



## 2021 Fall Leadership Conference Guide

Maximize and Chapter Management Institute

*November 8-9, 2021*

*Daytona Beach, FL*

### THE BASICS

**Who:** All SkillsUSA members and advisors are invited!

**What:** 2021 Fall Leadership Conference

**Start:** November 8, 2021, at 9 AM

**Finish:** November 9, 2021, at 2 PM

**Where:** Daytona Beach Hilton Oceanfront Resort

100 N Atlantic Ave

Daytona Beach, FL 32118

**Cost:** \$280-\$400 for students, based on occupancy; **Advisors are 50% off, or FREE!** (see [below](#))

### Registration Includes:

- All conference activities and workshop materials
- 1-night hotel accommodations (including taxes and fees for Monday night)
- Lunch Monday; breakfast and lunch Tuesday (Monday dinner on your own), plus snacks
- Conference shirt and SkillsUSA swag Items

### MAXIMIZE

Maximize is SkillsUSA Florida's annual student fall leadership conference. Chapter leaders, including chapter officer teams, are encouraged to attend. Students will develop their teamwork, communication, planning, organizing and management, and adaptability/flexibility skills during this event. The focus of the conference is to prepare students to work with their chapter to plan events and work-based learning experiences that focus on elements of the SkillsUSA Framework. They will learn how to turn a traditional community service project or class speaker into intentional learning experiences designed to build the skills they need for future career success. Students will be divided into small groups, or "Conference Chapters," and they will work together in committees to plan and execute a skit for our annual Battle of the Chapters!

## CHAPTER MANAGEMENT INSTITUTE (CMI)

Advisors are invited to attend the Chapter Management Institute, which runs concurrently with Maximize. While students are learning their role in chapter operations, advisors will work with SkillsUSA facilitators to develop a toolbox of resources to use in their chapter and classroom. Advisors will also participate in diversity, equity, and inclusion sessions, share best practices, and learn more about SkillsUSA, including Championships, the Chapter Excellence Program, and IMPACT. The Chapter Management Institute is perfect for new advisors, experienced advisors, and everyone in between.

## THE VENUE

The conference will be held at the [Daytona Beach Hilton Oceanfront Resort](#) in Daytona Beach, FL. The hotel is situated directly on Daytona Beach, offering a beautiful backdrop for the event.

Conference registration includes 1 night hotel accommodations. Participating schools must stay at the hotel, unless their school campus is located within 35 miles of the conference facility. Contact the State Office for commuter rates, or to schedule additional room nights before or after the conference.

## REGISTRATION, FEES, AND PAYMENT

Registration is open now and will close on October 11 at 5 PM ET. Rooming lists are due by October 12. Payment is due by November 1. Because of costs incurred immediately after the close of registration, no drops or refunds are permitted for any reason.

- Single Occupancy - \$400/person
- Double Occupancy - \$350/person
- Triple Occupancy - \$310/person
- Quad Occupancy - \$280/person

***Thanks to special funding provided by the Florida Department of Education, we are thrilled to offer an incredible discount program for our advisors to attend CMI.***

All advisors will receive a 50% discount on the registration fee  
Bring three students, get one advisor registration FREE!

*\*\* For schools with multiple advisors attending, receive one free advisor registration per three students registered. All other advisors from the same school will receive 50% off the registration fee.*

SkillsUSA Florida appreciates payment by check whenever possible. Please contact the state office if you need a payment extension. To make payment by credit card, visit [givebutter.com/conferencepayments](https://givebutter.com/conferencepayments). **(Review [these instructions](#) before using Givebutter!)**

Download our W-9 here: <https://skillsusaf1.org/wp-content/uploads/2021/08/W-9-2021.pdf>

## REGISTRATION INSTRUCTIONS

1. Login to your account at [register.skillsusa.org](https://register.skillsusa.org).
2. Click on “Conference,” and select “My Registrations.”
3. In the top left corner of the screen, click on “Add New Registrant.”
  - a. Make sure that the correct event is selected. In the drop-down list, it should show “Maximize and Chapter Management Institute.”
4. Select the correct registration type. Students should be registered as “Maximize (room occupancy).” Advisors should be registered as “CMI (room occupancy).”
5. Enter the registrant’s name, or select the member from the drop-down list.
6. Click “Save & Continue.”
7. Enter registration information, including:
  - a. Address
  - b. Phone number
  - c. Date of birth (mm/dd/yyyy format)
  - d. Accompanying adult name (this is required for both minor and adult students participants, but is not required for professional members)
  - e. Shirt size
  - f. If a student is under 18, please enter parent/guardian names and phone numbers
  - g. ADA or Dietary restrictions or accommodations, if appropriate
8. After all information is entered, click the attestation at the bottom of the page.
9. Click “Save Registration.” This will return you to the list of all the conference registrations for your school. Here, you can add additional registrants until all are entered.
10. Once you have entered all participants, click “Submit Registration.”
11. Review the email address validation. It is important that each participant has a unique, working email address. School or district email addresses are strongly discouraged for students, as they typically block outside communications. Correct any email addresses before submitting.
12. Select whether you would like to receive an invoice by program, or one invoice for the entire school. Then, click “Submit Training Programs,” or “Submit Entire School.” You can also preview your fees at the bottom of the screen.

Please note, the invoice that is automatically generated will reflect the full registration amount for advisors before the discount. Once your registration is submitted, you will receive an updated invoice within 24 hours with the discounted amounts listed.

*Questions about navigating the registration site? Contact the Customer Care Team at 844-875-4557 or by using the chat feature at [register.skillsusa.org](https://register.skillsusa.org).*

## CONFERENCE SCHEDULE

*(tentative - a detailed schedule will be provided following registration)*

### Monday, November 8, 2021

8 AM to 9 AM	Registration and Packet Pickup
9 AM	Opening Ceremony
10 AM to 11:30 AM	Workshops
11:30 AM to 12:30 PM	Lunch
12:30 PM to 3:30 PM	Workshops
3:30 PM to 4 PM	Break
4 PM to 6 PM	Conference Chapter Groups
6 PM to 7:30 PM	Dinner (on own - multiple outlets located within walking distance)
7:30 PM to 9:30 PM	Conference Chapter Groups
9:30 PM to 10:30 PM	Battle of the Chapters: Lip-Sync Battle
11 PM	Lights Out

### Tuesday, November 9, 2021

7:30 AM to 8:30 AM	Breakfast
8 AM	General Session
8:30 AM to 10:30 AM	Workshops
10:30 AM to 11 AM	Break
11 AM to 12:30 PM	Chapter Planning and Chapter Excellence Program
12:30 PM to 2 PM	Lunch/Closing and Awards Ceremony

## CONFERENCE PREWORK: FRAMEWORK CERTIFICATION

The SkillsUSA Framework outlines the traits and skills identified by employers as necessary for career success. SkillsUSA empowers our members to become world-class workers and leaders by developing these skills in our students and providing teachers the resources to teach these skills.

**All students participating in the conference must complete the Framework Certification in advance of the conference.** Students will learn about SkillsUSA and be able to articulate the meaning of SkillsUSA's mission and vision statements, explain the Framework through a brief Framework story, and describe the six components of the Program of Work and select appropriate activities that align with it. The certification is online and takes about 60-90 minutes to complete. Login information will be sent to students and advisors at the close of registration, and prework must be completed by November 1. The certification consists of:

- Why SkillsUSA? E-module
- Short knowledge check
- Completion and submission of learning journal (provided)
- Review of Essential Elements Definitions and Behaviors
- 20-question Framework Assessment

Students must achieve at least 80% on the assessment in a maximum of 2 attempts.

## STATESMAN AWARD

During the conference, students and teachers have the opportunity to earn the Statesman Award. The SkillsUSA Florida Statesman Award is the highest honor a member can attain. Recipients have demonstrated proficiency in civics, government, career and technical education, and SkillsUSA knowledge. To achieve the Statesman Award, students must:

- Complete the Framework Certification by November 1, 2021
- Complete and pass the Statesman Exam (available online in advance of the conference)
- Deliver their Framework Story (no more than 3-4 minutes) to their conference chapter
- Demonstrate civic and SkillsUSA knowledge verbally to a state officer or official Statesman Signer
- Attend and actively participate in all Maximize sessions and functions

Use the Statesman Study Guide and Information packet to prepare. This award requires preparation in advance of the conference, and can not be earned without work in advance.

- **Statesman Study Guide and Information:**  
<https://skillsusaf1.org/wp-content/uploads/2021/09/Statesman-Study-Guide-and-Information-2021-1.pdf>

## COURTESY CORPS

SkillsUSA Florida's Courtesy Corps is about working as a team to achieve a common goal: produce flawless State and National Conferences. At the State Leadership and Skills Conference, it's about assisting with work station setup at the contest site, getting people and supplies where they need to be without delay, delivering meals to contest sites, and running errands. It's also about showing people you are having fun while getting your job done. The team works hard, and has a great time doing it! Courtesy Corps are always the first to arrive and the last to leave, and our conference wouldn't be possible without this team.

During Maximize, students have the opportunity to apply to be part of the Courtesy Corps Leadership Team, and participate in the state conference with all expenses paid, including travel, hotel, and meals. Applications are due by November 1, 2021 using the link below.

Participation in Courtesy Corps is ideal for students who are new to SkillsUSA and unsure about competing, competitors who may not have qualified at the Regional event, or any other student or professional member looking to experience the conference from a backstage view. Courtesy Corps is also a competition, with the top students being selected to represent Florida at the National Leadership and Skills Conference (NLSC) in Atlanta, GA in June.

For application and more information: <https://skillsusaf1.org/state-conference/courtesy-corp/>

## CONFERENCE RULES AND REGULATIONS

### COVID-19

The health and safety of our conference participants are our top priority. In order to mitigate the risk of the spread of COVID-19, SkillsUSA Florida has adopted a few measures that will be implemented at all conferences. SkillsUSA Florida will follow the current CDC guidelines for the type and size of event.

- All attendees must complete the [COVID-19 Acknowledgement Form](#). By completing this form, students and teachers agree to follow the health and safety protocols outlined for the conference. Failure to abide by the health and safety protocols of the conference will result in immediate removal at the expense of the attendee without refund.
- Hand sanitizing stations will be provided throughout the conference venue.
- Masks are required in the conference spaces regardless of vaccine status, except while eating or drinking, speaking at a podium, or outdoors.
- Activities will be socially distanced whenever possible.

Please do not attend the event if you:

- Are currently experiencing any symptoms of COVID-19 infection.
- Have been diagnosed with COVID-19 within 14 days of the conference.
- Have been in close contact in the last 14 days with someone diagnosed with or suspected of having COVID-19. Close contact is defined as being within 6 ft of an infected person (confirmed or suspected) for more than 15 minutes cumulative in a 24-hour period (for example, 3 separate 5-minute interactions)

### CODE OF CONDUCT

Students and teachers must complete the Code of Conduct forms (for [students](#) and [advisors](#)) and submit them at registration to participate in the conference. SkillsUSA members are expected to conduct themselves with high professionalism and integrity at all times and must abide by the rules and regulations outlined in the Code of Conduct form.

Primary supervision of students, including adult students, must be provided by each school. At least one advisor per school must register and attend the event. If students leave the conference venue, they must be accompanied by a designated chaperone or advisor. Participants are not permitted to engage in swimming or water activities during the conference.

- **Student Code of Conduct:**  
<https://skillsusaf1.org/wp-content/uploads/2021/08/Student-Code-of-Conductv2.pdf>
- **Advisor Code of Conduct:**  
<https://skillsusaf1.org/wp-content/uploads/2021/08/Advisor-Code-of-Conduct-and-Standards-of-Student-Supervisionv2.pdf>