

ELEVATE YOUR LEGACY



BUSINESS
PROFESSIONALS
of AMERICA

PROGRAM GUIDE

2026-2027



**BUSINESS
PROFESSIONALS
of AMERICA**

BPA NATIONAL CENTER
614.895.7277 | info@bpa.org
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.



ELEVATE YOUR LEGACY

Building a Future That Lasts

As we begin another exciting membership year, I invite you to embrace a simple but powerful challenge: **ELEVATE YOUR LEGACY.**

A legacy isn't measured by a single accomplishment or one defining moment. It's built through the choices you make, the leaders you inspire, the challenges you overcome, and the impact you leave on those around you. Every chapter meeting, competition, service project, and leadership opportunity is another chance to build something that lasts far beyond this school year.

For our student members, BPA is more than an organization—it's a place to discover your strengths, develop career-ready skills, and grow into a confident leader. I encourage you to step outside your comfort zone, pursue new opportunities, and support those around you. The experiences you gain today will shape the leader you become tomorrow.

To our advisors, thank you for the time, energy, and passion you invest in your students each day. Your encouragement, mentorship, and belief in their potential create opportunities that extend far beyond the classroom. By helping students grow as professionals and as people, you are helping them build a legacy of their own.

We're also looking forward to celebrating another incredible year together at the 2027 National Leadership Conference in Denver/Aurora, Colorado. It will be an opportunity to showcase achievements, make lasting connections, and recognize the hard work of our members and advisors from across the country.

Every member has the ability to make a lasting difference—not only within BPA, but in their school, community, and future career. Together, let's challenge ourselves to lead with purpose, serve with integrity, and leave BPA stronger than we found it.

Here's to an incredible year ahead.
Now, let's Elevate Your Legacy

PATRICK W. SCHULTZ
Executive Director





Meet Pearson Career Ready

One connected journey from curiosity to career

Career readiness isn't a single moment. It's a journey. Too often, educators have to piece it all together themselves, stitching exploration tools, courseware, simulations, credentials, and reporting across multiple vendors.

Pearson Career Ready provides educators with a roadmap. Instead of navigating a fragmented system, they finally have a clear route: one connected journey that moves students from curiosity to career opportunity.



Scan to see how Pearson Career Ready connects learning to careers.

AP[®] Career Kickstart[™]

“A course like AP Business with Personal Finance is not only going to help bridge the skills gap in the labor market but will also help students really understand their personal impact on our economy.”

JASON REINHARDT, CTE TEACHER
CATALINA FOOTHILLS HIGH SCHOOL, ARIZONA



Build Financially Smart, Business-Savvy Leaders

Explore the new career-connected AP[®] course that helps students understand business and make confident financial decisions: **AP Business with Personal Finance**.



Fits into existing CTE programs of study or as a standalone course



Engages students with real-world financial scenarios



Helps students earn college credit and an employer-endorsed credential



Discover AP Business with Personal Finance.
cb.org/ap-business-pf



2026-2027 EXECUTIVE COUNCIL

A Note from the National Team

It is our honor to serve as your 2026–2027 Executive Council and be your voice throughout the year as we help you Elevate Your Legacy.

Behind the scenes, we've been hard at work mapping the trail ahead—developing innovative ideas, refining plans, creating new opportunities, and collaborating to ensure the 2027 National Leadership Conference is an unforgettable experience. Every step we take is driven by our commitment to you, our incredible members, and our shared goal of reaching new heights together.

As we continue this journey, we can't wait to celebrate your accomplishments, inspire your growth, and welcome you to a conference where you'll discover that every challenge conquered, every connection made, and every achievement earned becomes part of the legacy you leave behind. The summit is in sight, and we look forward to reaching it together!

Postsecondary National Officers

Allyssa Norman (IA), President
Corina Stewart (GA/Virtual Chapter), Vice President
Cameron Roth (ID), Secretary/Treasurer

Secondary National Officers

Niranjana Jayendran (FL), President
Jerrod Joseph (TX), Vice President
Panagiotis Mattingly (IN), Secretary
Robert Benavidez (TX), Treasurer
Miles Warren (IN), Historian
Elizabeth Bargdill (OH), Parliamentarian

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

Interested in running for Executive Council for the 2027-2028 membership year? Learn more at: bpa.org/about/executive-council/.

SECONDARY NATIONAL OFFICERS



NIRANJANA JAYENDRAN
Secondary President

A five-year BPA member, Niranjana has served as Florida state parliamentarian and president, as well as secondary national secretary, and earned national recognition in Extemporaneous Speech. She plans to pursue dual degrees in business administration and electrical engineering and computer science at the University of California, Berkeley. Passionate about combining technology and business, Niranjana is committed to empowering BPA members to grow, lead, and leave a lasting legacy.



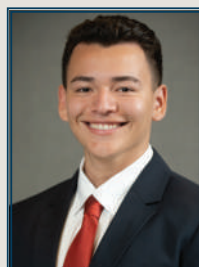
JERROD JOSEPH
Secondary Vice President

Jerrod has served as Texas BPA Area 5 vice president and chapter vice president, earning competition and Torch Awards recognition at the regional, state, and national levels. He plans to pursue a degree in public policy and leadership with a minor in global studies in education at the University of Virginia. Passionate about education equity and developing future leaders, Jerrod is committed to helping every BPA member feel connected, empowered, and inspired to reach their full potential.



PANAGIOTIS MATTINGLY
Secondary Secretary

Building meaningful connections has been at the heart of Panagiotis's BPA journey. A freshman at the Indiana University Kelley School of Business studying finance and accounting, he previously served as chapter president, regional president, and Indiana state president, and is a three-time national qualifier and national finalist. Panagiotis is passionate about helping BPA members grow in confidence, strengthen their leadership skills, and elevate their legacy.



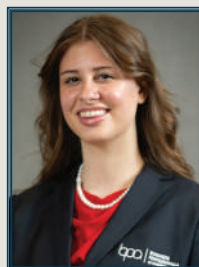
ROBERT BENAVIDEZ
Secondary Treasurer

Robert is an incoming freshman at Texas State University with a passion for leadership, advocacy, and creating opportunities for others. During his two years in BPA, he served as his high school's founding Chapter President and Texas Area 2 Region 1 Regional President, while earning a national championship in Broadcast Production Team. Robert is committed to empowering members to embrace every opportunity, build meaningful connections, and make a lasting impact through leadership and service.



MILES WARREN
Secondary Historian

Inspired by the opportunities BPA provides, Miles has developed a passion for leadership, service, and personal growth. Now a freshman at Indiana University studying finance, he previously served as chapter treasurer and Indiana state president while also becoming a Torch Ambassador and qualifying for the National Leadership Conference in multiple competitive events. Miles is committed to helping members build confidence, form meaningful connections, and elevate their legacy.



ELIZABETH BARGDILL
Secondary Parliamentarian

Advocating for others and ensuring every voice is heard has been at the center of Elizabeth's leadership journey. A freshman at The Ohio State University studying public policy, she previously served as Ohio state parliamentarian and president of Ohio's largest BPA region while qualifying for the National Leadership Conference three consecutive years in Parliamentary Procedure. Elizabeth is committed to fostering an inclusive environment where members feel supported, empowered, and inspired to make a difference.

MEET #TEAMELEVATEBPA

POSTSECONDARY NATIONAL OFFICERS



ALLYSSA NORMAN Postsecondary President

In her second term as national postsecondary president, Allyssa brings a passion for advocacy, leadership, and member development. She is pursuing a degree in human resource management and plans to earn a master's degree in organizational leadership. Allyssa has led national advocacy initiatives, expanded member engagement, and developed career-readiness workshops while helping members discover the opportunities BPA provides.



CORINA STEWART Postsecondary Vice President

A four-year BPA member and former Postsecondary National Virtual Chapter president, Corina is completing her studies at Savannah Technical College and Liberty University. She has earned national recognition through leadership, competition, and service, including the Ambassador Torch Award and President's Volunteer Service Award. Passionate about mentorship and lifelong learning, Corina empowers members of all backgrounds to pursue leadership, embrace new opportunities, and realize their full potential.



CAMERON ROTH Postsecondary Secretary/Treasurer

Dedicated to expanding opportunities for members, Cameron serves as the national postsecondary secretary/treasurer while pursuing a degree in business at the College of Eastern Idaho. A longtime BPA member since 2014, he has served as Idaho postsecondary president, earned the Ambassador Torch Award twice, and has been recognized as a national finalist in multiple competitive events. Cameron is committed to growing BPA membership, strengthening member voices, and ensuring more students have the opportunity to succeed.

INTRODUCING THE



MONTHLY MEETINGS TO CONNECT
NATIONAL OFFICERS AND
STATE OFFICERS TO BUILD A
STRONGER



CONNECT
STRENGTHEN
RELATIONSHIPS
ACROSS STATES.



COLLABORATE
SHARE IDEAS AND
RESOURCES.



ELEVATE
WORK TOGETHER
TO ELEVATE OUR
LEGACY AND
IMPACT

ONE TEAM. ONE MISSION.
ONE LEGACY.

TENTATIVE DATES

AUGUST 25
SEPTEMBER 29
OCTOBER 27
NOVEMBER 17
JANUARY 26
FEBRUARY 23
MARCH 30
APRIL 27

* FINAL DATES & LINKS WILL BE
EMAILED OUT TO THE STATE
ADVISORS AND STATE PRESIDENTS
MONTHLY.

OFFICER SOCIAL MEDIA INITIATIVES

JOIN US ON INSTAGRAM EACH MONTH FOR OUR

SOCIAL MEDIA INITIATIVES

ALUMNI SPOTLIGHT



15TH OF EACH MONTH

LEGACY QUEST



LAST DAY OF EACH MONTH

KINDNESS SATURDAY



2ND SATURDAY OF EACH MONTH

SCS SERIES SUNDAY



4TH SUNDAY OF EACH MONTH

MEMBER MONDAY



1ST & 3RD MONDAY OF EACH MONTH

TORCH TUESDAYS



2ND & 4TH TUESDAY OF EACH MONTH

FOLLOW ALONG FOR MORE INFORMATION: [@OFFICERS_BPA](#)

MARK YOUR CALENDARS NOW FOR

BPA WEEK FEBRUARY 7-13

SOARING SUNDAY



SHOW OFF YOUR HIGHEST BPA ACHIEVEMENT

MASHUP MONDAY



SHARE PICTURES OF YOUR CHAPTER COLLABORATING WITH OTHER CTSOS, CHAPTERS, DIVISIONS, STATES, & MORE

TRAILBLAZER TUESDAY



POST YOUR FIRST & MOST RECENT PICTURE IN BPA

WHY WEDNESDAY



SHARE YOUR BPA WHY STORY

THANK YOU THURSDAY



THANK YOUR MENTOR, ADVISOR, OR SOMEONE WHO HAS MADE AN IMPACT ON YOUR BPA JOURNEY

FEATURE FRIDAY



SHARE PICTURES REPRESENTING BPA IN BPA MERCH AND SWAG

SCHOLAR SATURDAY



POST YOUR FAVORITE PICTURE COMPLETING A BPA PROGRAM OR COMPETITION

TAKE YOUR LEADERSHIP TO THE
NEXT LEVEL



LAUNCH

STUDENT LEADERSHIP SUMMIT

WASHINGTON, D.C. | NOVEMBER 11-14



Registration \$125 by October 15

Hotel : Embassy Suites Old Town Alexandria | \$265.75 a night



GET MORE INFO AT [BPA.ORG/EVENTS/BPA-LAUNCH](https://bpa.org/events/bpa-launch)

MEMBERSHIP REMINDERS

2026-27 Membership Dues

National dues remain \$10 for middle level members and \$14 for secondary and postsecondary members. State association dues vary. Invoices must be paid by check or credit/debit card. Purchase orders are not a form of payment and do not satisfy an outstanding invoice. **A 10% late payment fee will be applied to any invoice not paid within 30 days of the invoice date.**

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, 2027.

- Recruit at least **10 more chapter members** than the chapter's 2025-26 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/.



Registration System

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

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



Free College & Career Planning for Future Leaders

New for 2026! BPA has partnered with Encourage to give student members in grades 8–12 the confidence, tools, and direction to explore their future.

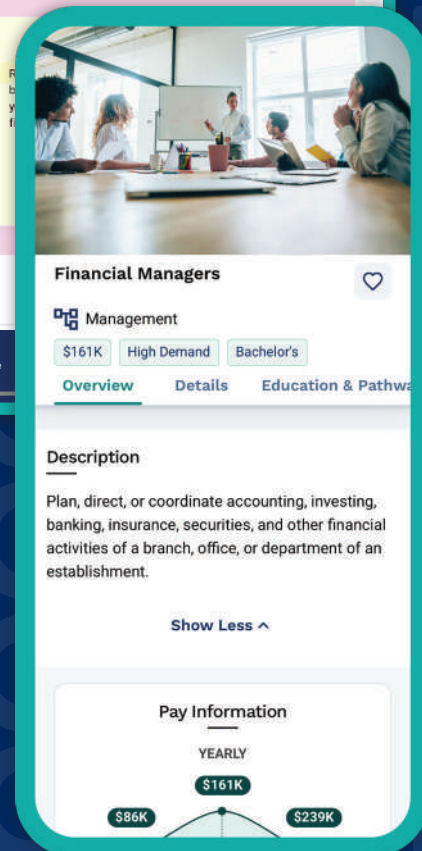
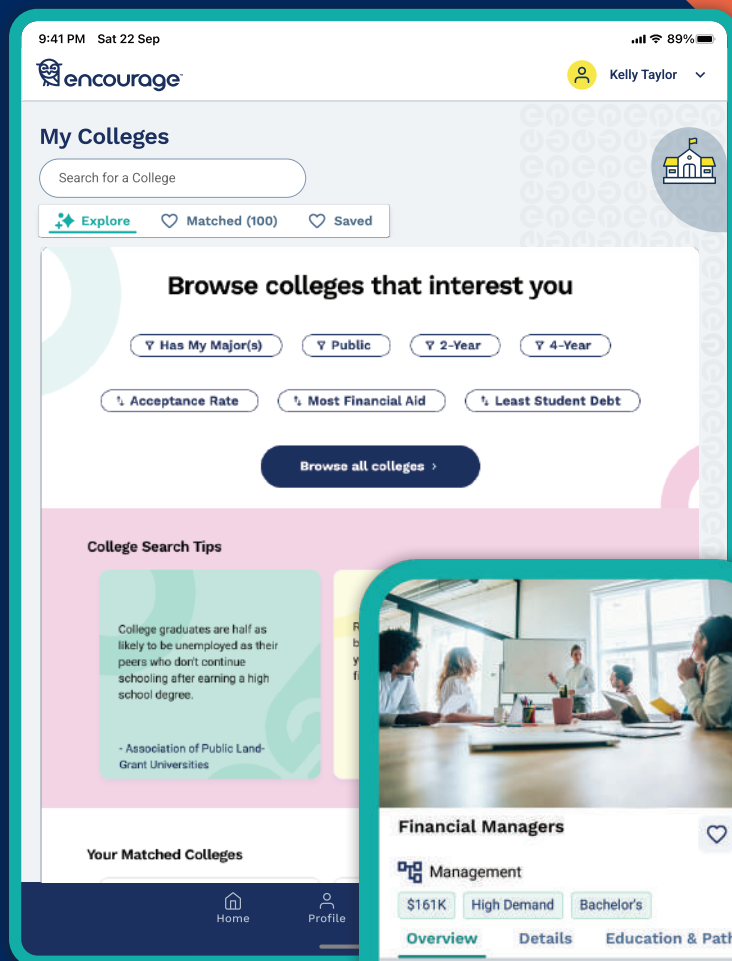
Students get:

- Career paths based on interests
- Colleges that fit
- Scholarships that fund their future

Advisors get:

- Resources to support their work
- State & national benchmarks
- Proof of chapter impact

It starts with the customized BPA preference form, helping you turn student interests into measurable impact and real opportunities.



Start today!
Have your students
complete the form.

encourageme.com/bpa



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of AMERICA

BPA CARES AWARDS

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! All applications or nominations are due by March 15, 2027.

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 has 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 2025-26 and experienced at least a 30 percent increase in 2026-27; no application required.

QUALITY CHAPTER DISTINCTION

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

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.

Be sure to review the 2026-27 BPA Cares Guidelines, as several requirements have changed!



BPA's Partner for International Business Experience

**Real Businesses. Real Clients.
Real Impact.**

Apply to our Summer Business Academy
Programs in **Belize, Panama or Greece**
or select your own dates and organize a
custom program for your class!



**BPA's Partner for
International
Travel**

2027
SESSIONS

**Belize
Panama
Greece**

Belize: June 6-13
Greece: June 13-20
Panama: June 20-27
Greece: June 27-July 4
Belize: July 4-11



SCAN HERE!

Are you interested?

We would love to host you on a Global Business Academy.
Please scan the QR code to learn more and fill out an interest
form, or visit www.squads.org/global-business-academy/



NATIONAL TECHNICAL HONOR SOCIETY SCHOLARSHIPS



MEMBER SCHOLARSHIPS

Application Deadline: March 15, 2027

BPA members can turn their involvement, leadership and career interests into scholarship opportunities. Explore national scholarships available exclusively or specifically to BPA members.



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). Both scholarships are \$1,000 each.

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. Both scholarships are \$1,000 each.

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. Both scholarships are \$1,000 each.



RAISING CANE'S SCHOLARSHIPS are awarded to five current BPA members who are Raising Cane's team members. All five scholarships are \$1,000 each.

BPA SCHOLARSHIPS

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 strengthen 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.

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

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 THE 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

Built for creators, disruptors and students with an entrepreneurial mindset. Schulze Scholars engage in a hands-on, four-year cohort journey from initial spark to real-world business launch, gaining access to a network of practitioner mentors, up to two paid internships, study abroad opportunities and more.

IS THE SCHULZE INNOVATION SCHOLARSHIP RIGHT FOR YOU:

- Intended entrepreneurship major who has applied to St. Thomas (can double major)
- Preference given to those with a 3.5+ cumulative high school GPA
- Proven maker mindset demonstrated through side-hustles, community projects or creative building.



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

LEARN MORE

about each scholarship - visit:



QUESTIONS?

Schulze Innovation Scholarship

Megan Workmon Larsen, megan.workmon@stthomas.edu

GHR Fellows Program and O'Neill Finance Scholars Program

Adrian Perryman, adrian.perryman@stthomas.edu



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

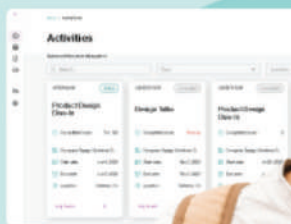


Every student connected and ready

Give BPA students the tools to turn potential into high-impact careers with YouScience® Brightpath.



www.youscience.com/demo-request



INDUSTRY CHALLENGES

Real-World Challenges. Real Rewards.

DID YOU KNOW? Competing in BPA's Industry Challenges earns you points for BPA Cares and Torch Awards. Top performers may also earn prizes, scholarships, and recognition at the 2027 National Leadership Conference.

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



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. Grand prize: \$2,000

Submissions close January 8, 2027



Powered by eDynamic Learning

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

Team registration begins September 29, 2026

Competition runs October 13 to November 6, 2026



INNOVATION IN ACTION:

HELP NEXT GEN DISCOVER THEIR INSURANCE PATH

You are a young professional launching a new insurance agency and want to build the ultimate team of next gen leaders. To secure startup funding, you must present a business plan to an investment company that demonstrates how your hiring strategy will help your agency succeed. Bring your vision to life by creatively summarizing your business plan in a video pitch designed to persuade investors to fund your agency.

Portal opens December 7, 2026

Submissions close February 1, 2027



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. BPA teams can also earn \$100 in the monthly TeamSmarts competitions from September through February.

January and February 2027

RUBIN

RUBIN PROPEL SCHOLARSHIP COMPETITION

Build your email etiquette skills with free access to Rubin Propel and compete for one of two \$500 scholarships. One winner will be selected from both the secondary and postsecondary divisions.

Submissions close March 1, 2027



BUSINESS SKILLS CHALLENGE

The Stukent National Business Skills Challenge is an opportunity for students to compete against other business students nationwide. They will test their business skills by playing through Stukent Simternships™ on Social Media Marketing, Entrepreneurship, and Accounting. Each simulation will have students complete tasks that real professionals tackle in their roles.

January 1 to March 1, 2027



BET ON THE FUTURE CHALLENGE

Step into the role of a senior analyst and advise an investor on the next big opportunity. Choose a frontier industry, identify the critical bottleneck holding it back, research the companies working to solve it, and predict the breakthrough that could change everything. Make your call—bet, wait, or pass—and back it with one bold prediction. Teams of 2–4 submit a 3–5 minute video and one-page brief.

Portal opens December 2026

Submissions close February 2027



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

For Ambassador-level awards: students who submit before the March 1 initial deadline 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, 2027 <i>(initial deadline)</i> March 15, 2027 <i>(final deadline)</i>

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

*Accounting

A CAREER
THAT CAN
TAKE
YOU
ANYWHERE



“Start your **free membership** today!”

- + Career development resources
- + Scholarship opportunities
- + Exclusive student webinars
- + And much more!

Click here



[ThisWayToCPA.com/join](https://www.thiswaytoCPA.com/join)

Follow Us: @AICPAstudent





Lead with Purpose. Fundraise with Impact.

Your BPA chapter has the opportunity to do more than raise money—you can become a leader of sustainability while making a global impact.

Through our partnership with Funds2Orgs, your shoe drive fundraiser helps fund your goals while giving gently worn, used and new shoes a second life. You're not just fundraising—you're creating lasting environmental and social impact.



funds2orgs.com/bpa

Get Started

Lead the way and show what your chapter can accomplish when purpose meets impact.

hello@funds2orgs.com | (407) 930-2979



Why BPA Loves Funds2Orgs

- ✓ Earn 100% profit for your chapter
- ✓ Lead the way in sustainability
- ✓ Keep millions of shoes out of landfills and in the reuse economy
- ✓ Support micro-entrepreneurs around the world



ELEVATE YOUR BPA STYLE



Rep BPA Wherever Your Journey Takes You

From chapter meetings and competition prep to conferences, classrooms, and everywhere in between, the BPA Mall has everything you need to show your BPA pride!



WEAR IT.

Polos, Pullovers, Jackets, Hats, and More!



REP IT.

Drinkware, Bags, Blankets, Notebooks, and More!



LEAD WITH IT.

Banners, Officer Pins, and Competition Resources

SHOP THE BPA MALL

SHOP.BPA.ORG





COMPETITIVE EVENTS

Workplace Skills Assessment Program

BPA's Workplace Skills Assessment Program (WSAP) empowers students to demonstrate technical knowledge, workplace skills, and leadership through more than 100 competitive events designed in partnership with educators and industry professionals.

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 can prepare for and compete in more than 100 competitive events across seven career pathways:

- Arts, Entertainment, and Design
- Career Ready Skills
- Digital Technology
- Financial Services
- Healthcare and Human Services
- Management and Entrepreneurship
- Marketing and Sales

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 relations 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/.

BPA'S WSAP, REIMAGINED

BPA'S WSAP Now Organized by the National Career Clusters® Framework

This year, BPA's Workplace Skills Assessment Program has been realigned to the National Career Clusters® Framework, making it easier than ever for advisors to connect competitive events to classroom instruction and career pathways.

More than 100 competitive events are now organized into seven career-focused pathways that reflect today's workforce while continuing to provide students with authentic opportunities to develop technical knowledge, leadership, and workplace-ready skills.

WHY THIS MATTERS TO BPA ADVISORS

Teach with Purpose

Connect classroom instruction directly to competitive events and workplace skills.

Recruit More Students

Help students quickly identify opportunities that match their interests and career goals.

Advocate with Confidence

Use a nationally recognized framework to communicate BPA's value to administrators, parents, and community partners.

Prepare Career-Ready Students

Show students how their classroom learning connects to real careers and future opportunities.

Strengthen Your Program

Support Perkins V and CTE initiatives while providing meaningful, career-connected learning experiences.



BPA competitive events are organized into seven career-focused pathways aligned to the National Career Clusters® Framework, making it easier to connect classroom instruction with career-ready experiences.

A Clear Pathway from Classroom Learning to Career Success

The Career Clusters® Framework helps connect what students learn in the classroom to real-world opportunities. BPA competitive events provide the experience students need to build skills, gain confidence, and prepare for what's next.



MIDDLE LEVEL EVENTS

Administrative Support Team 
Business Communication Skills Concepts 
Business Fundamentals Concepts 
Business Math Concepts 
Computer Literacy Concepts 
Digital Citizenship 
Digital Game Design Team 
Entrepreneurship Exploration 
Extemporaneous Speech 
Financial Literacy 
Graphic Design Promotion 
Human Resource Exploration 
Prepared Speech 
Presentation Team 
Spreadsheet Applications 
Video Production Team 
Visual Design Team 
Website Design Team 
Word Processing 

Virtual Events (National)

Virtual 2D Animation Team 
 Virtual Artificial Intelligence Team 
Virtual Branding Team 
Virtual Cybersecurity/Digital Forensics 
Virtual Esports Team 
Virtual Ethical Leadership and Decision-Making Team 
Virtual Financial Portfolio Management Team 
Virtual Game Development Team 
Virtual Interview and Portfolio Design 
Virtual Mobile Applications 
Virtual Multimedia and Promotion Individual 
Virtual Multimedia and Promotion Team 
Virtual Promotional Photography 
Virtual Social Media Marketing Campaign Team 
Virtual Start-up Enterprise Team 
Virtual 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 2026-27.
-  **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 Virtual Esports Team, which is \$50 per team entry. Register for virtual events by December 1.

SECONDARY & POSTSECONDARY EVENTS

Financial Services

- ¹Advanced Accounting  
- ²Advanced College Accounting  
- Banking and Finance  
- ²College Accounting  
- ¹Economic Trends Research Individual  
- ¹Economic Trends Research Team  
- Financial Analyst Team 
- Financial Services Concepts 
- ¹Fundamental Accounting  
- ²Managerial Accounting  
- Payroll Accounting  
- Personal Financial Management  

Management and Entrepreneurship

- Administrative Support Team 
- ¹Administrative Trends Research Individual  
- Advanced Spreadsheet Applications  
- Business Law and Ethics 
- Database Applications 
- Entrepreneurship   
- Fundamental Spreadsheet Applications  
- Integrated Office Applications  
- Legal Office Procedures  
- Management and Entrepreneurship Concepts 
- Meeting and Event Planning Concepts 
- Parliamentary Procedure Concepts 
- ¹Parliamentary Procedure Team  
- ²Project Management Concepts 
- Small Business Strategy Team  

Digital Technology

- C# Programming  
- C++ Programming 
- Computer Network Technology   
- Computer Programming Concepts 
- Computer Security   
- Device Configuration and Troubleshooting   
- Digital Technology Concepts 
- HTML and CSS Coding  
- Java Programming   
- Linux Operating Systems Fundamentals   
- Network Administration Using Cisco®   
- Network Design Team  
- Python Programming   
- Server Administration Using Microsoft® 
- SQL Database Fundamentals  
- Website Design and Development Team  

Arts, Entertainment, and Design

- ¹3D Computer Animation Team  
- ¹3D Computer Modeling  
- Advanced Desktop Publishing  

- Arts, Entertainment, and Design Concepts 
- Broadcast News Production Team  
- Digital Media Production  
- Fundamental Desktop Publishing   
- Graphic Design Promotion  
- Podcast Production Team  
- User Experience Design Team  
- Video Production Team  
- Visual Design Team  

Marketing and Sales

- ¹Global Marketing Strategy Team  
- Industry Pitch Team  
- Marketing and Sales Concepts 
-  Sports Media Marketing (Pilot)  

Healthcare and Human Services

- Health Administration Procedures  
- Health Insurance and Medical Billing  
- Health Trends Research Presentation  
- Healthcare and Human Services Concepts  
- Medical Coding  

Career Ready Skills

- Advanced Interview Skills   
- Advanced Word Processing   
- Advanced Workplace Skills   
-  Career Ready Skills Concepts (Pilot) 
- ²Contemporary Issues  
- Essential Workplace Skills  
- Ethics and Professionalism  
- ¹Extemporaneous Speech  
- Fundamental Word Processing   
- Human Resource Management  
- Intermediate Word Processing   
- Interview Skills  
- Prepared Speech  
- Presentation Individual  

Virtual Events (National)

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

¹Secondary event only • ²Postsecondary event only

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 16 virtual competitive events, all of which are open to every BPA division.

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

The team or individual registration deadline is December 1, 2026, and the deadline for project pre-submissions is January 15, 2027.

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

2026-27 List of National Virtual Competitive Events

- (Vo1) Virtual Multimedia & Promotion Individual
- (Vo2) Virtual Multimedia & Promotion Team
- (Vo3) Game Development Team
- (Vo4) Web Application Team
- (Vo5) Mobile Applications
- (Vo6) Promotional Photography
- (Vo7) Cybersecurity / Digital Forensics
- (Vo8) Start-up Enterprise Team
- (Vo9) Financial Portfolio Management 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 Portfolio Design
- (V16) Artificial Intelligence Team



OFFICIAL FUNDRAISING & SERVICE PARTNER OF
BUSINESS PROFESSIONALS OF AMERICA

FUNDRAISING THAT FEELS GOOD.

And Does Good.



TWO WINS. ONE FUNDRAISER.

Raise money for your BPA chapter while making a difference in your community.

With We Help Two, every fundraiser supports your chapter AND helps provide socks to individuals experiencing homelessness.

- ✓ Your chapter earns money
- ✓ Your community receives sock donations
- ✓ Students make a meaningful impact

WHY ADVISORS LOVE IT



NO
UPFRONT COST



INVENTORY SHIPPED
DIRECTLY TO
YOUR CHAPTER



RETURN UNSOLD
INVENTORY FOR
FULL CREDIT



EARN UP TO
50% PROFIT



EVERY FUNDRAISER
INCLUDES A COMMUNITY
SERVICE COMPONENT



STUDENTS ACTUALLY
WANT TO SELL
FUNKY SOCKS!

LAST YEAR, BPA MADE
Twice the Difference!



32
CHAPTERS
PARTICIPATED



1,376
SOCK PACKS
SOLD



HUNDREDS
OF SOCKS DONATED
TO LOCAL SHELTERS



THOUSANDS
OF DOLLARS RAISED
TO SUPPORT BPA
CHAPTERS &
NATIONAL BPA

PERFECT FOR:

- ✓ State Leadership Conference
- ✓ National Leadership Conference
- ✓ Leadership activities
- ✓ Community service projects
- ✓ Chapter operations
- ✓ And more!



LET'S CHANGE SOCKS.
And Change Lives. ♥

READY TO GET STARTED?
Scan the QR code or email us today!

✉ trevor@wehelptwo.com
🌐 wehelptwo.com/bpa



*Scan
to get
started!*

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 Denver/Aurora, Colorado, 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 to check out the new event competencies and BPA's new AI Policy listed on every guideline!

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: Keep slides concise. Use short phrases, clear visuals and plenty of white space so your audience focuses on you—not paragraphs of text.

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 #TheBPABoost and #ElevateYourLegacy. 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.



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 21 secondary and postsecondary 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)

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)

Health Administration Procedures

Medical Administrative Assistant (C)

HTML and CSS Coding

IT Specialist - HTML and CSS (C)

Integrated Office Applications

MOS PowerPoint 365 Associate (C)

Java Programming

IT Specialist - Java (C)

Linux Operating 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)

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 2027 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 2027 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, 2027.

Pictured Right:

The 2026 National Leadership Conference pin, designed by Rishit Lalchandani from Hopkinton High School in Massachusetts.



ORDER YOUR 2026-27 MEMBERSHIP T-SHIRT

Wear the Theme. Elevate Your Legacy.

Celebrate the 2026-27 BPA year with the official Elevate Your Legacy membership t-shirt! Designed exclusively for Business Professionals of America, this shirt is a great way for members, advisors, and supporters to showcase their BPA pride throughout the year.

The District® Perfect Tri® Tee offers a soft, lightweight feel that's comfortable enough for chapter meetings, conferences, service activities, spirit days and everyday wear. Choose from two theme-inspired color options—Gold or Ice Blue—and represent BPA in the color that fits your style.

Available in adult sizes S-4XL
Only \$15 each (while supplies last)

Order your official BPA membership t-shirt today at:
SHOP.BPA.ORG



THE ADVISOR CORNER

7 Habits of High-Impact BPA Chapters

Every BPA chapter has its own personality, traditions, and goals—but the most successful chapters share several key habits. Whether your chapter is brand new or well established, these seven practices can help you build a thriving program that leaves a lasting legacy.

1. PUT STUDENTS IN THE DRIVER'S SEAT

The strongest chapters are student-led. Empower officers and members to plan meetings, organize service projects, lead fundraising efforts, and represent the chapter. When students take ownership, they build confidence, leadership skills, and pride in their chapter. Advisor Tip: Be the coach, not the captain.

2. CREATE MEANINGFUL MEETINGS

Make every meeting worth attending. Mix chapter business with leadership activities, guest speakers, team-building, competition preparation, or service planning. Students should leave every meeting feeling informed, connected, and excited about what's next. Ask Yourself: If I were a student, would I be excited to attend this meeting?

3. CELEBRATE EVERY SUCCESS

Recognition isn't just for national finalists. Celebrate improvements, leadership, community service, Torch Award milestones, chapter growth, and members who consistently show up and contribute. Small celebrations create a culture where every member feels valued.

4. CONNECT BPA TO REAL LIFE

Help students see how BPA prepares them for college, careers, and life beyond the classroom. Connect competitive events to classroom learning, invite local business professionals to speak, and encourage members to build professional skills through networking, certifications, and leadership opportunities.

5. TELL YOUR CHAPTER'S STORY

Don't let great moments go unnoticed. Share your chapter's accomplishments through social media, school newsletters, morning announcements, and local media. Celebrating your chapter publicly helps recruit future members, engage your community, and showcase the value of BPA.

6. BUILD A CULTURE OF SERVICE

Service is at the heart of BPA. Encourage members to identify needs in their school and community, then work together to make a difference. Meaningful service projects strengthen your chapter while helping students develop empathy, teamwork, and leadership.

7. LEAVE IT BETTER THAN YOU FOUND IT

The greatest chapters don't just have successful years—they build traditions that continue for years to come. Mentor future officers, document your chapter's best practices, and create opportunities for younger members to grow into leaders. Your legacy isn't measured by one conference or one school year. It's measured by the students you inspire and the chapter you leave behind.

NOW IT'S TIME TO ELEVATE YOUR LEGACY!

Every meeting you lead, every student you encourage, and every opportunity you create contributes to your chapter's story. By focusing on these seven habits throughout the year, you'll build more than a successful chapter—you'll build a legacy that inspires future generations of BPA members.

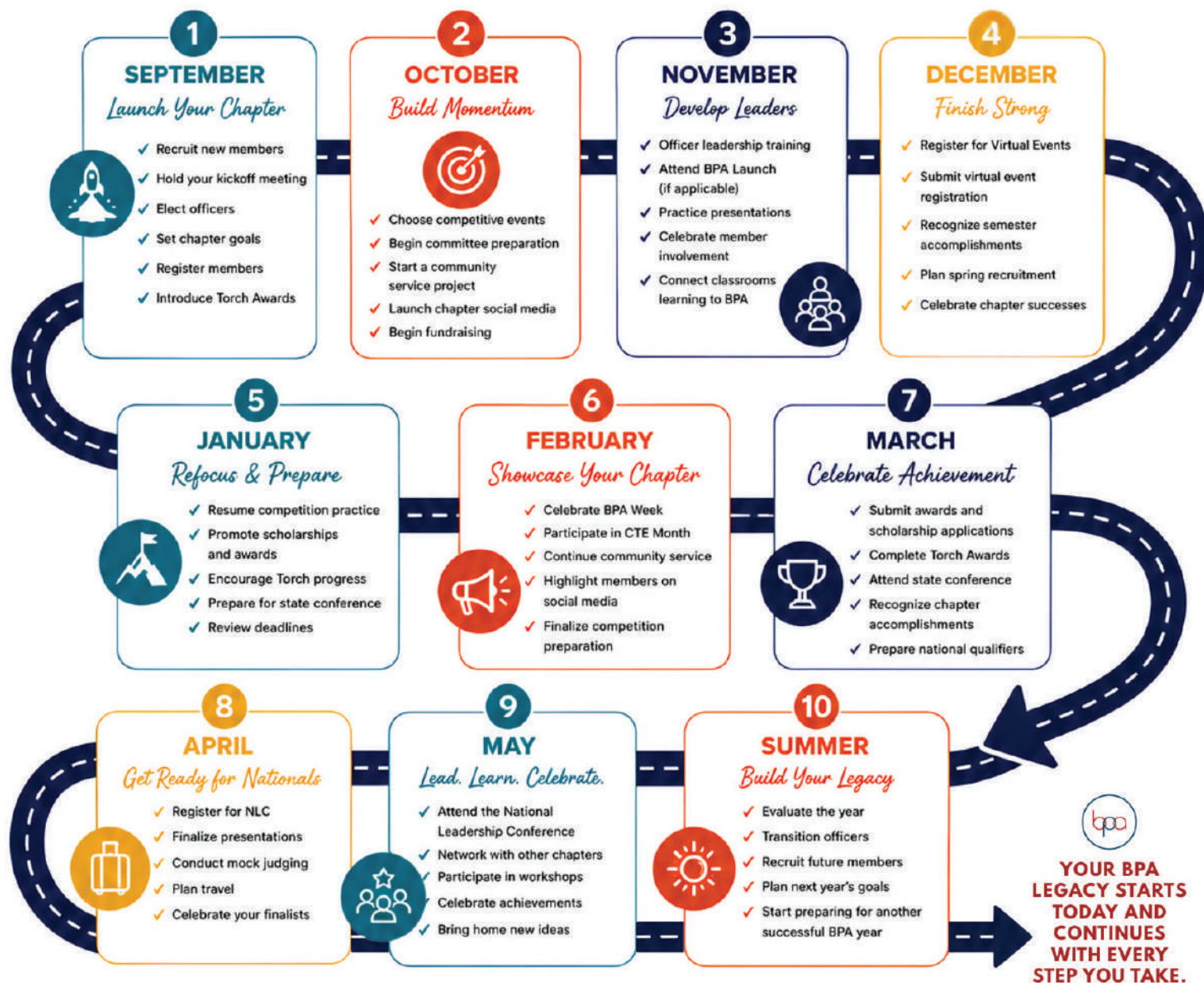


THE BPA ADVISOR SUCCESS ROADMAP

A MONTH-BY-MONTH GUIDE TO BUILDING A SUCCESSFUL CHAPTER



Every successful BPA chapter starts with a plan. Use this month-by-month roadmap to stay organized, keep members engaged, and make the most of everything BPA has to offer throughout the year.



**THE STRONGEST CHAPTERS DON'T WAIT UNTIL
CONFERENCE SEASON TO GET INVOLVED...
THEY BUILD MOMENTUM ALL YEAR LONG.**

Every meeting, competition, service project, and leadership opportunity helps create a chapter legacy that inspires future members.

THE ADVISOR CORNER

Your Greatest Legacy Isn't a Trophy

As a BPA advisor, it's easy to measure success by medals, trophies, and conference results. While those accomplishments are certainly worth celebrating, your greatest impact is often found in the moments that never appear on an awards stage.

Your legacy is built every time you encourage a hesitant student to step outside their comfort zone. It's the confidence a student gains after delivering their first presentation, the friendships formed through chapter activities, and the leadership skills developed while planning a service project or leading a meeting.

Long after students have forgotten the score on a competitive event, they'll remember the advisor who believed in them, challenged them to grow, and helped them discover what they were capable of achieving.

Five Ways to Build a Lasting Legacy

1. INSPIRE CONFIDENCE: Some students join BPA unsure of themselves. Your encouragement can help them discover strengths they never knew they had.

2. CREATE OPPORTUNITIES: Whether it's encouraging a student to run for office, compete for the first time, or attend a conference, the opportunities you create can shape future careers and lifelong passions.

3. DEVELOP STUDENT LEADERS: The strongest chapters are student-led. Give members meaningful responsibilities, trust them to lead, and support them as they learn through both successes and setbacks.

4. CELEBRATE GROWTH: Not every victory is measured by a trophy. Celebrate personal growth, perseverance, teamwork, and the courage to try something new. Those moments often have the greatest impact.

5. LEAVE THE CHAPTER STRONGER: Great advisors build systems, traditions, and future leaders. Mentor your officers, involve younger members, and create a culture that will continue long after your own students graduate.

YOUR INFLUENCE MATTERS

The influence of a BPA advisor reaches far beyond the classroom. The confidence you build, opportunities you create, and leadership you nurture can shape students long after their BPA experience ends. You may never fully realize the impact you've had on a student's life, but years from now, they will remember the advisor who challenged them, believed in them, and inspired them to become more than they thought possible. **That's the legacy of a BPA advisor.**

*A legacy isn't built in a single competition—
it's built one student, one opportunity, and
one act of encouragement at a time.*

FUEL THE FUTURE WITH FUNDRAISE GENIUS

A preferred partner of BPA
...And a smarter way to fundraise!



FUNDRAISE GENIUS IS A DONATION-BASED ONLINE FUNDRAISING PLATFORM THAT MAKES IT EASY FOR YOU TO RAISE MORE MONEY FOR YOUR CHAPTER.



SAVE TIME & MAXIMIZE IMPACT

As an advisor, your time is precious. Fundraise Genius helps streamline the fundraising process, making it easier than ever to raise funds for your BPA chapter.



COMPETITION MAKES IT FUN!

Fuel student motivation with a competitive edge! Our platform features a student dashboard with real-time fundraising metrics. It's fundraising with a fun twist!



RAISE MORE WITH LESS EFFORT

With Fundraise Genius, your chapter can unlock new potential. Our proven system enables students to fundraise efficiently, maximizing donations from family, friends, and supporters.



SUPPORTING BPA'S GROWTH

80% of all fundraised amounts will go directly to the local BPA chapter or individual designated as the fundraiser, 5% to the chartered BPA State Association, and an additional 5% to National BPA.

GET STARTED TODAY!

Fill out this form to learn more: fundraisegenius.com/getstarted



(208) 243-8003



www.fundraisegenius.com

CHAPTER FUNDRAISING PROGRAMS

Fueling Chapter Success with These Creative Fundraising Opportunities

Business Professionals of America is helping chapters rethink fundraising—going beyond the bake sale to provide more flexible, creative, and impactful ways to reach their goals. Through our official Fundraising Partner Program, National BPA has teamed up with three outstanding organizations—Fundraise Genius, Funds2Orgs, 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



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





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



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, 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.

BPA Member Service

Showcase Your Skills. Unlock Your Future. CareerPrepped® is Free for the BPA Community.



CareerPrepped helps you turn your skills into opportunities and showcase your strengths with confidence.



Sign up today!



www.careerprepped.com/bpa

BPA SOCIAL MEDIA TOOLKIT

Elevate Your Chapter's Legacy Online

Social media is one of the most powerful ways to showcase your BPA chapter and tell the story of the impact you're making. Whether you're managing an official chapter account or sharing your BPA journey from your personal page, every post helps celebrate your members, inspire future leaders, and strengthen your chapter's presence in your school and community.

This year's theme, Elevate Your Legacy, reminds us that the legacy of a chapter isn't built in one moment—it's built through the experiences, accomplishments, and connections we share throughout the year.

WHY SOCIAL MEDIA MATTERS

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

- Highlight chapter activities, leadership experiences, and community service projects.
- Recruit new members by showing BPA in action
- Celebrate student, advisor, and chapter achievements
- Connect your school community with a global network of nearly 65,000 BPA members

When used intentionally, social media becomes a digital scrapbook of your chapter's journey—capturing the moments that inspire others and become part of your chapter's legacy.

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 prep, officer meetings, chapter activities, and service projects.
- **Member spotlights:** Recognize students who are demonstrating leadership, growth, and service.
- **Chapter highlights:** Celebrate awards, competitions, fundraisers, community partnerships, and special events.
- **Interactive content:** Polls, Q&A stories, countdowns, and member takeovers.
- **Short-form videos:** Reels or videos that capture the energy and excitement of your chapter.

OFFICIAL HASHTAGS

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

#BPA	#ElevateYourLegacy	#TeamElevateBPA
#IAmBPA	#MyBPAStory	#WhyBPA
#BPACares	#BPANLC2027	#BPAWeek

TIPS FOR MANAGING A CHAPTER ACCOUNT

Running a chapter social media page is a team effort. Assign a member or officer to help manage the account, but encourage everyone to contribute ideas and content.

- Post consistently throughout the school year.
- Mix branded graphics with authentic student photos and videos.
- Tag @bpaconnect for a chance to be featured.
- Engage with other BPA chapters by commenting, sharing, and celebrating their successes.

ELEVATE YOUR LEGACY THIS YEAR

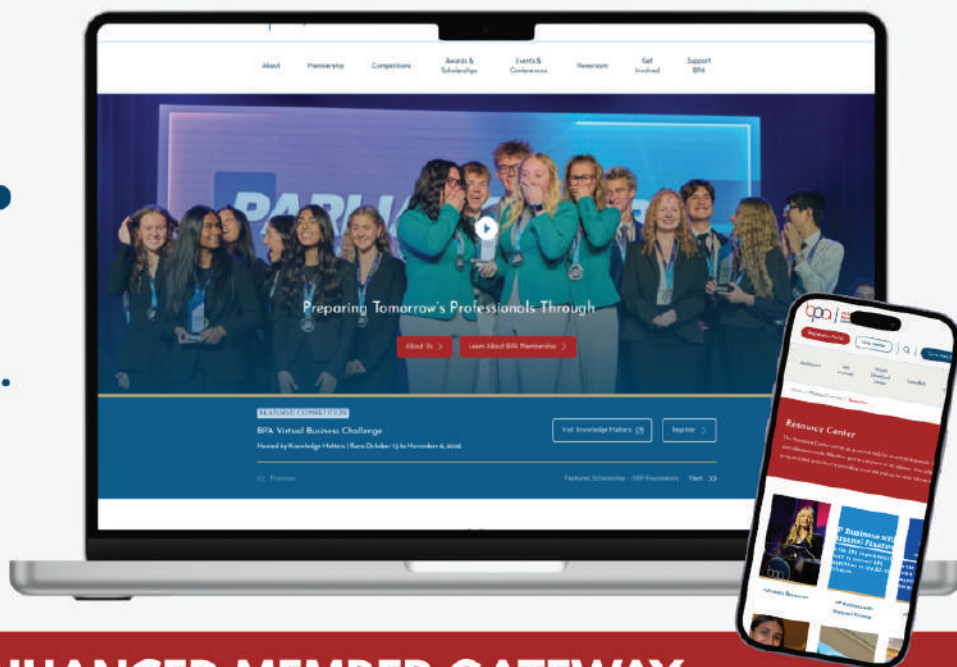
Every meeting, competition, service project, and celebration adds another chapter to your BPA story. Social media gives you the opportunity to capture those moments, recognize the people who make them possible, and inspire the next generation of BPA members.

Your legacy isn't just what you accomplish—it's the story you share and the impact you leave behind. Let your chapter's story inspire others to Elevate Their Legacy, too.

BPA, ELEVATED.

New look. New tools.
Everything you need to
elevate your BPA experience.

A newly redesigned website and
Member Gateway – built to create a
more connected and streamlined
experience for members and advisors.



MEET YOUR ENHANCED MEMBER GATEWAY

More of your BPA experience. All in one place.



BPA CARES

Apply. Track. Celebrate.
Complete BPA Cares applications and
track your progress and status – all
within one convenient portal.



TORCH AWARDS

A simpler path to recognition.
The newly streamlined Torch Awards
experience makes it easier for members
to document activities, track progress,
and work toward their next award.



LEARN AND GROW

Growth at your fingertips.
Explore new Learning Management
System (LMS) courses designed to
support advisor and student learning,
leadership, and development.



CLASSROOM CONNECTIONS

Bring BPA into your classroom.
Discover a growing library of ready-to-
use resources that connect BPA
programs and career readiness directly
to classroom instruction.



SCHOLARSHIPS

Opportunities made easier to find.
Explore BPA scholarship opportunities
and complete applications conveniently
within one centralized portal.



HELP CENTER

Answers when you need them.
Find personalized support, helpful
resources, and quick answers to some
of the most frequently asked BPA
questions.

AND THERE'S MORE!

From chapter management and membership recruitment to fundraising, advocacy, leadership development, competitive events, and more, BPA's digital resources are designed to help you spend less time searching and more time creating meaningful experiences for your members.



**YOUR EXPERIENCE.
YOUR LEGACY.
ELEVATED.**



EXPLORE BPA.ORG



LOG IN TO MEMBER GATEWAY



2026-27 IMPORTANT NATIONAL BPA DEADLINES

SEPTEMBER

- 1 Member Registration Opens (8 a.m. ET)
- 1 WSAP Guidelines Released

OCTOBER

- 15 Student Certification Series Released
- 15 LAUNCH Student Leadership Summit Registration Deadline (11:59 p.m. ET)

NOVEMBER

- 1 LAUNCH Student Leadership Summit Refund Deadline (11:59 p.m. ET)
- 1 LAUNCH Student Leadership Summit Late Registration Deadline (11:59 p.m. ET)
- 11-14 LAUNCH Student Leadership Summit - Washington, D.C.

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
- 7-13 BPA Week
- 15 10-10-10 Membership Challenge 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 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
 - Torch Awards**
 - Ambassador Award (Final Deadline)
- 15 Scholarship Deadlines (11:59 p.m. ET)
 - BPA Innovation Scholarship
 - Executive Council Scholarships
 - National Technical Honor Society Scholarship
 - NRF Foundation Scholarships
 - Raising Cane's Scholarships
 - 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)
- 1 2027-28 Executive Council Candidate 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

- 5-9 National Leadership Conference - Denver/Aurora, Colorado

BUSINESS PROFESSIONALS *of* AMERICA

SAVE THE DATE

NATIONAL LEADERSHIP CONFERENCE

DENVER, COLORADO

— MAY 5-9, 2027 —



WHY ATTEND NLC

This Is More Than a Conference. It's the BPA Experience at Its Highest Level.

The National Leadership Conference is where everything you've worked toward throughout the BPA year comes together. Thousands of members from across the country gather to compete, connect, learn, celebrate, and experience BPA on a national stage.

Whether you're chasing a championship, building your network, developing your leadership skills, or simply looking for an unforgettable experience with your chapter, NLC is where BPA memories—and legacies—are made.

COMPETE

National Stage. National Recognition.

Put your skills to the test against BPA's best. National competition is your opportunity to showcase everything you've learned, challenge yourself, and maybe even hear your name called on the awards stage.

CONNECT

Friends, Mentors, and Future Connections.

Meet BPA members from across the country who share your interests, ambitions, and drive. Trade pins. Make connections. Cheer each other on. Some of the friendships you make at NLC can last long after the conference ends.

LEARN

Leadership, Career Skills, and New Experiences.

Connect with colleges, employers, industry professionals, and BPA partners while exploring opportunities that can help shape what comes next. Workshops and hands-on experiences give you even more ways to build skills beyond the classroom.

CELEBRATE

Your Achievements and Your BPA Year.

NLC isn't only about competitive events. It's a celebration of an entire year of leadership, service, growth, chapter involvement, and achievement. From BPA Cares and Torch Awards to scholarships, industry challenges, and national recognition, there are plenty of opportunities to have your hard work celebrated.

EXPERIENCE

A New City and Memories with Your Chapter.

Explore Denver, Aurora, and the surrounding area, participate in conference activities, discover new ideas, and make memories with your chapter that you'll be talking about long after you return home.

**YOUR BPA JOURNEY DESERVES A BIG FINISH.
IT ALL LEADS HERE.**

May 5-9, 2027 | Denver/Aurora, Colorado



NATIONAL LEADERSHIP CONFERENCE

MAY 5-9, 2027 DENVER/AURORA, COLORADO

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

BUDGET PLANNING GUIDE*

\$150	Registration
\$500	Travel
\$350	Hotel (4 nights quad occupancy)
\$375	Meals (5 days)
\$150	Tours
\$125	Miscellaneous
\$1,650	PER ATTENDEE (Estimate)

*Start
planning and
fundraising
now!*

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





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