make your posts part of the larger BPA story by using official hashtags:

#BPA	#AmplifyYourImpact	#BPANLC2026
#IAmBPA	#MyBPAStory	#WhyBPA
#BPACares	#60YearsOfBPA	#BPAWeek

### TIPS FOR MANAGING A CHAPTER ACCOUNT

Running a BPA social media page is a team effort. Assign a member or officer to oversee the account, but encourage everyone to contribute content. A few reminders:

- **Keep it consistent:** Post at least once a week during the school year.
- **Mix visuals and graphics:** Combine polished Canva designs with real student photos.
- **Tag @bpaconnect:** We love to reshare and highlight chapters!
- **Engage, don't just post:** Respond to comments, like other chapters' posts, and build connections.

### AMPLIFY YOUR IMPACT THIS YEAR

This milestone year is about more than looking back—it's about showing the world the power of BPA today. Every post you share is an opportunity to celebrate your members, your community, and the legacy of BPA. Use your platforms to amplify not just your chapter's voice, but the collective impact of 60 years of BPA excellence.



# ADD THESE TOOLS TO YOUR CHAPTER TOOLBOX

*Build a stronger, smarter BPA chapter—one tool at a time.*

Running a chapter takes heart, hustle—and the right tools. We've stocked the Member Gateway with everything you need to build, manage, and grow your chapter with confidence.

From recruitment and fundraising to planning and advocacy, these resources are designed to take the weight off your shoulders and help your chapter thrive.

## WHAT'S IN YOUR CHAPTER TOOLBOX?

### Recruitment Toolkit

Flyers, videos, presentations, and social media templates to help you grow your chapter.

### Chapter Management Tools

Plug-and-play content to make chapter meetings stress-free and engaging.

### Advocacy Resources

Tips and templates to strengthen community and school partnerships and help you fundraise.

### Customizable Canva Templates

Calendars, slide decks, flyers, certificates, and more—ready for you to brand and use instantly.



**GRAB YOUR TOOLS AND BUILD YOUR BEST CHAPTER YET.**



Scan the QR code to log into the  
Member Gateway and start building today.  
Or visit: [members.bpa.org/resources](https://members.bpa.org/resources)





# 2025-26 IMPORTANT NATIONAL BPA DEADLINES

## SEPTEMBER

- 1 Member Registration Opens (8 a.m. ET)
- 1 Student Certification Series Level One Release
- 17 Virtual Open House (7 p.m. ET)

## OCTOBER

- 1 Student Certification Series Level Two Release

## NOVEMBER

- 1 Student Certification Series Level Three Release
- 1 Virtual Student Leadership Summit Registration Deadline (11:59 p.m. ET)
- 15 Virtual Student Leadership Summit Late Registration Deadline (11:59 p.m. ET)
- 20-21 Virtual Student Leadership Summit

## DECEMBER

- 1 National Virtual Events Registration Deadline (11:59 p.m. ET)

## JANUARY

- 1 NLC Pin Contest Deadline (11:59 p.m. ET)
- 15 National Virtual Events Pre-Submission Deadline (11:59 p.m. ET)

## FEBRUARY

- 1 Career and Technical Education Month Begins
- 8-14 BPA Week
- 15 10-10-10 Membership Campaign Deadline (11:59 p.m. ET)
- 15 National Membership Registration Closes (11:59 p.m. ET)
- 15 National Leadership Conference Registration Opens (8 a.m. ET)

## MARCH

- 1 2026-27 Executive Council Candidate Deadline (11:59 p.m. ET)  
Ambassador Torch Award Initial Deadline
- 15 Awards Deadlines (11:59 p.m. ET)
  - Service Learning Awards**
    - Community Service Award
    - Environmental Action/Awareness Award
    - Safety Awareness Award
    - Service Learning Individual Award
    - Special Olympics Award
  - Professional Awards**
    - Advisor of the Year Award
    - Emerging Advisor of the Year Award
    - Emerging Professional of the Year Award
    - Hall of Fame Award
    - Outstanding Service Award
  - Special Recognition Awards**
    - Chapter Activities Award of Excellence
    - Marketing and Communications Award
    - Quality Chapter Distinction Award
    - Recruiter of the Year Award
    - The President's Volunteer Service Award
  - Torch Awards**
    - Ambassador Award (Final Deadline)
- 15 Scholarship Deadlines (11:59 p.m. ET)
  - Executive Officer Scholarship
  - National Technical Honor Society Scholarship
  - Student of the Year Award & Scholarship
- 15 Certification Deadlines (11:59 p.m. ET)
  - Advisor Certification Series
  - Student Certification Series

## APRIL

- 1 National Leadership Conference Registration Deadline (11:59 p.m. ET)
- 1 National-Level Event Pre-Submission Deadline (11:59 p.m. ET)
- 15 National Conference Payments Deadline (11:59 p.m. ET)
- 22 National Conference Refund Request Deadline (11:59 p.m. ET)

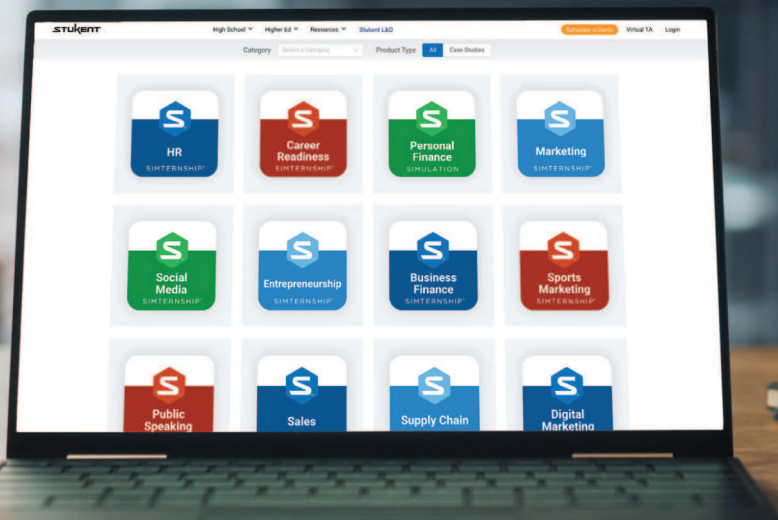
## MAY

- 6-10 National Leadership Conference - Nashville



# WHAT IS STUKENT?

Find all Stukent products at [stukent.com](https://stukent.com)



## TURNKEY EDUCATIONAL TOOLS FOR HIGH SCHOOL CURRICULA

At Stukent, our mission is to **help educators help students help the world**, which means our first priority is **you**, the educator. We provide industry-leading Simternships™ and courseware that keep your curriculum current, reduce your prep time, and engage your students.

We aren't a publisher, we're your partner in creating effective, hands-on learning experiences for the classroom.



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Get district-wide access to Stukent's products! No matter which business subjects you teach, Stukent has turnkey Simternships and courseware to match. From foundational business principles to digital marketing, social media, and more, your entire district can get tons of cutting-edge resources in one place.

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National Leadership Conference

NASHVILLE, TN

May 6-10, 2026

[bpa.org/nlc](https://bpa.org/nlc)

@bpaconnect      

# NATIONAL LEADERSHIP CONFERENCE

MAY 6-10, 2026    NASHVILLE, TENNESSEE

- National-level competitive events
- Student and advisor workshops
- Community service activities
- Networking with peers and business professionals
- Awards for individual and chapter achievements
- Exciting tours around Music City
- And much more!

## BUDGET PLANNING GUIDE\*

\$125	Registration
\$500	Travel
\$300	Hotel (4 nights quad occupancy)
\$250	Meals (5 days)
\$150	Tours
\$125	Miscellaneous
\$1,450	PER ATTENDEE (Estimate)

\*The Budget Planning Guide provides estimates for planning purposes. Actual costs at the time of registration may vary.





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