



2023 Fall Leadership Conference Guide

Maximize and Chapter Management Institute

November 6-7, 2022

Melbourne, FL

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THE BASICS

Who: All SkillsUSA members and advisors
What: 2023 Fall Leadership Conference
When: November 6, 2023 at 8 AM to November 7, 2023
Where: Hilton Melbourne
200 Rialto Place
Melbourne, FL 32901

Registration Includes:

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

NEW THIS YEAR - Commuter Option:

- Advisors who do not have supervisory duties for students may attend as a commuter for one day on Monday only (Not available for students or chaperones).
- 9 AM to 5 PM, includes lunch, workshop materials, conference shirt, and other swag

Cost:

- Single Occupancy - \$450/person
- Double Occupancy - \$375/person
- Triple Occupancy - \$350/person
- Quad Occupancy - \$325/person
- Commuters (Monday Only - see below) - \$100/person
- Additional room nights (optional) - \$135 per room (*not per person*)

IMPORTANT DATES AND DEADLINES

Registration opens: September 1, 2022

Registration closes: October 2, 2023 at 11:59 PM ET

Rooming list due: October 2, 2023 ([download Rooming List Form here](#))

Payment due: October 30, 2023

*Because of costs incurred immediately after the close of registration, **registration is final on the registration deadline, and drops and/or refunds are not permitted.** Substitutions may be made until 1 week prior to the conference. Advisors may change from overnight to commuter participation, but are still responsible for the full registration fee once registration closes.*

Registered membership for students and advisors is not required prior to conference registration but is strongly encouraged. Advisors must be registered members prior to attending the conference.

PAYMENT INFORMATION

Mail check payment to:

SkillsUSA Florida
4446 Hendricks Ave PMB 229
Jacksonville, FL 32207

SkillsUSA Florida appreciates payment by check whenever possible. Contact the state office if you need a payment extension. **Make payment by credit card at givebutter.com/conferencepayments.** NOTE: Credit card payments will have a processing fee automatically added to the transaction. Fees are currently about 3.3%. Review [these instructions](#) before using Givebutter!

Download our W-9 here: skillsusaf1.org/resources

THE VENUE

The [Hilton Melbourne Rialto Place](#) in Melbourne, FL, will host all conference activities and accommodations. The hotel provides free Wi-Fi, free parking, an onsite restaurant and coffee outlet, room service, and a business center. Rooms booked for single occupancy may have one or two beds; rooms booked for two or more people will have two beds.

All participants must stay at the hotel (except registered commuters). [Complete this rooming list form](#) and email it to jgraber@skillsusaf1.org by October 2, 2023.

Download the Rooming List Form here: <https://www.skillsusaf1.org/wp-content/uploads/2023/08/Rooming-List-Form-FLC.xlsx>

CONFERENCE SCHEDULE

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

Monday, November 6, 2023

8 AM	Registration and Packet Pickup
9 AM	Opening Ceremony and Branding Design Contest Presentation
10 AM	Workshops
11:30 AM	Lunch
12:45 PM	Workshops
5:30 PM	Dinner
6:30 PM	Workshops
9:30 PM	Battle of the Chapters: Lip-Sync Battle and Branding Contest Voting
11 PM	Lights Out

Tuesday, November 7, 2023

7:30 AM	Breakfast and General Session
8:30 AM	Workshops
10:15 AM	Chapter Excellence Program and Local Chapter Planning
12:30 PM	Lunch and Closing/Awards Ceremony
2:00 PM	Adjourn

MAXIMIZE (for students)

Maximize is SkillsUSA Florida's annual student fall leadership conference. Chapter leaders, including chapter officer teams, are encouraged to attend. During this event, students will develop teamwork, planning, organizing and management, and adaptability/flexibility skills.

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. Students will be divided into small groups, or "Conference Chapters," and they will work together in committees to plan and execute a lip-sync for our annual Battle of the Chapters! As a result of their participation, students will have the tools to lead their chapter in successful framework activities that will grow their career readiness skills.

CHAPTER MANAGEMENT INSTITUTE (for advisors)

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. A national facilitator will provide resources and support to help advisors bring the best experience to their students. Topics include Professional Member benefits, how to integrate the SkillsUSA Framework, local competitions, and building business and industry relationships for your program. The Chapter Management Institute is perfect for new advisors, experienced advisors, and everyone in between. **Advisors must be joined as Professional Members prior to attending the conference, and a laptop or tablet is necessary.**

REQUIRED 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 with the resources to teach these skills. **All students and advisors 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, 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.

NOTE: Advisors who have completed the certification before do not need to repeat it.

OPTIONAL PRE-WORK: 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. The award is open to all students and professional SkillsUSA Florida members. To achieve the Statesman Award, recipients must:

- Complete the Framework Certification by November 1, 2023
- Complete and pass the Statesman Exam (completed online in advance of the conference)
- Deliver their Framework Story (max 3-4 minutes) to their conference chapter during Maximize
- Demonstrate civic and SkillsUSA knowledge verbally to an 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 cannot be earned without work in advance.**

- **Statesman Study Guide and Information:** <https://www.skillsusaf.org/wp-content/uploads/2023/07/Statesman-Study-Guide-and-Information-2023.pdf>

CONFERENCE RULES AND REGULATIONS

COVID-19

The health and safety of our conference participants are our top priority. Please do not attend the event if you are currently experiencing any symptoms of COVID-19 infection, have been diagnosed with COVID-19 within 5 days of the conference, or have been in close contact in the last 5 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 always conduct themselves with high professionalism and integrity 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.

Student Code of Conduct: <https://www.skillsusaf.org/wp-content/uploads/2023/08/Student-CoC.pdf>

Advisor Code of Conduct: <https://www.skillsusaf.org/wp-content/uploads/2023/08/Advisor-CoC.pdf>

REGISTRATION INSTRUCTIONS

1. Login to your account at register.skillsusa.org.
2. Click on “Conference,” and select “My Registrations.”
3. Make sure that the correct event is selected: Maximize and Chapter Management Institute
4. In the top left corner of the screen, click on “Add Registrant.”
5. Select the registration type. Students should be registered as “Student (room occupancy).” Advisors should be registered as “Advisor (room occupancy).” Commuters should be registered as “Advisor Commuter.”
6. Enter the registrant’s name or select the member from the drop-down list.
7. Click “Save & Continue.”
8. 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/advisors)
 - 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
9. After all information is entered, click the attestation at the bottom of the page.
10. 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.
11. To register for additional room nights, scroll to “Add Optional State Fees” and click “Add.” Enter the quantity of rooms needed and click “Save.” Remember: additional room nights are charged per room, and not per person.
 - a. If you do not need additional room nights, skip this step.
12. Once you have entered all participants, click “Submit Registration.”
13. 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.
14. 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.
15. The system will generate an invoice in a pop-up window, and one will also be emailed to you.

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.