

# Professional Business Associates

## STYLE & REFERENCE MANUAL 2010-2011 Edition

Professional Business Associates has established a standard style for all documents that are produced for the Workplace Skills Assessment Program. These styles can be found on the following pages. Please review the styles carefully in preparing the Workplace Skills Assessment Program documents. **Documents must be prepared using the formats specified in this manual.**

### *Formatting Notes*

- Use left justification of documents unless otherwise indicated.
- Use a 12-point Times New Roman font unless otherwise indicated.
- Spacing Guidelines:
  - One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
  - One or two spaces may be used following the end-of-sentence punctuation.
  - One or two spaces may be used after a colon.
  - For a dash, use either an em dash key or two hyphens (no spaces before, between, or after).Spacing must be consistent throughout the document.
- When using the abbreviation for Post Office in an inside address, it should be as follows:  
P.O.
- In a series, the comma before the conjunction is optional.
- Main and subheadings should be keyed in boldface in all documents except in the Report format.
- Documents in the *Style & Reference Manual* may not show the correct top margins due to instruction box at the top of the page.
- Header and footer margins are .5" unless otherwise indicated.
- All signature lines will be 2".
- Enumerations and bullets are formatted the same way in letters and memos. (See memo for example.)

# Production Standards

---

## Criteria for the evaluation of computer-generated items

### I. Method of Evaluation

- A. Student completion time will be used to determine ranking in case of a tie.
- B. The same evaluator determines the document's scoring level and calculates points earned.
- C. Another evaluator calculates and verifies total points earned.
- D. Left justification of documents is to be used unless otherwise indicated.
- E. Use a 12-point Times New Roman font unless otherwise indicated.
- F. Spacing Guidelines:
  - One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
  - One or two spaces may be used following the end of sentence punctuation.
  - One or two spaces may be used after a colon. For a dash, use either the dash key or two hyphens (no spaces before, between, or after).
- G. Spacing must be consistent throughout the document.
- H. A word cannot have more than one error; for example, the word "bokkeepre" contains only one error.
- I. Software templates may be used where applicable but must be modified to meet the standards of Professional Business Associates.
- J. A contestant may receive pro-rated credit for only one partially completed job.
- K. More than one style may be accepted if a model is not shown in the Style Manual.

### II. Scoring/Errors

Four levels of scoring:

|                  |   |
|------------------|---|
| 0 errors         | (100% of assigned point value of each document) |
| 1 error          | ( 90% of assigned point value of each document) |
| 2 errors         | ( 70% of assigned point value of each document) |
| 3 or more errors | ( 0% of assigned point value of each document)  |

#### **Each occurrence of the following counts as one error:**

1. Misspelling
2. Typographical error
3. Grammatical error
4. Incorrect punctuation
5. Incorrect capitalization
6. Incorrect hyphenation
7. Addition of word(s)—each word added is an error
8. Omission of word(s)—each word omitted is an error
9. Omission of enclosure or attachment notation
10. Omission of reference initials/contestant number
11. Format error

If it is clearly evident that the Style Manual format is not followed, 0% of the assigned point value for that document is awarded. If it is clearly evident that an attempt was made to follow the Style Manual format, format mistakes will count as one error each.

## TABLE OF CONTENTS

|   |    |
|---|----|
| Production Standards .....                                    | 2  |
| <b>STYLE SECTION</b>  |    |
| Agenda .....  | 4  |
| Business Plan .....   | 5  |
| Itinerary .....   | 7  |
| Label/Envelope .....  | 8  |
| Legal Documents:  |    |
| Affidavit .....   | 9  |
| Interrogatories .....   | 10 |
| Pleading .....  | 11 |
| Power of Attorney .....                                       | 12 |
| Letter .....  | 13 |
| Marketing Plan .....  | 14 |
| Medical Documents:  |    |
| S.O.A.P. Medical Transcription Form .....                     | 16 |
| HPIP Medical Transcription Form .....                         | 17 |
| Memorandum .....  | 18 |
| Minutes .....   | 19 |
| News Release .....  | 20 |
| Outline .....   | 21 |
| Report .....  | 22 |
| Speech .....  | 23 |
| Table .....   | 24 |
| Table of Contents .....                                       | 25 |
| Title Page .....  | 26 |
| Works Cited .....   | 27 |
| <b>REFERENCE SECTION</b>                                      |    |
| Two-Letter State Abbreviations .....                          | 28 |
| Rules for Alphabetic Filing (ARMA) .....                      | 29 |
| Organizational Chart and Company Information .....            | 32 |
| Proofreader's Marks .....                                     | 33 |
| Graphic Standards .....                                       | 34 |
| Copyright and Fair Use Guidelines .....                       | 37 |
| Workplace Skills Assessment Program: Recommendation .....     | 39 |
| Workplace Skills Assessment Program Recommendation Form ..... | 40 |
| Workplace Skills Assessment Program: Pilot Procedure .....    | 41 |

**PROFESSIONAL BUSINESS ASSOCIATES (*bold, all caps*)**

**(DS)**

**Agenda (*bold*)**

**(DS)**

**Regular Meeting of Board of Directors (*bold*)**

**(DS)**

**Tuesday, March 29, 20\_\_, 1 p.m. (*bold*)**

**(DS)**

**Board Room, Sixth Floor (*bold*)**

**(QS)**

1. Call to Order—Nancy Wells, Chief Executive Officer  
**(DS)**
2. Roll Call—Harvey Rosen, Secretary
3. Reading of the Minutes—Harvey Rosen, Secretary
4. Treasurer’s Report—Julie Smith, Treasurer
5. Other Officer Reports
6. Committee Reports
  - Accounting—Larry Owens
  - Social—Bernice Adams **(SS)**
  - Fundraising—Kathy Ludwig  
**(DS)**
7. Unfinished Business
  - Dues Increase **(SS)**
  - Name Change  
**(DS)**
8. New Business
  - Purchase of Folders **(SS)**
  - Anniversary Celebration  
**(DS)**
9. Date of Next Meeting
10. Adjournment

**Note:**

- Do not enumerate if times are used.
- If times are used, they can be aligned at the colon or left aligned.
- Numbers may be left or right aligned.

## **Business Plan (*bold*)**

### **Part I—Executive Summary (*bold*)**

The Executive Summary describes the business plan in enough detail to encourage the reader to turn the page and read the information contained in the section that follows. You should pay close attention to what is written in this section. Often the reader will attempt to pass judgment based on what is contained in this part of the plan. With this in mind, the individual must generate a desire in the reader to want to invest and/or participate in the company. This is typically the last segment of the Business Plan to be written.

### **Part II—Description of Proposed Business (*bold*)**

This section describes the company: what the company is, where the idea came from, and other information that will intrigue the reader.

### **Part III—Objectives of the Business (*bold*)**

This section will contain the Mission and Vision statements of the company.

### **Part IV—Proposed Business Strategies (*bold*)**

This section will touch on short term goals and a long range plan.

### **Part V—Product(s) and/or Service(s) to be Provided (*bold*)**

The product and/or service to be provided by the company is described in this section. Included in this write-up could be an explanation as to why people will buy the product or service. What is unique about the product in relation to the competition is illustrated. Any special information about the product is shown in detail and a physical representation of the product or service needs to be presented (i.e., prototype or brochure).

### **Part VI—Management and Ownership of the Business (*bold*)**

Create an organizational chart to identify the “key” players in the organization. Included are the company’s officers and their roles and responsibilities. Outside investors and members of the Board of Directors are identified. The descriptions of the company’s officers are to illustrate their competencies and qualifications for filling their roles.

### **Part VII—Marketing Analysis (*bold*)**

This section of the plan describes the target market and why these individuals were chosen as the primary customers. Identifying your business and its competitive edge will be illustrated in this section. The target customer needs to be described. Methods of identifying and attracting customers, the type of sales force, and any specific distribution channels is to be included, as is the company’s pricing policy.

### **Part VIII—Financial Analysis (*bold*)**

This section contains detailed financial information about the organization. The source of start-up cash and major capital expenditures is to be identified. This section will provide a balance sheet as it pertains to the opening day of business. This will define the financial standing and situation when the customer is served.

*(NOTE: The financial analysis section may be less detailed for Secondary students.)*

### **Part IX—Supporting Documentation (*bold*)**

Include any and all information that supports your efforts in other sections. This may include layouts, brochures, flyers, business cards, résumés, product designs, prototypes, etc. These items and pages are not included in the total number of pages.

**SECOND AND SUBSEQUENT PAGES:**

All margins = 1"

Right margin header: Name of Company

Page 2 (*key the word Page followed by the page number*)

**ITINERARY (bold)**  
**(DS)**  
**Nancy Wells (bold)**  
**(DS)**  
**April 1-3, 20\_\_ (bold)**

**ITINERARY**  
Top Margin: 1"  
Side Margins: 1"

**(QS)**

**Sunday, April 1 (bold)**

**(DS)**

9:02 a.m. Depart Columbus, Port Columbus International Airport (CMH)  
Delta Airlines, Flight 684 (non-stop) (breakfast served) **(SS)**

**(DS)**

12:32 p.m. Arrive New York City, LaGuardia Airport (LGA)

**(DS)**

**Monday, April 2 (bold)**

9:30 a.m. Breakfast appointment with Jane Smith, Chamber of Commerce representative, at the Plaza Hotel, 200 Broad Street, Circle Restaurant, regarding survey for possible branch in New York City

1:00 p.m. Meeting with Phil Langton at the Waldorf Hotel, Suite #345

3:30 p.m. Appointment with Francis Evans at Citibank, 410 Norway Avenue, regarding loan (take last quarter's financial statements)

**Tuesday, April 3 (bold)**

8:00 a.m. Breakfast with Julie Crampton, Office Enterprises

3:00 p.m. Depart New York City, LaGuardia Airport (LGA)  
Delta Airlines, Flight 410 (non-stop)

4:15 p.m. Arrive Columbus, Port Columbus International Airport (CMH)

**Note:**

- Times can be aligned at the colon or left aligned.

**SECOND AND SUBSEQUENT PAGES:**  
All margins = 1"  
Right align heading: Itinerary of \_\_\_\_  
Page 2 (*key the word Page followed by the page number*)

Ms. Julie Smith, Manager  
Human Resources Department  
Professional Business Associates  
5454 Cleveland Avenue  
Columbus, OH 43231-4021

*Note:*

- One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
- Avery 5162 should be used for labels unless otherwise stated.
- Labels can be sorted vertically or horizontally.



STATE OF \_\_\_\_\_ (*bold*)

COUNTY OF \_\_\_\_\_ (*bold*)

(DS)

**AFFIDAVIT (*bold*)**

(DS)

I, Mary R. Smith, upon oath, state as follows:

(DS)

1. On January 8, 20\_\_\_, Thursday, ..... that I never saw Mr. Jonah with any personnel files that night.

(QS)

\_\_\_\_\_ (2")

Mary R. Smith

(DS)

WITNESS my hand and official seal in the County and State aforesaid this \_\_\_\_\_ day of

(DS)

\_\_\_\_\_ (*1½" line*), 20\_\_\_.

(QS)

\_\_\_\_\_ (2")

Notary Public

**AFFIDAVIT**  
Top Margin: 1"  
Side Margins: 1"

**LEGAL DOCUMENT—Second Page Footer**  
Block left  
Page 2 of 2—Affidavit  
Contestant Number  
Job Number

**IN THE CIRCUIT COURT OF THE  
4TH JUDICIAL CIRCUIT IN AND  
FOR JEFFERSON COUNTY, OHIO (*bold*)**

**(DS)**  
JAN CUMMENT,  
**(DS)**  
Plaintiff,  
**(DS)**  
v.  
**(DS)**  
SUSAN LONG,  
**(DS)**  
Defendant.

CASE NO. DA-4444

\_\_\_\_\_ / (2" line)

**(DS)**  
**INTERROGATORIES (*bold*)**  
**(DS)**

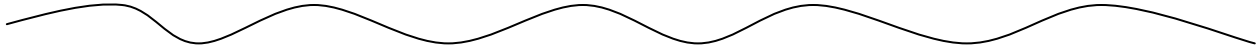
1. Please state your name and current address.

**(QS)**

2. List all former names and when you were known by those names. State all addresses where you have lived for the past ten (10) years, the dates you lived at each address, your Social Security number, and your date of birth.

**(QS)**

3. Describe any and all policies of insurance.....



13. Please state if you have ever been a party, either plaintiff or defendant, in a lawsuit other than the current matter and if so, state whether you were plaintiff or defendant, the nature of the action, and the date and court in which such suit was filed.

**(QS)**

\_\_\_\_\_  
(Attorney of Record)

**IN THE CIRCUIT COURT OF THE  
4TH JUDICIAL CIRCUIT IN AND  
FOR JEFFERSON COUNTY, OHIO (*bold*)  
(DS)**

JAN CUMMENT,  
(DS)

Plaintiff,

(DS)

v.

(DS)

SUSAN LONG,

CASE NO. DA-4444

(DS)

Defendant.

\_\_\_\_\_/ (2" line)

(DS)

**FINAL JUDGMENT (*bold*)**

(DS)

THIS CAUSE having come on for trial on September 25, 20\_\_\_\_, and in view of the foregoing, it is

ORDERED AND ADJUDGED that Plaintiff JAN CUMMENT shall recover from Defendant SUSAN LONG the total sum of Fifteen Thousand and 00/100 Dollars (\$15,000.00), for all of which let execution issue.

This judgment shall bear interest at the rate of seven percent (7%) per annum until paid in full.

DONE AND ORDERED in Chambers at Fort Lauderdale, Jefferson County, Ohio, this \_\_\_\_\_ day of \_\_\_\_\_ (*1½" line*), 20\_\_\_\_.

(QS)

\_\_\_\_\_  
COUNTY JUDGE

Copies furnished:

**DURABLE POWER OF ATTORNEY (bold)**

**(DS)**

**Know All Men By These Presents: (bold)**

**(DS)**

That JUAN CIMMENT, Grantor, has made, constituted, and appointed, and by these presents does make, constitute, and appoint KATHY CIMMENT SMITH his true and lawful attorney-in-fact for him and in his name, place and stead, for the sole and singular purpose of:

**(SS)**

1" right/left indent

executing any and all documents necessary or required to establish or create a joint account between JUAN CIMMENT and KATHY CIMMENT SMITH at Mingo National Bank or any other banking or savings and loan institution, and further, KATHY CIMMENT SMITH is further empowered to make, do, and transact any and every kind of business of whatsoever kind and whatsoever nature on behalf of Grantor,

giving and granting unto KATHY CIMMENT SMITH, said attorney-in-fact, full power and authority to do and perform all and every act and thing whatsoever requisite and necessary.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_\_ day of

\_\_\_\_\_ (1½" line), 20 \_\_\_\_.

**(QS)**

\_\_\_\_\_ (2")

Notary Public

Signed and sealed in the presence of

**(QS)**

\_\_\_\_\_  
Witness

\_\_\_\_\_  
JUAN CIMMENT

**(QS)**

\_\_\_\_\_  
Witness

Durable Power of Attorney  
of Juan Cimment

Page 1 Initials \_\_\_\_\_

**This is a footer.**

**LETTER**  
Top Margin: 2"  
Side Margins: 1"  
Use open punctuation

November 16, 20\_\_ (use current date unless otherwise specified)  
**(QS)**

Mr. Larry Brown, President  
Brown Office Supplies  
1101 Hortez Road  
Chicago, IL 60601-1234  
**(DS)**

Dear Mr. Brown  
**(DS)**

ACCOUNT BALANCE (if no subject line, then only **DS** after salutation)  
**(DS)**

Your current balance on the enclosed invoice is long overdue. We are planning to turn your records over to a collection agency soon.

It is important that you contact our accounting department immediately to arrange an easy payment plan that will be satisfactory to both parties.

Please contact Roger Owens, your account representative, at 601-555-0014.  
**(DS)**

Sincerely

**(QS)**

Nancy Wells  
Chief Executive Officer  
**(DS)**

xx  
**(DS)**

Enclosure(s)  
**(DS)**

c Roger Owens  
Harvey Rosen

---

**LETTER—Second and Subsequent Pages**  
Top Margin: 1"  
At Left Margin:  
Name of Addressee or Company  
Page 2 (*at top left margin, key the word Page followed by the page number*)  
Date  
Spacing of Heading Information: **SS**  
Spacing after Date in Heading to Body: **DS** (to ensure one blank line before body text)

## **Marketing Plan (*bold*)**

### **Part I—Synopsis or Mini-plan (*bold*)**

**(DS)**

This section contains an Executive Summary. An Executive Summary defines and illustrates the content of the Marketing Plan. It should be no more than one page in length so as to allow the reader to determine his/her interest in reading the balance of the plan.

### **Part II—Company Goals (*bold*)**

**(DS)**

Included in this part of the Marketing Plan are the objective and/or goals established for the organization. There are items that will generally result in and/or produce outcomes for the company to achieve.

### **Part III—Description of Customers and their Needs (*bold*)**

**(DS)**

This section should define the target market for your product/service. In order to sell products/services, marketing experts must understand the needs of consumers. Having a clear understanding of customer motivations will provide a clear direction for the overall marketing plan. Your market research should include the gathering of demographic information.

In the global market other considerations include communication, traditions and customs, and buying habits. What does your research reveal about your target market?

### **Part IV—Description of Pricing Strategy (*bold*)**

**(DS)**

Pricing involves many factors. The marketing plan must include your rationale for price setting. Included in this section will be all the elements affecting the production process. Differentiate between fixed and variable costs as well as the break-even point. Profit margin should be established in this section.

### **Part V—Competition (*bold*)**

**(DS)**

In this section you provide a clear picture of the overall market. How many other firms/businesses offer the same product/service? What is your plan to win over the customer base when they have a clear choice between your offerings and the other firms/businesses? Is there a place for your business?

### **Part VI—Marketing Mix (*bold*)**

**(DS)**

A good marketing plan answers questions regarding the promotion of the product/service. Will it appeal to buyers? How much should it cost? How does the seller get information distributed to potential buyers? Where should the product/service be sold? How does this product/service appeal to consumers in other countries? This section should include the factors of price, promotion, and location.

**Part VII—Economic, Social, Legal, and Technological Trends (*bold*)**  
**(DS)**

Key factors in these areas have a dramatic effect on the success or failure of a business. This section should include your research findings as they relate to the product/service you are marketing. Make sure your findings relate specifically to your marketing plan.

**Part VIII—Human Resource Requirements (*bold*)**  
**(DS)**

What is the organizational structure of your business? This section should include an organization chart that defines management, supervision, and all levels of employment within your organization as well as job descriptions, required education and skills, and work experience requirements.

**Part IX—Marketing Timeline (*bold*)**  
**(DS)**

No marketing plan can be implemented without a timeline for yourself and your employees. Include timeframes for implementation of the specific strategies included in your Marketing Plan. Detail employee responsibilities for the items in the timeframe. Timeframes can be as short as one week or as long as one year.

**Part X—Methods of Measuring Success (*bold*)**  
**(DS)**

How will you determine the success of your marketing plan and your business?

**SECOND AND SUBSEQUENT PAGES:**

All margins = 1"

Right margin header: Name of Company

Page 2 (*key the word Page followed by the page number*)

**S.O.A.P. Medical Transcription Form**

All Margins: 1"  
Patient Name Line: 2.5" from top  
Second Page Text begins: 1" from top

Patient Name: PCP: *(Right align Preferred Care Provider)*

Date of Birth: mm/dd/yyyy

Date of Exam: mm/dd/yyyy

Sex: *(Right align gender)*

**(DS)**

**SUBJECTIVE:** The patient is a 14-year-old female who fell from a horse on July 1, 20\_\_\_. She suffered a fracture of the right inferior pubic ramus.

**(DS)**

**OBJECTIVE:** Blood pressure 150/84, pulse 76 with an occasional irregular beat. Exam is otherwise negative.

**(DS)**

**ASSESSMENT:** 1. Nondisplaced fracture, right pubic ramus.  
2. Intense swelling.  
3. Severe lower leg pain.  
4. Hypertension.

**(DS)**

**PLAN:** The patient can discontinue crutches when swelling has decreased and there is no longer a limp associated with pain.

**(QS from last line of report to signature line.)**

\_\_\_\_\_  
Gene Loghlin, M.D.

**(DS)**

GL:xx

D: mm/dd/yyyy *(key date of dictation)*

T: mm/dd/yyyy *(key date of recorded transcription)*

-----

**S.O.A.P. – Second and Subsequent Pages**

Top Margin: 1"

At top left:

Patient Name:

Doctor's Name:

Exam Date:

Page 2 *(at top left margin, key the word Page followed by the page number)*

Spacing for paragraphs as shown above.

Spacing from heading to body of report: DS



**HPIP Medical Transcription Form**

All Margins: 1"  
Patient Name Line: 2.5" from top  
Second Page Text begins: 1" from top

Patient Name: PCP: *(Right align Preferred Care Provider)*

Date of Birth: mm/dd/yyyy

Date of Exam: mm/dd/yyyy Sex: *(Right align gender)*

**(DS)**

**HISTORY OF PRESENT ILLNESS:** The patient is a 14-year-old female who fell from a horse on July 1, 20\_\_\_. She suffered a fracture of the right inferior pubic ramus.

**(DS)**

**MEDICATIONS:** 2 Advil every two hours as needed for pain and multivitamins with iron.

**(DS)**

**PHYSICAL EXAMINATION:** Blood pressure 150/84, pulse 76 with an occasional irregular beat. Exam is otherwise negative.

**(DS)**

**IMPRESSION:** Nondisplaced fracture, right pubic ramus. Intense swelling. Severe lower leg pain. Hypertension.

**(DS)**

**PLAN:** The patient can discontinue crutches when swelling has decreased and there is no longer a limp associated with pain.

**(QS from last line of report to signature line.)**

\_\_\_\_\_  
Gene Loghlin, M.D.

**(DS)**

GL:xx

D: mm/dd/yyyy *(key date of dictation)*

T: mm/dd/yyyy *(key date of recorded transcription)*

**HPIP – Second and Subsequent Pages**

Top Margin: 1"

At top left:

Patient Name:

Doctor's Name:

Exam Date:

Page 2 *(at top left margin, key the word Page followed by the page number)*

Spacing for paragraphs as shown above.

Spacing from heading to body of report: DS

**MEMORANDUM**

Top Margin: 1"

Side Margins: 1"

Memo headings are 12 pt. bold

**MEMORANDUM (16 pt. bold font)**

**(DS)**

**TO:** Tom Carlson, Julie Smith, Roger Meyer, Edna Renick

**(DS)**

**FROM:** Harvey Rosen, Financial Services

**(DS)**

**CC:** Nancy Wells, CEO

**(DS)**

**DATE:** September 9, 20\_\_

**(DS)**

**SUBJECT:** Mandatory Payroll Deductions

**(DS)**

It has come to my attention that some employees believe that payroll deductions are optional. Please share the following information with the employees in your respective departments. It can be found on page 23 of our Personnel Manual.

Professional Business Associates is required by law to make certain deductions from your paycheck each time one is prepared. Among these are your federal, state, and local income taxes and your contribution to Social Security as required by law. These deductions will be itemized on your check stub.

Note: Long quotes are indented .5" from the right and left margins.

I've attached the Compensation section from our HR Manual for your reference. Highlights from this section are listed below.

1. Direct Deposit
2. Payroll Deadlines
3. Making Changes to Tax Withholdings (W-4)
4. W-2 Form by January 30 of each year, current and former employees are provided W-2 Form for income tax purposes

If any of your employees have questions, please let me know and I'll be more than happy to address them on an individual basis. Thank you for your time and attention to this matter.

**(DS)**

xx

**(DS)**

Enclosure(s) or Attachment(s) *(use whichever is appropriate, if any)*

**MEMO—Second and Subsequent Pages**

Top Margin: 1"

At Left Margin:

Name of Recipient

Page 2 *(at top left margin, key the word Page followed by the page number)*

Date

Spacing of Heading Information: SS

Spacing after Date in Heading to Body: **DS** (to ensure one blank line before body text)

**PROFESSIONAL BUSINESS ASSOCIATES (bold)**  
**(DS)**  
**Minutes (bold)**  
**(DS)**  
**Regular Meeting of Board of Directors (bold)**  
**(DS)**  
**September 22, 20\_\_ (bold)**  
**(QS)**

A regular meeting of the Board of Directors of Professional Business Associates was called to order at 5454 Cleveland Avenue, Columbus, Ohio, at 10 a.m. pursuant to the notice sent to all Directors in accordance with the bylaws.

**(DS)**

The following directors were present, constituting all the directors: Jared G. Allison II, Kenneth L. Calderone, Deborah Dean Daniels, and Gary Guyot.

Jared G. Allison II, Chairman, presided and David K. Rust, Assistant Secretary, recorded the proceedings of the meeting.

The minutes of the last meeting were approved.

Mr. Allison introduced Gregory A. Horn, Executive Vice President of Operations, who reported on August operations. Although sales were satisfactory, future prospects looked good. Gary Guyot reviewed the recommendations for building a new facility or renovating the existing facility to accommodate the corporation's information processing needs over the next ten years.

The next meeting of the Board will be held on November 24, 20\_\_, at 10 a.m.

There being no further business, the meeting was adjourned at 1:05 p.m.

**(QS)**

\_\_\_\_\_  
Secretary

**Note:**

- The line for the Secretary's signature must be two inches long.
  - The word Secretary is to be centered below the line.
- 

|  |
|--|
| <p><b>MINUTES—Second and Subsequent Pages</b><br/>Top Margin: 1"<br/>Header at Left Margin:<br/>Name of Company<br/>Page 2 (<i>at top left margin, key the word Page followed by the page number</i>)<br/>Date<br/>Spacing of Heading Information: SS<br/>Spacing after Date in Heading to Body: <b>DS</b> (to ensure one blank line before body text)</p> |
|--|

**NEWS RELEASE**  
Top Margin: 1"  
Side Margins: 1"  
Spacing of Body Text: DS

**NEWS RELEASE (bold)**

**(DS)**

From Nancy Wells  
5454 Cleveland Avenue  
Columbus, OH 43231-1234  
614-555-5555

**(DS)**

Release June 1, 20\_\_

**(QS)**

**PROFESSIONAL BUSINESS ASSOCIATES EXPANDS (bold)**

**(QS)**

Professional Business Associates is expanding its facilities by adding another 65,000 square feet of office space. The renovations should be completed by June 15, 20\_\_.

The expansion project, headed by Myrtle Warden, is anticipated to cost approximately \$15.5 million. An additional 350 employees will be hired over the next two years.

This expanded facility will allow Professional Business Associates to offer many more services, especially in the area of training on specially designed software packages.

An open house is tentatively planned for July 5. More details will be forthcoming.

(more ...)

**Note:**

- Double space below the last line of the document, center, and insert the symbols # # # (include spaces between number symbol)
- For a one-page news release, omit (more ...) and follow directions above.

---

**NEWS RELEASE—Second Page**  
Top Margin: 1"  
Spacing after page number: DS  
**(Page number right margin header) 2**  
Do not put the word "Page" in front

**SPACING TOPIC OUTLINE (*bold*)**

**(QS)**

**I. VERTICAL SPACING**

**(DS)**

A. Title of Outline

1. Two-inch top margin
2. Followed by three blank lines

B. Major Headings and Subheadings

1. All major headings followed by double space
2. All subheadings single spaced

**(DS)**

**II. HORIZONTAL SPACING**

**(DS)**

A. Title of Outline Centered Over Line of Writing

B. Major Headings and Subheadings

1. Identifying Roman numerals at left margin or aligned on periods
2. Identifying letters and numbers for each subsequent level of subheading aligned below the first word of the preceding heading

**Note:**

- If complete sentences are used in outlines, they should be followed by an appropriate mark of punctuation.
- Roman numerals can be left or right aligned.

**REPORT (MLA)**

Top Margin: 1"

Side Margins: 1"

Spacing of Body: DS

Header: .5"

(Header: Sender's Last Name &amp; Page #) Smith 1

Julie Smith (*Sender's Name*)

(DS)

Roger Meyer (*Recipient's Name*)

(DS)

Marketing Department (*Name of Recipient's Department or Job Title*)

(DS)

8 October 20\_\_ (*use current date*)

(DS)

NOTE: The title is typed in Title Case (not all caps) and is not bold.

Report Format

(DS)

Whether written for personal or business use, a report should present a message that is well organized, stated simply, and clear in meaning. A report that does not meet these criteria reflects a lack of planning and preparation.

Planning a Report

Three steps should be taken in planning a report. Selecting the topic is not merely the first step, but also the most important one. It is vital that you choose a topic in which you have sufficient interest to do the necessary related reading and research (LePoole 197).

Preparing the Report

The following three steps should be utilized in preparing the report:

1. Look for data and authoritative statements.
2. Prepare a rough draft of the report, organizing the data into a series of related paragraphs. A sentence that follows enumerated items within the same paragraph should begin at the left margin.
3. Read the rough draft carefully.

Whether the report is typed or printed, it should be neat and arranged in proper format. A neat report presented in an orderly style makes an immediate positive impression on the reader.

**Report—Second Page and Subsequent Pages**

Top Margin: 1"

Spacing of Body: DS

Header: .5"

*(Right margin header—Sender's Last Name & Page #)*

Smith 2

**BUSINESS PROFESSIONALS OF AMERICA** (*bold*)  
(DS)  
**National Leadership Conference** (*bold*)  
(QS)

Students from Johnson High School will attend the 20\_\_ National Leadership Conference of Business Professionals of America in New York, New York, April 22-April 26, 20\_\_\_. The theme of the conference is “Destination: Success.” During the five-day conference, the students will participate in skills assessments, workshops, and an election campaign. Also, they will be enjoying some of the sites in the New York area.

More than 6,000 students nationwide will attend the conference as top representatives from the approximately 55,000 national members.

**Note:**

- Do not put the word “Page” in front of the page number.

*Table With  
Borders*

**SALARY CHART (*bold*)  
(DS)  
Administrative Support Department (*bold*)**

(QS)

| <b>Position</b>            | <b>Current Salary</b> | <b>Percent Increase</b> | <b>Amount Increase</b> | <b>New Salary</b>   |
|----------------------------|-----------------------|-------------------------|------------------------|---------------------|
| Accountant                 | \$26,000.00           | 6.5                     | \$1,690.00             | \$27,690.00         |
| Accounting Clerk           | 19,000.00             | 5.0                     | 950.00                 | 19,950.00           |
| Administrative Assistant   | 23,000.00             | 5.5                     | 1,265.00               | 24,265.00           |
| Data Entry Clerk           | 16,500.00             | 4.5                     | 742.50                 | 17,242.50           |
| Data Processing Programmer | 23,500.00             | 6.0                     | 1,410.00               | 24,910.00           |
| Executive Assistant        | 25,000.00             | 6.5                     | 1,625.00               | 26,625.00           |
| Office Assistant           | 16,000.00             | 0.5                     | 80.00                  | 16,080.00           |
| Office Specialist          | 19,000.00             | 5.0                     | 950.00                 | 19,950.00           |
| <b>Total</b>               | <b>\$168,000.00</b>   |                         | <b>\$8,712.50</b>      | <b>\$176,712.50</b> |

*Table Without  
Borders*

**SALARY CHART (*bold*)  
(DS)  
Administrative Support Department (*bold*)**

(QS)

| <b><u>Position</u></b>     | <b><u>Current Salary</u></b> | <b><u>Percent Increase</u></b> | <b><u>Amount Increase</u></b> | <b><u>New Salary</u></b> |
|----------------------------|------------------------------|--------------------------------|-------------------------------|--------------------------|
| Accountant                 | \$26,000.00                  | 6.5                            | \$1,690.00                    | \$27,690.00              |
| Accounting Clerk           | 19,000.00                    | 5.0                            | 950.00                        | 19,950.00                |
| Administrative Assistant   | 23,000.00                    | 5.5                            | 1,265.00                      | 24,265.00                |
| Data Entry Clerk           | 16,500.00                    | 4.5                            | 742.50                        | 17,242.50                |
| Data Processing Programmer | 23,500.00                    | 6.0                            | 1,410.00                      | 24,910.00                |
| Executive Assistant        | 25,000.00                    | 6.5                            | 1,625.00                      | 26,625.00                |
| Office Assistant           | 16,000.00                    | 0.5                            | 80.00                         | 16,080.00                |
| Office Specialist          | <u>19,000.00</u>             | 5.0                            | <u>950.00</u>                 | <u>19,950.00</u>         |
| <b>Total</b>               | <b>\$168,000.00</b>          |                                | <b>\$8,712.50</b>             | <b>\$176,712.50</b>      |

**Note:**

- Titles and subtitles should be boldfaced.
- Column headings may be centered over column or blocked at left of column. Column heading should be boldfaced. For two-line column headings, align headings at bottom of cell.
- Borders are optional unless otherwise stated.
- If borders are not used, underline column headings and DS after heading.
- Use currency style as shown.
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double-spaced.
- Tables formatted as an individual document should be centered horizontally and vertically. Tables within a document should be centered horizontally unless otherwise indicated. DS before and after the table.
- Bold font for Total line.



**TABLE OF CONTENTS** (*bold*)

(**QS**)

PREFACE..... ii  
(**DS**)  
ALPHABETICAL LIST..... iv  
(**DS**)  
I. INTRODUCTION  
    Philosophy..... 2  
(**SS**) Purpose..... 3  
II. SOFTWARE COMPARISON  
    Cost Factors ..... 5  
(**SS**) Hardware Requirements ..... 6  
    Implementation Plan ..... 7  
    Training Needs..... 12  
    Miscellaneous Factors..... 15  
III. SUMMARY AND RECOMMENDATIONS  
    Summary ..... 18  
(**SS**) Recommendations..... 22  
BIBLIOGRAPHY ..... 28  
APPENDICES ..... 30  
    Appendix A: Glossary of Computer Terms ..... 31  
    Appendix B: Organizational Chart ..... 35

**Note:**

- Roman numerals can be left or right aligned.
- Page numbers should be right aligned with tab leaders.

*(2.5" from top 14 pt. bold)*  
**Research Paper Title**

*(5.2" from top 14 pt. bold)*  
**Contestant Number**

*(8.5" from top 14 pt. bold)*  
**(Total Number of ) Pages**  
**(include title page)**

**WORKS CITED**

Top Margin: 1"

Spacing of Body: DS

Header: .5

*(Right margin header—Sender's Last Name & Page #)*

Smith 13

## Works Cited

(DS)

Burka, Lauren P. "A Hypertext History of Multi-User Dimensions." MUD History. 1993.

<http://www.utopia.com/talent/lpb/muddex/essay>. (2 Aug. 1996).

Connor, Earl. "Body Language Cues." Management Today. June 1994: 250-261.

LePoole, Arnold. What American Business Can (and Must) Learn From the Japanese. New York: Management Press, 1990.

---. Your Tour of Duty Overseas. 2<sup>nd</sup> ed. Oklahoma City: American Press, 1988.

Newby, Corrine J. "Global Implications for American Business: The Numbers Don't Lie." Marketing Research Quarterly. 50 (1994): 190-215.

Roncaro, Paul L., and Glenn D. Lance. "Losing Something in the Translation." Winston-Salem Herald. 2 June 1992: 4A.

"Tell It Like It Is: Making Yourself Understood in the New Russia." International Times. 19 October 1993: 38.

**Note:**

- A Website address is accepted in either normal or smaller font size.
- The marking "---" is used to indicate a repeat in authors.
- Alphabetical by author. If no specific author referenced, alphabetize by first letter of first word of work cited.

## Two-Letter State Abbreviations

| STATE, DISTRICT,<br>OR TERRITORY | TWO-LETTER<br>ABBREVIATION | STATE, DISTRICT,<br>OR TERRITORY | TWO-LETTER<br>ABBREVIATION |
|----------------------------------|----------------------------|----------------------------------|----------------------------|
| Alabama                          | AL                         | Montana                          | MT                         |
| Alaska                           | AK                         | Nebraska                         | NE                         |
| Arizona                          | AZ                         | Nevada                           | NV                         |
| Arkansas                         | AR                         | New Hampshire                    | NH                         |
| California                       | CA                         | New Jersey                       | NJ                         |
| Colorado                         | CO                         | New Mexico                       | NM                         |
| Connecticut                      | CT                         | New York                         | NY                         |
| Delaware                         | DE                         | North Carolina                   | NC                         |
| District of Columbia             | DC                         | North Dakota                     | ND                         |
| Florida                          | FL                         | Ohio                             | OH                         |
| Georgia                          | GA                         | Oklahoma                         | OK                         |
| Guam                             | GU                         | Oregon                           | OR                         |
| Hawaii                           | HI                         | Pennsylvania                     | PA                         |
| Idaho                            | ID                         | Puerto Rico                      | PR                         |
| Illinois                         | IL                         | Rhode Island                     | RI                         |
| Indiana                          | IN                         | South Carolina                   | SC                         |
| Iowa                             | IA                         | South Dakota                     | SD                         |
| Kansas                           | KS                         | Tennessee                        | TN                         |
| Kentucky                         | KY                         | Texas                            | TX                         |
| Louisiana                        | LA                         | Utah                             | UT                         |
| Maine                            | ME                         | Vermont                          | VT                         |
| Maryland                         | MD                         | Virgin Islands                   | VI                         |
| Massachusetts                    | MA                         | Virginia                         | VA                         |
| Michigan                         | MI                         | Washington                       | WA                         |
| Minnesota                        | MN                         | West Virginia                    | WV                         |
| Mississippi                      | MS                         | Wisconsin                        | WI                         |
| Missouri                         | MO                         | Wyoming                          | WY                         |

## Rules for Alphabetic Filing

The following seven rules provide consistency in simplified filing.

1. Each filing unit in a filing segment is to be considered. This includes prepositions, conjunctions, and articles. The only exception is when the word **The** is the first filing unit in a filing segment. In this case, **The** is the last filing unit. Spell out all symbols (e.g., &, \$, #) and file alphabetically.
2. Alphabetize by arranging files **unit-by-unit** and **letter-by-letter** within each unit.
3. File “nothing before something.” File single unit filing segments before multiple unit filing segments.
4. Ignore all punctuation when alphabetizing. This includes periods, commas, dashes, hyphens, apostrophes, etc. Hyphenated words are considered one unit.
5. Arabic and Roman numbers are filed sequentially before alphabetical characters. All Arabic numerals precede all Roman numerals.
6. Acronyms, abbreviations, and radio and television station call letters are filed as one unit.
7. File under the most commonly used name or title. Cross-reference under other names or titles, which might be used in an information request.

### Personal Names

1. Simple Personal Names  
Use the last name (surname) as the first filing unit. The first name or initial is the second filing unit. Subsequent names or initials are filed as successive units.
2. Personal Names with Prefixes  
Surnames that include a prefix are filed as one unit whether the prefix is followed by a space or not. Examples of prefixes are: D', Da, De, Del, De la, Della, Den., Des, Di, Du, El, Fitz, L', La, Las, Le, Les, Lo, Los, M, Mac, Mc, O', Saint, St., Ste., Te, Ten, Ter, Van, Van de, Van der, Von, Von der.
3. Personal Names with Personal and Professional Titles and Suffixes  
Suffixes are not used as filing units except when needed to distinguish between two or more identical names. When needed, a suffix is the last filing unit and is filed as written, ignoring punctuation. Examples of suffixes are: Jr., III.
4. Personal Names which are Hyphenated  
Ignore the hyphen and file the two words as one unit.
5. Pseudonyms and Royal and Religious Titles  
Pseudonyms are filed as written. Personal names that start with a royal or religious title and are followed by **only** a given name(s) are filed as written.
6. Foreign Personal Names  
If the surname is identifiable, file the name as any other personal name is filed. If there is a question about the surname, use the last name as the first filing unit and make a cross-reference from the first name.

## 7. Nicknames

When a person commonly uses a nickname as a first name, file using the nickname. Cross-reference from the given name only if necessary.

## Business Names

When the same filing segment is applicable to more than one location, filing order is determined by an identifying location. In the case of banks, unions, etc., this location may be a branch, local number, post, etc. For most businesses, it will be an address. When using an address, cities are considered first, followed by states or provinces, street names, house number, and then building number, in that order.

## Address Arrangement

When the first units of street names are written as numbers, the street names are considered in ascending numeric order and placed together before alphabetic street names.

Street names with compass directions are considered as written. Numbers after compass directions are considered before alphabetic names (for example: East 8<sup>th</sup>, East Main, Franklin, SE Eighth, Southeast Eighth, etc.)

If a filing unit within an address is not necessary for identification, it does not have to be used.

## Business and Organization Names

1. Business and organization names are filed as written, using the business letterhead or trademark as a guide. Names with prefixes follow the example for personal names with prefixes.

Note: When necessary to ensure information retrieval, cross-reference between acronyms and the complete name.

2. Subsidiaries of businesses will be filed under their own name with a cross-reference to the parent company, if needed.
3. Location words in business names will follow the standard rule that each word/filing unit is treated as a separate filing unit.
4. Compass terms in business names: Each word/unit in a filing segment containing a compass term is considered a separate filing unit. If the term includes more than one compass point, treat it as it is written. Establish cross-references as needed.

## U.S. Governmental/Political Designations

When filing governmental/political material, the name of the major/governmental/political entity is filed first, followed by the **distinctive** name of the department, bureau, etc.

This rule covers all governmental and political divisions, agencies, department, committees, etc. from the federal to the state, county/parish, city, district, and ward level.

*(examples on next page)*

## EXAMPLES:

### Federal

The name of the major governmental entity, United States Government, is filed first followed by the distinctive name of the department, office, service, bureau, etc. For example, Labor is the distinctive part of the name Department of Labor, so it should be filed as Labor Department (of).

United States Government  
Agriculture Department (of)  
Natural Resources Office (of)  
Forestry Service

United States Government  
Environmental Protection Agency

### State and Local

State, county, parish, city, town, township, and village governmental/political divisions are filed by their distinctive names. The words “county,” “city” “department” etc., if needed and as appropriate, are added for clarity and are considered filing units.

Ohio State (of)  
Transportation Department (of)  
Motor Vehicles Division (of)

Note: If “of” is not part of the official name as written, it is not added.

### Foreign Governments

The distinctive name translated into English is the first filing unit. If needed, the balance of the formal name of the government forms the next filing unit(s). Divisions, departments, and branches follow in sequential order, reversing the written order where necessary to give the distinctive name precedence in the filing arrangement.

States, colonies, provinces, cities, and other divisions of foreign governments are filed by their distinctive or official names as translated into English. Cross-reference written name to official native name where necessary.

#### **Note:**

- *The World Almanac* and *Book of Facts* are excellent references for the translation of foreign names into English and for clarification of relations between governments. Another source is the book *Counties, Dependencies, and Areas of Special Sovereignty* published by U.S. Dept. of Commerce, National Bureau of Standards, Institute for Computer Sciences & Technology, Gaithersburg, MD 20899.

# Professional Business Associates

## Organizational Chart

Professional Business Associates develops and sells software, hardware, and services. The services provided are:

1. Systems analysis
2. Software development and design
3. Marketing
4. Training development
5. Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

|                                   |              |
|-----------------------------------|--------------|
| Chief Executive Officer           | Nancy Wells  |
| Financial Services Department     | Harvey Rosen |
| Information Technology Department | Tom Carlson  |
| Human Resources Department        | Julie Smith  |
| Marketing Department              | Roger Meyer  |
| Administrative Support Department | Edna Renick  |

| Chief Executive Officer   |                                     |                                     |   |                                      |
|---------------------------|-------------------------------------|-------------------------------------|---|--------------------------------------|
| Financial Services        | Information Technology              | Human Resources                     | Marketing                               | Administrative Support               |
| 1. Office Assistant       | 1. Office Assistant                 | 1. Office Assistant                 | 1. Office Assistant                     | 1. Office Assistant                  |
| 2. Data Entry Clerk       | 2. Data Entry Clerk                 | 2. Human Resources Assistant        | 2. Information Processing Assistant     | 2. Information Processing Specialist |
| 3. Payroll Clerk          | 3. Database Specialist              | 3. Information Processing Assistant | 3. Administrative Assistant             | 3. Administrative Assistant          |
| 4. Accounting Clerk       | 4. Information Processing Assistant | 4. Administrative Assistant         | 4. Desktop Publisher                    | 4. Database Specialist               |
| 5. Administrative Clerk   | 5. Administrative Assistant         | 5. Medical Support Assistant        | 5. Graphic Design Assistant             | 5. Spreadsheet Specialist            |
| 6. Database Assistant     | 6. Programmer                       | 6. Insurance Benefits Clerk         | 6. Desktop Publishing/Graphic Assistant | 6. Desktop Publishing Assistant      |
| 7. Spreadsheet Specialist | 7. Software Engineer                | 7. Management Assistant             | 7. International Business Coordinator   | 7. Legal Research Assistant          |
| 8. Accountant             | 8. PC Servicing/Troubleshooting     | 8. Payroll Specialist               | 8. Website Liaison                      | 8. Graphic Design Assistant          |
| 9. Financial Analyst      | 9. Network Administration           | 9. Wellness Coordinator             | 9. Management Assistant                 | 9. Management Assistant              |
|                           | 10. Digital Media Specialist        |                                     | 10. Small Business Liaison              |                                      |
|                           | 11. E-commerce Specialist           |                                     | 11. Research Assistant                  |                                      |
|                           | 12. Website Developer               |                                     |   |                                      |



## Proofreader's Marks

| SYMBOL | REVISION  | EDITED COPY   | CORRECTED COPY  |
|--------|---|---|---|
|        | Transpose letters or words.                         | to efficiently keyboard for a long period   | to keyboard efficiently for a long period   |
|        | Delete copy.  | Send <del>two</del> of three copies   | Send three copies   |
|        | Cross the misstroke and write correct letter above. | the major problem   | the major problem   |
|        | Change copy as indicated.                           | was mailed<br>The copy will be sent   | The copy was mailed   |
|        | Close up horizontal space.                          | the letter head   | the letterhead  |
|        | Insert copy (caret).                                | When receive the copy<br>we edited  | when we receive the edited copy   |
|        | Insert period.                                      | Donald P. Miller  | Donald P. Miller  |
|        | Insert question mark.                               | Are you sure ?/ I am.   | Are you sure? I am.   |
|        | Insert exclamation point.                           | No !/ I refuse  | No! I refuse....  |
|        | Insert punctuation mark.                            | Mary's comment was, The project must be completed by 1:30, otherwise, it will be of no value. | Mary's comment was, "The project must be completed by 1:30; otherwise, it will be of no value." |
|        | Insert space.                                       | The text on the shelf   | The text on the shelf   |
|        | Use lowercase letters.                              | <del>THE MAIN</del> Event <i>lc</i>   | The Main Event  |
|        | Capitalize single letters or words.                 | <del>e</del> astern; <del>p</del> acific  | Eastern; Pacific  |
|        | Double-space. (Leave one blank line.)               | <i>DS</i> Dear Miss Smith<br>Thank you for  | Dear Miss Smith<br>Thank you for....  |
|        | Single-space. (Leave no blank line.)                | <i>SS</i> We are happy to<br>announce that  | We are happy to announce that .....   |
|        | Quadruple-space. (Leave three blank lines.)         | <i>QS</i> May 1, 20--<br>John J. Smith, CEO   | May 1, 20--<br><br>John J. Smith, CEO   |
|        | Let it stand; ignore correction.                    | <i>stet</i><br>Our proposed seminar will likely be held                                       | Our proposed seminar will likely be held.   |
|        | Move copy in the direction of the bracket.          | Sincerely yours<br>John Jones<br>Manager  | Sincerely yours<br><i>(QS)</i><br>John Jones<br>Manager   |
|        | Begin new paragraph.                                | <i>Bf</i><br>at the meeting.<br>Beginning in June our next                                    | .....at the meeting.<br><br>Beginning in June our next.....                                     |
|        | Underline or italicize.                             | All requests <u>must</u> be   | All requests <u>must</u> be   |
|        | Align copy.   | 1. Call to order<br><i>//</i> 2. Approval of minutes  | 1. Call to order<br>2. Approval of minutes  |
|        | Spell out word or number.                           | 1945 North Water St. <i>(sp)</i>  | 1945 North Water Street   |
|        | Insert hyphen.                                      | His mother-in-law   | His mother-in-law   |

## Graphic Standards

The logo for Business Professionals of America has been carefully researched from a legal standpoint. The name is registered and the logo design protected by copyright and service mark. In order to obtain the maximum benefit from the image package, it **must be used consistently throughout the organization—locally, regionally, statewide, and nationally.**

### Name Identification

State associations will be Business Professionals of America, (State) Association. Chapters will be identified as Business Professionals of America, (School Name) Chapter. The complete name will be spelled out in all written materials. The acronym BPA may be used in text once the complete name has been used. Do not use the acronym for cover titles or headlines.

### The Tagline

The purpose of the organization's tagline is to serve as a linking device between our organization and our name. The official tagline is "Today's students. Tomorrow's business professionals." To ensure that there is a clear communication of Business Professionals of America, the tagline must **always** be used with the logo for all printed pieces. This is a requirement for any use of the logo and must be adhered to in every case.

- The logo and tagline must be used on every Business Professionals of America printed publication.
- The tagline can be used on one line or two lines, depending on the size and shape of the graphic piece.
- The tagline should appear in navy blue (black is acceptable), unless the printed piece is a one-color item, with all art printed in black. The tagline may appear in white, light blue, or light gray when used over a dark background.
- The type style to be used for the tagline is Futura Light, Arial, or Helvetica, upper and lower case.
- The size of the tagline may not be smaller than 7 point.

### The Logo

The logo design is a type treatment of our name. The concept of the design is to provide a type style commonly associated with corporate businesses. The word "professionals" is graphically emphasized over the other design elements, through size and color keeping with the enhanced professional image of Business Professionals of America.

- The size of the logo may not be less than one inch wide.
- The one-color version can only be printed in navy blue or black.
- If two colors are used, they must be navy blue and tan.
- If three colors are used, they must be navy blue, tan, and red.

## Color

The corporate color scheme is navy blue, tan, and red. All three colors are to be used whenever your budget allows, using PMS ink. (See below)

- The one-color version of the logo should ideally be navy blue; if your budget for the printed piece does not allow for a colored ink, black is acceptable.
- When the logo is printed in two or three colors, the preferred color for the tagline is navy blue, however black is acceptable.
- If the logo is printed in one color (navy blue or black), the tagline must be printed in the same color.

To reduce the occurrence of inconsistent color, all printed pieces are to be printed with Pantone Matching System (PMS) ink. The official PMS colors are to be used in every case except in four-color situations. The PMS colors are as follows:

|           |         |     |         |     |         |
|-----------|---------|-----|---------|-----|---------|
| Navy Blue | PMS 289 | Tan | PMS 466 | Red | PMS 185 |
|-----------|---------|-----|---------|-----|---------|

Four-color printing requires that a color formula be selected to match the specific PMS colors. The following are four-color formulas for the purpose of matching the corporate colors:

|           |   |     |  |     |                             |
|-----------|---|-----|--|-----|-----------------------------|
| Navy Blue | 20% yellow<br>50% magenta<br>50% black<br>100% cyan | Tan | 30% yellow<br>10% magenta<br>20% black | Red | 100% yellow<br>100% magenta |
|-----------|---|-----|--|-----|-----------------------------|

When creating art work for computer Web pages, computer presentations, etc., the color compositions for RGB (Red, Green, Blue) may be needed if you are composing in that format. They are as follows:

|           |                                    |     |  |     |                                    |
|-----------|------------------------------------|-----|--|-----|------------------------------------|
| Navy Blue | 0% red<br>5.5% green<br>26.7% blue | Tan | 83.9% red<br>72.9% green<br>54.1% blue | Red | 80% red<br>18.8% green<br>31% blue |
|-----------|------------------------------------|-----|--|-----|------------------------------------|

## Typography

The type design to complement the Business Professionals of America logo is Arial or Helvetica; there are many variations, i.e., **bold**, light, *italic*.

- Arial or Helvetica will only be used with the logo, i.e., copy lines such as the corporate tagline, the state association line, and the corporate stationery address and phone number.
- Arial Bold or Helvetica Bold, Arial Bold Italic or Helvetica Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners, and posters.
- Times or Times New Roman are to be used for body copy on all Business Professionals of America publications whether on the local, state, or national level.

## **Official Emblem**

The Business Professionals of America emblem is one of long-standing tradition. The redesigned emblem is to be used for **ceremonial purposes only**.

- The emblem will be used for the Emblem Building Ceremony and portions of the Opening Ceremony.

## **Printing Tips**

### **Do:**

- follow the graphic standards printed in this booklet.
- contact the National Center if there is the slightest doubt as to the procedures outlined.
- use the artwork provided for reproduction; additional artwork is available from the National center at cost.
- use the corporate logo and tagline together in all printed circumstances.
- use the corporate colors—PMS colors and numbers.

### **Don't:**

- use the corporate logo and tagline separately in printed pieces.
- substitute the emblem for the corporate logo.
- substitute other colors for the corporate colors.
- alter the design of the corporate logo or official emblem in any manner.
- alter, add, or delete any part of the logo, tagline, or emblem.

**Note:** Color separations and complete graphic standards are available from the National Center.

## **Home Page/Multimedia Graphic Standards**

The graphic standards for the printed page should be observed in Internet Website or multimedia presentation creations whenever possible.

The rules for official logo colors should be observed. If PMS colors or RGB formulas are not available options with your software, and only preset color choices are available, then the nearest approximations to the official logo colors should be chosen.

If animation is employed, the logo may change or evolve during animation, but its final state should be either the one, two, or three-color version of the logo without any distortion or color change. Third dimension or depth may be added to the logo if it does not greatly distort the logo or change its color.

For the name, Business Professionals of America, the Helvetica or Arial font should be used.

As in the standards for the printed page, subdued colors

| <b>Copyright and Fair Use Guidelines</b>   |   |  |
|--|---|--|
| <b>Specifics</b>   | <b>What You Can Do</b>  | <b>The Fine Print</b>  |
| <b>Printed Materials - Short</b>   |   |  |
| <ul style="list-style-type: none"> <li>Poem less than 250 words</li> <li>Excerpt of 250 words from a poem greater than 250 words</li> <li>Articles, stories, or essays less than 2,500 words</li> <li>Excerpt from a longer work (10% of work or 1,000 words, whichever is less—but a minimum of 500 words).</li> <li>One chart, picture, diagram, graph, cartoon or picture per book or per periodical issue</li> <li>Two pages (max) from an illustrated work less than 2,500 words (like children’s books)</li> </ul> | <ul style="list-style-type: none"> <li>Teachers may make multiple copies for classroom use and incorporate into multimedia for teaching classes.</li> <li>Students may incorporate text into multimedia projects.</li> </ul>  | <ul style="list-style-type: none"> <li>Copies may be made only from legally acquired originals.</li> <li>Only one copy allowed per student.</li> <li>Teachers may make copies in nine instances per class per term.</li> <li>Usage must be “at the instance and inspiration of a single teacher,” i.e., not a directive from the district.</li> <li>Don't create anthologies.</li> <li>“Consumables,” such as workbooks, may not be copied.</li> </ul> |
| <b>Printed Materials - Archives</b>  |   |  |
| <ul style="list-style-type: none"> <li>An entire work</li> <li>Portions of a work</li> <li>A work in which the existing format has become obsolete, e.g., a document stored on a Wang computer</li> </ul>  | <ul style="list-style-type: none"> <li>A librarian may make up to three copies “solely for the purpose of replacement of a copy that is damaged, deteriorating, lost, or stolen.”</li> </ul>  | <ul style="list-style-type: none"> <li>Copies must contain copyright information.</li> <li>Archiving rights are designed to allow libraries to share with other libraries one-of-a-kind and out-of-print books.</li> </ul>   |
| <b>Illustrations and Photographs</b>   |   |  |
| <ul style="list-style-type: none"> <li>Photograph</li> <li>Illustration</li> <li>Collections of photographs</li> <li>Collections of illustrations</li> </ul>   | <ul style="list-style-type: none"> <li>Single works may be used in their entirety, but no more than five images by a single artist or photographer may be used.</li> <li>From a collection, not more than 15 images or 10 percent (whichever is less) may be used.</li> </ul> | <ul style="list-style-type: none"> <li>Although older illustrations may be in the public domain and don't need permission to be used, sometimes they're part of a copyright collection.</li> <li>Copyright ownership information is available at <a href="http://www.loc.gov">www.loc.gov</a> or <a href="http://www.mpa.org">www.mpa.org</a>.</li> </ul>  |
| <b>Video (For Viewing)</b>   |   |  |
| <ul style="list-style-type: none"> <li>Videotapes (purchased)</li> <li>Videotape (rented)</li> <li>DVD</li> <li>Laser Discs</li> </ul>   | <ul style="list-style-type: none"> <li>Teachers may use these materials in the classroom without restrictions of length, percentage, or multiple use .</li> <li>Copies may be copied for archival purposes or to replace lost, damaged, or stolen copies.</li> </ul>          | <ul style="list-style-type: none"> <li>The material must be legitimately acquired (legal copy).</li> <li>Material must be used in a classroom or nonprofit environment "dedicated to face-to-face instruction".</li> <li>The use should be instructional, not for entertainment or reward.</li> <li>Copying okay only if replacements are unavailable at a fair price or in a viable format.</li> </ul>  |

| Specifics   | What You Can Do  | The Fine Print   |
|---|--|--|
| <b>Video (For Integration into Multimedia or Video Projects)</b>  |  |  |
| <ul style="list-style-type: none"> <li>Videotapes</li> <li>DVD</li> <li>Laser Discs</li> <li>QuickTime Movies</li> <li>Encyclopedias (CD ROM)</li> </ul>  | <ul style="list-style-type: none"> <li>Students "may use portions of lawfully acquired copyrighted works in their academic multimedia", defined as 10% or three minutes (whichever is less) of "motion media."</li> </ul>  | <ul style="list-style-type: none"> <li>The material must be legitimately acquired (a legal copy, not bootleg or home recording).</li> <li>Copyright works included in multimedia projects must give proper attribution to copyright holder.</li> </ul>   |
| <b>Music (for Integration into Multimedia or Video Projects)</b>  |  |  |
| <ul style="list-style-type: none"> <li>Records</li> <li>Cassette tapes</li> <li>CDs</li> <li>Audio clips on the Web</li> </ul>  | <ul style="list-style-type: none"> <li>Up to 10% of a copyrighted musical composition may be reproduced, performed and displayed as part of a multimedia program produced by an educator or student for educational purposes.</li> </ul>   | <ul style="list-style-type: none"> <li>A maximum of 30 seconds per musical composition may be used.</li> <li>Multimedia program must have an educational purpose.</li> </ul>   |
| <b>Computer Software</b>  |  |  |
| <ul style="list-style-type: none"> <li>Software (purchased)</li> <li>Software (licensed)</li> </ul>   | <ul style="list-style-type: none"> <li>Library may lend software to patrons.</li> <li>Software may be installed on multiple machines, and distributed to users via a network.</li> <li>Software may be installed at home and at school.</li> <li>Libraries may make copies for archival use or to replace lost, damaged, or stolen copies if software is unavailable at a fair price or in a viable format.</li> </ul> | <ul style="list-style-type: none"> <li>Only one machine at a time may use the program.</li> <li>The number of simultaneous users must not exceed the number of licenses; and the number of machines being used must never exceed the number licensed. A network license may be required for multiple users.</li> <li>Take aggressive action to monitor that copying is not taking place (unless for archival purposes).</li> </ul> |
| <b>Internet</b>   |  |  |
| <ul style="list-style-type: none"> <li>Internet connections</li> <li>World Wide Web</li> </ul>  | <ul style="list-style-type: none"> <li>Images may be downloaded for student projects.</li> <li>Sound files may be downloaded for use in projects (see portion restrictions above).</li> </ul>  | <ul style="list-style-type: none"> <li>Resources from the Web may not be reposted onto the Internet without permission. However, links to legitimate resources can be posted.</li> <li>Any resources you download must have been legitimately acquired by the Web site.</li> </ul>   |
| <b>Television</b>   |  |  |
| <ul style="list-style-type: none"> <li>Broadcast (e.g., ABC, NBC, CBS, UPN, PBS, local television stations)</li> <li>Cable (e.g., CNN, MTV, HBO)</li> <li>Videotapes made of broadcast and cable TV programs</li> </ul> | <ul style="list-style-type: none"> <li>Broadcasts or tapes made from broadcast may be used for instruction.</li> <li>Cable channel programs may be used with permission. Many programs may be retained by teachers for years— see <i>Cable in the Classroom</i> for details.<br/><a href="http://www.ciconline.org">http://www.ciconline.org</a></li> </ul>  | <ul style="list-style-type: none"> <li>Schools are allowed to retain broadcast tapes for a minimum of 10 school days. (Enlightened rights holders, such as PBS's Reading Rainbow, allow for much more.)</li> <li>Cable programs are technically not covered by the same guidelines.</li> </ul>   |

**Sources:** United States Copyright Office Circular 21; Sections 107, 108, and 110 of the Copyright Act (1976) and subsequent amendments, including the Digital Millennium Copyright Act; Fair Use Guidelines for Educational Multimedia; and cable systems (and their associations).

## **Workplace Skills Assessment Program Recommendation Procedures**

### **How to Submit a Recommendation:**

1. Input from local advisors and/or students for changes in workplace skills assessments shall be submitted on the Workplace Skills Assessment Program Recommendation Form located online at: [www.bpaweb.org](http://www.bpaweb.org) by July 1. If you do not have Internet access, please use the recommendation form on the following page, and submit it to the Director of Educational Programs at the National Center **BY** July 1.
2. Recommendations for all changes in event and specifications must describe suggested wording change in the Middle Level Guidelines for the Workplace Skills Assessment Program.
3. Recommendations for all changes in the administration of workplace skills assessments must describe the suggested procedure to be followed by event administrators.
4. Recommendations, including a clearly stated rationale for all changes, must be completed and typed with no abbreviations. Please attach all supporting documentation, if applicable. For example: if the recommendation concerns a form, refer to and attach the specific form; if it concerns a pilot test, refer to and attach the specific test.
5. Submitted recommendations must include:
  - a) specific recommendation
  - b) clearly stated rationale
6. Recommendations received after July 1, but prior to the summer CEAC meeting, must be distributed directly to each state advisor, CEAC representative, and the National Center.

### **How Recommendations are Answered:**

1. CEAC will bring the state priority recommendations to the summer meeting for CEAC action as
  - a) approved as presented
  - b) approved with changes
  - c) rejected
  - d) point of information
2. If the recommendation is approved, and it is a major change, it will be taken to the Programs Committee of the Board of Trustees. Other changes will be presented as a “point of information.”
3. Recommendations rejected will be returned to the originating state with an explanation.
4. The Programs Committee will review the CEAC recommendations and submit to the full Board of Trustees for final approval and implementation.

# Workplace Skills Assessment Program Recommendation Form

TO: Director of Educational Programs

FROM: \_\_\_\_\_(Name and Chapter Name)

Subject of Recommendation:

Rationale:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date Submitted

**Deadline: July 1**

*Do Not Write Below This Line*

---

|                            |  |  |
|----------------------------|--|--|
| CEAC action:               | <input type="checkbox"/> approved as presented               | <input type="checkbox"/> rejected<br>(reason): |
|                            | <input type="checkbox"/> approved with changes<br>(changes): | <input type="checkbox"/> point of information  |
| CEAC/SAAC joint action:    | <input type="checkbox"/> approved as presented               | <input type="checkbox"/> rejected<br>(reason): |
|                            | <input type="checkbox"/> approved with changes<br>(changes): | <input type="checkbox"/> point of information  |
| Programs Committee action: | <input type="checkbox"/> approved as presented               | <input type="checkbox"/> rejected<br>(reason): |
|                            | <input type="checkbox"/> approved with changes<br>(changes): | <input type="checkbox"/> point of information  |
| Board of Trustees action:  | <input type="checkbox"/> approved as presented               | <input type="checkbox"/> rejected<br>(reason): |
|                            | <input type="checkbox"/> approved with changes<br>(changes): | <input type="checkbox"/> point of information  |

Date To Be Implemented: \_\_\_\_\_

*This recommendation form is for use by students and advisors. Additional copies may be duplicated as needed. Keep a completed copy for your records.*



## Workplace Skills Assessment Program Pilot Procedure

- Step 1** **Summer:** At the summer meeting, a need for a new event is presented and supported by a majority of members of SAAC and CEAC. A minimum of two states must agree to pilot the proposed event at either/or both regional and state levels. The proposed event is recommended for Board approval.
- Step 2** **Summer:** The proposed event is presented to the Board of Trustees for review and action. If approved, authors will be contracted by the National Center to write all levels of the pilot event and evaluation instruments for pilot states to complete.
- Step 3** **Fall:** The regional and state levels of the pilot event are distributed to all state organizations. Other states, in addition to the two initial states that agreed, may decide to pilot the event and must inform the National Center by the designated deadline. Any state who agrees to pilot the new event understands it has not been through the CEAC auditing procedure and, thus, agrees to accept and administer the event as received.
- Step 4** **Spring:** Proposed event is piloted in at least two states at their spring conference. Event may also be piloted at the regional level, if desired. Each piloting state will conduct an evaluation including the following groups of people:
- All participants
  - Administrators, proctors, graders, judges
  - State CEAC representatives
  - State Advisors
- Step 5** **Spring:** Proposed event is piloted at the NLC.
- Only students who competed in the pilot event at the state conference may compete in the pilot event at the NLC.
  - The number of entries per state in the pilot event will be the same as any other event in the same category.
- Step 6** **NLC:** Participants in the pilot event at NLC will be recognized in the same way as participants in other events in the same category.
- Step 7** **NLC:** At the conclusion of the pilot, the following groups will evaluate the event:
- All participants
  - Administrators, proctors, graders, judges
  - CEAC members present
  - SAAC members present
- Step 8** **NLC:** An ad hoc committee of SAAC and CEAC members present at the NLC will tabulate evaluations.
- Step 9** **NLC:** Summarized evaluations will be reviewed in a joint meeting of SAAC and CEAC members present at the NLC. If a majority of the states represented at each division's joint meeting agree that the pilot event serves the needs of a significant number of members within their state and agree to offer the pilot event, it will be recommended for addition to the competitive events structure. A roll call vote will be taken; each state will have one vote in each chartered division. The combined division decision will prevail for both divisions.
- Step 10** **Summer:** At the summer meeting, the proposed new event will be audited by CEAC and submitted for Board review. Joint CEAC and SAAC recommendations will also be submitted for review. If approved, an addendum to the Guidelines will be sent to all states.
- Step 11** **June:** If approved by the Board, the proposed new event will be authored and the audit will be the responsibility of the CEAC Chairman and Chairman-elect.

Source: Business Professionals of America *Policies and Procedures Manual*