

To:

- State Association Directors
- National Corporate Members
- Board of Directors
- Youth Development Foundation Committee
- National Officers
- Alumni Coordinating Committee
- SkillsUSA Executive Committee
- SkillsUSA Technical Committee
- Conference Management Committee

Executive Update 21-10
July 15, 2010



From: Tim Lawrence, Executive Director

Executive Director's Report

Looking Back on a Great Conference

I recently received a copy of an e-mail sent by a parent who attended conference for the first time this year. Here's part of what she said: "Thank you for all that you do

for our kids. I went to Nationals this year as the parent of one of the competitors. I was green as I began my week. Granted, our school coordinator filled us in on what to expect before we left, but I wasn't prepared

for the incredible week I had. Words cannot begin to express how grateful I am to everyone involved who made the week in Kansas City the incredible

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Important Dates

- **July 22-30**— New National Officer Training, Reston, Va.
- **August 10-15**— State Association Director Conference, Herndon, Va.
- **September 18-22**— Washington Leadership Training Institute, Herndon, Va.

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experience it was. The kindness, graciousness, helpfulness and general good spirit of all involved went beyond my wildest dreams."

I've heard from many more people, both during conference and since, and the compliments are high. Teachers are excited and so were business partners. Many sponsors told me that they "want to do even more for SkillsUSA." Most of all, the students (and parents) were excited and that's what makes all the work worthwhile.

Here are just a few things to reflect upon and some new figures:

- This was our largest conference and the largest SkillsUSA Championships in history with 96 contests and almost exactly 5,600 competitors.
- Nearly 300 VIPs came to visit. The downtown airport was a busy place with corporate jets flying in and out.
- Deputy Assistant Secretary Glenn Cummings was the first member of the Obama administration to attend our national conference. He told me on site, as well as in subsequent correspondence, how impressed he is with what SkillsUSA is doing for students and CTE.

- This was the year we received our largest corporate pledge for \$10 million over a five-year period and the first-ever vehicle donation to the national organization.
- Virtually all of the Youth Development Foundation members made substantial contributions. So much so that I hesitate to start listing them for fear of leaving someone out.
- And, we have new people joining the board of directors. Gerald Tylka is now representing Region 1, James King Region 2, Brent Kindred Region 3, Dave Milliken Region 5 and, Milt Ericksen joins representing NASDCTE. I recently received word from Cameron Ferguson that Chris Arvin, dean of Caterpillar University, will be stepping into his position on the board. We'll be doing some board training and orientation in August to get everyone up to speed.

Speaking of some new numbers to share: it seems as though any time I turned on the television or picked up a paper in Kansas City, there was something about SkillsUSA. It wasn't just my imagination. The media report lists 65 stories from June 2 to June 26 including sweeps of all four national broadcast affiliates. Our Vocus clippings from

June 19 to July 8 list 842 stories nationwide, and the calls from reporters are still coming in.

During the 2009 national conference in cooperation with School Video News (SVN) we started doing live streaming Web casts from the opening ceremony and from the awards ceremony. Given that it was a last-minute arrangement last year, we were pleased with the numbers of 3,047 computers tuned in for the opening and 4,846 for the awards. The numbers and responses from members and families seemed good enough to try it again this year. John Churchman of SVN just sent us this year's numbers. The opening ceremony was viewed in 5,200 households. With the industry average of 1.5 people watching, that's 7,800 viewers. How about the awards ceremony? That was 34,230 households or 51,345 viewers, and, they were watching in every state and 28 countries and territories. I believe we have a hit show.

Highlights

- The week before conference I attended a National Journal Policy Summit on the changing demographics of a new generation at the

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Newseum in Washington, D.C. The underwriter was the Society for Human Resource Management and attendance was by invitation only. The focus was on how the current generation entering the work force will be the most diverse in our history, and the question was how the change in demographics will affect higher education and the labor force. We were told our remarks were on the record, and I was the only person there talking about CTE as part of the solution. I received two follow-up calls from attendees asking for more information, and that was even before I got to conference.

- At the end of June, we received news that three SkillsUSA projects had received Awards of Excellence in the annual APEX program. APEX awards are based on excellence in graphic design, editorial content and the success of the entries in achieving overall communications effectiveness and excellence. SkillsUSA's communications are in the same league as those of many national associations, major corporations and communications firms. (Other winners include Time Inc., Ford Motor Co., FedEx Express, Walt Disney Co. and Toyota Motor Sales, USA, Inc.). Our staff won

recognition in these categories: Electronic and Video Publications/Education and Training: Advisor's Success Kit (ASK) – Tools for SkillsUSA Chapter Management, by Ann Schreiber; -- Electronic and Video Publications/Social Media: SkillsUSA's Facebook Page, by Craig Moore; and, Magazines and Journals/Print: *SkillsUSA Champions*, by Tom Hall and staff. (Our magazine has won an Award of Excellence for seven consecutive years.)

That's it for now. Until next time, thank you for all you do for the great students and teachers we serve.

*State Director
Action Item*



Win a Trip for Two and Support SkillsUSA

Team up with State Farm® and Major League Baseball (MLB®) to support SkillsUSA, and you could win a trip for 2 to the 2010 MLB® World Series®! Simply pick SkillsUSA, play the Go To Bat game online and swing for the fences. The more home runs you hit, the more entries* you'll get in the weekly drawing.

If your name is drawn, you win a trip for two to games #3 and #4 of the 2010 MLB® World Series® and SkillsUSA will receive \$100 for every home run hit by a player in the MLB® that week.** At the end of the season, the charity with the most total entries will be awarded \$25,000.

Just go to <http://www.skillsusa.org/students/statefarmbat.shtml>. If the button to enter is not visible on your computer, click on the Adblock Plus button on your browser (it looks like a stop sign and has ABP on it) and then select "disable for SkillsUSA.org" and the graphic should appear. Click on the button, scroll down and sign in (be sure to choose education and SkillsUSA in the category box), sign-in and read the instructions.

*up to 10 entries

** up to \$25,000

*State Director
Action Item*



2010-11 Board of Directors

- *President – Russ Hoffbauer, State Farm Insurance Companies
- *Vice President and ACTE Liaison – John Gaal, Carpenters' District Council of Greater St. Louis
- *Secretary and Region II Representative – James King, Tennessee Board of Regents
- Region I Representative – Gerald Tylka, Pennsylvania Department of Education
- *Region III Representative – Brent Kindred, Wisconsin Department of Public Instruction
- Region IV Representative – Marlys Bucher, Minnesota Department of Children, Family & Learning, Secondary Vocational Education
- *Region V Representative – Dave Milliken, Utah State Office of Education
- Chair of the State Directors' Association – Curtis Barnett, Utah Association of SkillsUSA
- *NASDCTEc Liaison - Milt Ericksen, Arizona Department of Education
- *College/Postsecondary Representative – Kathryn Jo Mannes, American Association of Community Colleges
- Business & Industry Representative and Youth Development Foundation Committee Chairman – Greg Rintala, Snap-on Industrial
- Business & Industry Representative – Nick Morrisroe, IRWIN Industrial Tools
- *Business & Industry Representative – Chris Arvin, Caterpillar University
- Business & Industry Representative – Scott Plemmons, Lowe's Companies, Inc.
- *Business & Industry Representative – Joe Pietrantonio, Air Products

*Denotes new position or new member of the Board of Directors

2010-11 Alumni Coordinating Committee Announced

Following the recent election, the 2010-11 Alumni Coordinating Committee has been announced:

Executive Chair: George Laubmeier, Wisconsin
 Executive Secretary: Alicia Brown, Colorado
 Region 1 Representative: Kristen Smith, Rhode Island
 Region 2 Representative: Steven Hawes, Georgia
 Region 3 Representative: Peggy Plowman, Michigan
 Region 4 Representative: Brice Harader-Pate, Oklahoma
 Region 5 Representative: Jessica Lueck, Washington
 State Association Director Liaison: Dara Dubois, California

The committee members look forward to working with their respective state association directors during the coming year. The group is working to coordinate their first conference call. To contact your regional representative, go to:

<http://www.skillsusa.org/supporters/alumnicoord.shtml>.

State Director Officer Team for 2010-11

Chair: Curtis Barnett, Utah
 Chair-Elect: Michael Cowles, Ohio
 Secretary: Gayle Silvey, Georgia
 Parliamentarian: Kathie Collins-McKean, New York
 Region I Representative: Joshua Klemp, Rhode Island
 Region II Representative and Past Chair: Glenn Barefoot, North Carolina
 Region III Representative: Steve Phillippi, Kentucky
 Region IV Representative: Jennifer Polz, Minnesota
 Region V Representative: Bruce McBurney, Washington (High School Division)

*State Director
 Action Item*



Travel Arrangements for August State Association Directors' Conference

State Association Directors . . . please note the following regarding the conference:

New Director Training: Arrive Tuesday, August 10, 2010, Depart Sunday, August 15, 2010.

State Association Officers: Arrive Tuesday, August 10, 2010, Depart Sunday, August 15, 2010.

Experienced State Directors: Arrive Wednesday, August 11, 2010, Depart Sunday, August 15, 2010

Registration at the hotel is from 2-5 p.m. on Tuesday and Wednesday.

A registration form is included with the hard copy of this *Update* for state association directors. All registrations should be sent to the national office by close of business on **July 31st**. If you plan to attend and have not yet registered, please e-mail Sandy Moore to let her know your registration form is on the way. We need to have counts now for materials, programs and giveaways we are planning. Sandy can be reached at smoore@skillsusa.org.

SkillsUSA will book all room reservations on a master list with the hotel. All guests have the option of arriving to the conference early or staying a few extra days at a special package rate. It is important to keep track of all participants and guests to ensure accurate meeting room arrangements, transportation and meal counts.

If you plan on arriving a few days before the meeting or staying a few days after the meeting, we can gladly notify the hotel of your extended visit. You will be responsible for the additional \$115 per night lodging.

Note: State Association Directors are responsible for organizing your own flight arrangements. Ground transportation to and from the airport for this conference is available and complimentary. Service is every 30 minutes. Following arrival and baggage claim, go to ground-level hotel transportation area, curb 2-H and wait for the Hilton van. The waiting area is covered.

*State Director
Action Item*



Contest Information to Share

Now that the state and national competitions are over for 2010, it's time to start planning for 2011! This would be a great time to send us your state hands-on projects and/or written tests to post on the state directors' page to share. As you know, we get many requests from directors (especially new directors) for help with putting together contests. Even though we make available the national contest projects, they don't always work for state events. Also, our national committees use the NOCTI-written tests for the most part, and we are now allowed to publish them. The information we post is password protected, so only state directors can access it. Any contest information you can share would be most appreciated. Please send your information to Craig Moore at cmoore@skillsusa.org. Thanks.

NLSC Survey

If you attended the 2010 National Leadership and Skills Conference (including the SkillsUSA Championships) in June, we would like your feedback concerning the quality of your experience in Kansas City.

Please take a few minutes to complete our survey at the link below. All feedback is used for program improvement.

To take the survey, go to <http://www.skillsusa.org/events/nlscsurvey.shtml>

The survey program will be available at this link through **July 30**.

Share Your Creative Ideas for Alumni

SkillsUSA has nearly 10 million former SkillsUSA members, and we are currently seeking new ways for those with a passion for the program to stay involved in future activities at the local, state and national levels. Many states have effective alumni programs tied to their fall leadership or spring state conference activities. Some local chapters have found useful ways to involve alumni in their programs.

If you have success stories, suggestions, or know of effective alumni engagement activities at local schools within your state, please share this information with us. We are conducting informal research and gathering ideas as we plan for FY11. You may also send ideas to Niki Clausen at nclausen@skillsusa.org or contact any committee member by e-mail using the links on the following Web page:

<http://www.skillsusa.org/supporters/alumnicoord.shtml>.

Washington Leadership Training Institute, September 18-22, 2010 Reminder

The Washington Leadership Training Institute (WLT I), a five-day advanced leadership program for students and advisors, will be held September 18-22, 2010 at the Hilton Washington Dulles Airport near the SkillsUSA National Leadership Center and Washington, D.C. Students who are interested must apply and be accepted through their respective state director's office and have state approval prior to registering. Student sessions focus on how an individual can affect change: The impact of the individual as a leader, citizen and employee; learning advocacy skills and strategies, and participation in Congressional visits "on the Hill" are the culminating activities of the Institute.

Advisors will have a separate training track centered on becoming an advocate for career and technical education. WLT I forms are available online at <http://www.skillsusa.org/training.html>. Please contact the national office (1-800-321-8422) if you wish to have WLT I forms mailed/faxed to you. Questions about the application process can be directed to Deborah Kenn Tripp at 1-800-321-8422, Ext. 637.

Washington Leadership Training Institute Congressional Appointments

On Tuesday, September 21, the students and advisors attending WLT I will have time to go to Capitol Hill and visit with their Senators and Representatives between 10:15 a.m. and 2:30 p.m. (The bus leaves at 3:00 p.m.) Appointments need to be set up ahead of time. A sample letter is enclosed with the hard copy of this *Update* for state association directors and has also been posted on the state directors' Web site.

You are also welcome to use (or have your advisors use) the SkillsUSA Champions Advocacy Site. You could cut and paste the letter from the state directors' site to your computer desktop - make your edits - and then you or your WLT I delegate can upload your letter to request appointments. You can access the site from the main page at <http://www.skillsusa.org> and click on "About Us" and then "Advocacy and Legislative" and then "Advocacy Site." From there, you plug in the zip codes and the rest is self-explanatory.

Note: letters sent by mail may take a month to reach Congressional offices because of security systems. We suggest those requesting appointments do so by e-mail or fax and then follow up with a phone call.

If you have questions, or need information about how to contact your representative, contact Jane Short at 703-737-0612 or by e-mail at jshort@skillsusa.org.

2010 Student Leadership Development Scholarships for WLTI Reminder

There will be four \$800 scholarships available to well-deserving students who would like to attend the Washington Leadership Training Institute on September 18-22 held in Washington, D. C. This scholarship covers registration, lodging (four nights, double room), all meals, bus transportation to all conference activities (including two trips to Capitol Hill and one trip to the SkillsUSA National Leadership Center and \$50 spending money. Transportation from home to the event and back is not included. Attached is more information on this training opportunity and an application. In addition, 2009 photos can be viewed at www.skillsusa.org/events/wltiphotos.shtml. Hurry, the deadline is July 22nd!

2010 Dyna® Super Glide® in Custom Color Donated by Harley-Davidson Motor Co.

Thanks to a generous donation by our friends at Harley-Davidson Motor Co. SkillsUSA raffled off a 2010 Dyna® Super Glide® Motorcycle at the 2010 NLSC Awards Ceremony, Friday, June 25 in Kansas City, Mo. As a special addition to the raffle, Harley-Davidson teamed up with Justin Barnes to custom-paint the bike. You may know Justin of JB Grafix from his appearances on The Discovery Channel program, American Chopper.

The winner of the custom-painted 2010 Dyna Super Glide is Jami Mayberry of Joplin, Missouri.

Congratulations to Jami. And a special thank you to Harley-Davidson and JB Grafix.

New State Association Director

Randy Doescher will be taking over as state director for South Dakota. Shelby Frame will stay on as the executive director.

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Work phone 605-995-7199

As always, please check <http://www.skillsusa.org/about/dir4.shtml> for the current state association director information.

Due Dates Section

July 15	Best of SkillsUSA Brand entries due
July 22	WLTl Student Leadership Development scholarship applications due
July 30	NLSC survey program ends
July 31	Registrations due in the national office for the State Association Directors' Conference
August 28	All registration forms for WLTl must be received in the national office

National Staff Travel Section

July 2010

July 15-16	San Diego, Calif./Board Training/Tim Lawrence
July 16-18	Tucson, Ariz./CMI Training/Niki Clausen
July 18-20	Atlanta, Ga./Georgia ACTE Meeting/Tim Lawrence
July 18-20	Orlando, Fla./AYES Meeting/Heidi Ambrose
July 21	Washington, D.C./NCC-CTSO Meeting/Tim Lawrence
July 21-30	Reston, Va./National Officer Training/Deb Tripp, Heidi Ambrose, Niki Clausen, Marsha Daves, Dara Dubois and selected staff
July 26-30	Louisville, Ky./NLSC planning meetings/Shelly Coates
July 28-30	Charleston, W.V./West Virginia Summer CTE Conference/Bruce Potter

August 2010

August 2-4	Norfolk, Va./VATIE Training/Niki Clausen
August 4-5	Anaheim, Calif./American Culinary Federation National Convention/Tim Lawrence
August 9	Annapolis, Md./CMI Training/Niki Clausen
August 10-15	Dulles, Va./State Association Directors' Meeting and Board of Directors' Meeting/Tim Lawrence and selected staff
August 25-26	Saratoga, N.Y./Youth Development Foundation Meeting/Tim Lawrence, Eric Gearhart and Chris Powell

September 2010

September 18-22	Herndon, Va./Washington Leadership Training Institute/Tim Lawrence and selected staff
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