



VIRGINIA ASSOCIATION 2023 State Leadership & Recognition Conference

April 14-16, 2023 ~ Virginia Beach Convention Center
(Some STAR Events competitions will be at the DoubleTree Hotel-Virginia Beach.)

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IMPORTANT: This document does not include STAR Events entry information.

The entry process for students to participate in STAR Events is explained in the state rules found under the Competitions tab on the Virginia FCCLA website: virginiafccla.org Direct STAR Events questions to Deborah Will, State Adviser: (804) 364-2529 or debbiewillFCCLA@comcast.net

Please refer conference questions (not related to STAR Events) to **Connie Rhoton:**

Office: (276) 698-5154

FAX: (276) 386-7454

Email: crhoton@mecc.edu

Chapter affiliation must be completed online with national FCCLA before beginning the conference/STAR Events registration process.

To get the best conference registration and STAR Events entry rates, complete conference registration online by **Feb. 15.**

To assure housing group rates and likelihood of room availability, postmark or fax selected housing form no later than **Feb. 15.**



CONFERENCE PAYMENTS

Remember: **Payments may be made by credit card online** - follow link in registration site.

Checks should be made payable to **Virginia FCCLA** and mailed to:

Virginia FCCLA
P.O. Box 1409
Gate City, VA 24251

REGISTRATION PROCESS

The process for registering for the conference is done online for any affiliated Virginia FCCLA chapter, using the "registermychapter" link provided on the state conference page or the Competitions – State Rules page of the Virginia FCCLA website. This system allows advisers to register for the conference and enter members in STAR Events in one process. A total combined invoice will be generated. **The site will open around mid-January.**

MEETING LOCATION

The majority of activities for the conference will be at the Virginia Beach Convention Center. Certain STAR Events will be at the DoubleTree Hotel, which is adjacent to the convention center. The Baking & Pastry competitive event will be held off-site. Transportation will be provided for these participants.

MASK AND HEALTH RELATED POLICIES FOR THE 2023 CONFERENCE

The Virginia FCCLA Board of Directors has mandated that mask and other health-related policies for VA FCCLA events will follow recommendations from the CDC, as well as policies in place by our Governor and Department of Education at the time of the event. Virginia FCCLA state staff will monitor recommended policies in the days prior to the conference and provide updates to advisers as needed. Advisers will be expected to enforce any policies put in place for the conference.

CONFERENCE FORMS (FOUND ON THE [STATE CONFERENCE PAGE](#) OF THE VIRGINIA FCCLA WEBSITE)

While conference and STAR Events registration are done online, there are additional forms advisers may use for specific conference activities or issues. The forms listed below are available as downloads on the state conference page of the Virginia FCCLA website:

FORM	DUE DATE
Housing Reservation Forms (for all hotels holding rooms for FCCLA)	Feb. 15 (reserve earlier if you have a definite hotel preference)
Student Medical Release & Code of Conduct (required)	March 31
Advisers' Responsible Participation Acknowledgment (required)	March 31
Registration Refund Request	March 20 (March 27 for banquet)
Outreach Project Donation Form	March 15
Hosts Volunteer Form	March 15
Senior Spotlight Form	March 15

REGISTRATION INFORMATION, FEES, AND REFUNDS

Fees, Due Dates & Onsite Hours

The **conference registration fee** includes program planning and materials, all general sessions, onsite projects, training sessions, and special activities. It **does not** include STAR Events entry fees, the Saturday “Banquet & Gala” event, or any other meals.

AGAIN FOR 2023: A **Conference Registration Package** is available that includes a discounted rate on basic conference options if choosing the package. Choosing the **Package** during online registration results in a savings of \$20 per attendee over the individually-priced options and includes the banquet/gala on Saturday and a pizza lunch on Friday. STAR Events entry is a separate fee and not part of the package.

Non-Package Costs - through Feb. 15:		Package Pricing - through Feb. 15:	
Registration -	\$110	Registration -	
Banquet / Gala -	\$35	Banquet / Gala -	
**Friday Pizza Lunch -	\$15	Friday Pizza Lunch at VBCC -	
SLRC T-Shirt -	\$15	<u>Includes a free SLRC T-Shirt -</u>	
Total:	\$175		\$155

**Outside food may not be brought into the convention center. Concessions will be open on Friday with a la carte menu for those not purchasing the package option. A pre-purchased ticket for a pizza lunch at the VBCC is available for \$15.

Affiliated Chapter Registration: All attendees from an affiliated FCCLA chapter (including chaperones, parents, and guests) will be registered by the adviser for the conference and for STAR Events in the online process that is linked to the chapter's affiliation with national FCCLA. The conference registration link will be available on the Virginia FCCLA website around mid-January (www.virginiafccla.org) – on both the state conference page and the Competitions – State Rules page.

IMPORTANT POLICY: Chapter affiliation must be completed prior to beginning the conference/STAR Events registration process. To allow adequate time for affiliations to be updated and loaded into the conference /STAR Events system, chapter affiliation must be completed online with national FCCLA first – if you make changes to your affiliation, please alert Debbie Will so that those changes can also be imported into our conference registration site.

Registration for Non-Affiliated Attendees: We welcome “friends of FCCLA” who are not part of an affiliated chapter to participate in the conference. These may include Alumni & Associates members, the Ruby Circle (retired advisers), college/university groups, or foundation donors. A separate registration form is available and can be sent via email, fax or postal service. Request this form by contacting:

Connie Rhoton at crhoton@mecc.edu; phone 276-698-5154 or Kathy Pierson at vafcclaslrc@gmail.com;

Online Registration Site Closes at midnight on Friday, March 31

After this time, **onsite fees and registration** go into effect. An on-site registration form for use by all affiliated and non-affiliated attendees will be available after March 31, on the state conference page of the Virginia FCCLA website or by contacting Kathy Pierson (contact information listed above).

Please be advised that **conference registration and STAR Events entry fees will be charged at the registration rates in effect at the time the registration is submitted**. For example, if you begin a registration prior to the February 15 rate period but submit the registration after that, you will be charged the higher rate per person.

Conference Rates (see separate rates and dates for STAR Events below)

Registration Submitted by February 15 = \$110 per person; included if choosing the \$155 Package option

Registration Submitted Feb. 16 – March 31 = \$135 per person; included if choosing the \$175 Package option

Onsite Registration (After March 31, deliver on site with advance approval by state staff) = \$160 per person; \$195 if choosing Package

Guest Day-Tripper Registration = \$70 Friday or \$70 Saturday. The day-tripper option is available for guests wishing to attend only one day of the conference and who are not FCCLA members or advisers. Members and advisers are expected to attend all conference sessions and pay the full conference registration fee.

Payment by credit card online (*transactions are processed with a 3% service fee for all card payments*) or a check payable to **Virginia FCCLA** must be received within two weeks of registration submission to avoid a **late payment assessment of \$50**. Onsite Registration must be paid onsite before conference packets will be released.

IMPORTANT POLICY: *If checks for conference fees are sent by individuals, rather than a school check, the FCCLA chapter will be responsible for payment if the check does not clear the bank, and must pay any additional bank fees charged to process the returned check.*

Advisers may pick up conference packets in advance on Thursday evening, April 13, from 7:00 - 10:00 p.m. outside the Box Office at Exhibit Hall D of the Virginia Beach Convention Center. Registration will take place from 8:00 a.m. - 6:00 p.m. on Friday, April 14. Day-tripper registration for conference guests only on Saturday will be from 8:00 – 10:00 a.m.



STAR EVENTS REGISTRATION

Refer to the [State Rules](#) in the Competition section of the Virginia FCCLA website for information and related forms.

Prior to February 15 ~ affiliate all chapter members with the national FCCLA organization so that those student names will appear in the list for your conference registration; members must first be affiliated in order to register for STAR Events. Verify accuracy of spelling and grade level for each member competing.

By February 15, 2023 ~ \$25 per participant; NOTE: some STAR Events will reach maximum capacity and may be closed after February 15 – register early to ensure your spot!

February 16 – March 10, 2023 ~ \$50 per participant

March 11, 2023 - final cut-off ~ \$75 per participant

INCENTIVES FROM THE 2022-23 MEMBERSHIP PACKAGES

Incentives related to state conference registration were part of the special 2022-23 membership packages. Advisers affiliating under either the Up to 25 Package or the Unlimited Package should email Deborah Will after completing the online conference/STAR registration to have those incentive discounts applied and an updated invoice created.

Refund Policy

Registration fee refunds will be honored, less a per person handling fee, if the request is received in writing on the Refund Request Form (download from the [SLRC page](#) of the website) by **March 20**. Requests for refunds will not be accepted over the telephone or by email unless the Refund Request Form is attached.

Refunds for the “Banquet & Gala” event will be honored, less a per person handling fee, if request is received in writing on the Refund Request Form by **March 31**.

STAR Event registration fees are not refundable.

Guests

There is no limit to the number of conference participants. We encourage chapters to bring as many delegates as possible. Advisers, members, Alumni & Associates, chaperones and guests of your local chapter are invited to attend. We strongly encourage chapters to invite school administrators and guidance counselors to participate in the conference. Your chapter’s guests are also needed as STAR Events volunteers! Please note that all members, advisers, chaperones, and other guests of your chapter must pay conference registration fees in order to attend general sessions, workshops, and special events. A day-tripper rate is available for guests wishing to attend only one day of the conference weekend.

BANQUET AND GALA EVENT

On Saturday evening, conference participants may choose to attend a themed banquet session, followed by a gala featuring dancing, activities, and refreshments. This is a festive event designed to offer a unique “formal affair” experience for the students. We provide extra security throughout the evening. The cost of the banquet/gala is \$35 per person. It is included in the **Conference Package Option**. Those wishing to participate in the banquet/gala should register for this event during the online conference registration process. After March 31, register for the banquet using the onsite registration form that will be available on the state conference page of the Virginia FCCLA website or by contacting Kathy Pierson at vafclaslrc@gmail.com.

Dress for the banquet and gala is formal or semi-formal. No jeans are allowed. Advisers are expected to enforce this policy. Refer to the VA FCCLA Dress Code for details, including appropriate guidelines for evening gowns and dresses. A short slide show on appropriate banquet and gala attire is on the Virginia FCCLA website ([state conference](#) page). Seating for the banquet/gala will be assigned as advisers pick up conference packets.

MEALS

There are no meals included in the registration fee, unless the **Conference Registration Package** option is selected. The Saturday evening banquet/gala event is optional and is described above. The Doubletree Virginia Beach has a restaurant and may offer lunch specials. The Virginia Beach Convention Center typically has concessions open with a limited number of options. **IMPORTANT REMINDER:** The Virginia Beach Convention Center has a strict policy regarding bringing food from outside vendors into the convention center. Only food items purchased from the convention center food venues may be consumed inside the building. **FCCLA attendees who bring food from outside vendors into the building will be asked to leave.**

Again This Year: Pre-Order Pizza Lunch at the VBCC – Friday During Conference!

For those not taking advantage of the Conference Registration Package, Virginia FCCLA is offering the option of pre-ordering a pizza lunch for your students and paying for these in advance through our online conference registration site. The cost is \$15 per person and includes two large slices of pizza (several varieties available), a dessert snack, and a soda or water. The pizza lunch is included as part of the **Conference Registration Package**, so advisers registering under the package should not mark this option. A place is provided in the online conference registration to indicate the number of pizza lunches ordered. Lunch tickets will be in the advisers’ registration packet to distribute to those participating.

HOUSING OPTIONS FOR 2023

IMPORTANT REMINDER: All hotels suggest the use of the housing reservation forms provided on the state conference page of our Virginia FCCLA website in order to get the conference rates guaranteed until Feb. 15. It is very important that attendees use the listed hotels since they have partnered with our organization to hold rooms for us through the reservation deadline. Some will take reservations after the deadline if blocks are not filled but advisers are urged to make reservations early in order to get your preferred hotel.

Four housing options include rooms that can sleep six people. Five properties offer free bus parking with advance notice – some have a limited number of spaces.

HOTEL RATES / FCCLA BLOCK	HOTEL NAME / ADDRESS / PHONE	ADVANTAGES (from Connie)
On-Site Headquarters Hotel: Rate: \$142 = \$165.30 inclusive with all taxes; NOTE: 7-day cancellation policy; 3-night minimum 200 rooms in FCCLA block	DoubleTree by Hilton - Virginia Beach 1900 Pavilion Drive Virginia Beach, VA 23451 Phone: (757) 422-8900 FAX: (757) 422-0039	Short walking distance to the convention center; some STAR Events are held here; free bus parking.
Off-Site Non-Oceanfront Hotel: Rate: \$109.00 = \$127.35 inclusive with all taxes & a hot breakfast; 30 rooms in FCCLA block – rooms available with 2 beds and a sleeper sofa that can sleep 6 ; request on reservation; FCCLA Block Code for reservations: SLR136	Costa Azul Suites 2604 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 961-8190 FAX: (757) 961-8193 BEST RATE FOR 2023 Reservation line: 1-800-733-7663 or 1-800-874-9000 (reservation deadline extended to 3/23/22)	Fully renovated in 2022 with all new fixtures, furnishings, carpet, etc. Great rate (<u>below state per diem</u>), super value for \$; on Atlantic Ave. across the street from the beach; can sleep 6 in most rooms; free bus parking
Oceanfront Studio Suites Hotel: Rate: \$137 = \$159.55 inclusive* with all taxes & hot breakfast; All suites with 2 beds have a sleeper sofa in living room so suite can sleep 6 ; 35 rooms in FCCLA block	Comfort Suites Beachfront 2321 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 491-2400 reservation email: sales@pashmglobal.com	All suites can sleep 6 and this is <u>the best oceanfront rate</u> ; limited free bus parking.
Oceanfront Hotel: Rate: \$142 = \$165.30 inclusive with all taxes and a hot breakfast; All rooms with 2 beds and a sleeper sofa can sleep 6 ; 45 rooms in FCCLA block	Country Inn & Suites 1801 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 437-9100 Reservation Email: smaccartney@landmarkhg.com	Staff is very supportive of FCCLA! Rooms sleep 6; this a <u>great</u> oceanfront rate for 6 in a room and the <u>closest</u> (6 blocks) to the convention center for 6 in room; free bus parking (2 blocks)
Oceanfront Hotel: Rate: \$149 = \$173.35 inclusive with all taxes and hot breakfast; 25 rooms in FCCLA block (<u>no onsite bus parking</u>)	Fairfield Inn & Suites by Marriott 1901 Atlantic Avenue Virginia Beach, VA 23451 Phone: (757) 422-4885 Fax: (757) 422-4886	Oceanfront hotel that is closest to the convention center; 5 block walk.
Oceanfront Hotel: Rate: \$149 = \$173.35 inclusive with all taxes and hot breakfast 50 rooms in FCCLA block	Holiday Inn Express 2607 Atlantic Ave Virginia Beach, VA 23451 Phone: (757) 491-6900 FAX: (757) 491-2125	Renovated in 2021! Good rate for oceanfront; very nice property with <u>recent renovations</u> ; free bus parking.
Oceanfront Studio Suites Hotel: Rate: \$149 = \$173.35 inclusive with all taxes & hot breakfast; can sleep 6 40 studio suites in FCCLA block (<u>no onsite bus parking</u>)	SpringHill Suites 901 Atlantic Avenue Virginia Beach, VA 23451 Phone: (757) 417-3982 FAX: (757) 383-6064	Queen suites can sleep 6; nice breakfast; (no onsite bus parking but \$25 lot nearby)

Housing Reservation Instructions

Use the specific **Housing Reservation Form** designated for each of the hotels. Page 2 of the form is designed for use with all hotels and is the portion of the form which provides critical information as to the type of room and the names of the occupants. **All housing forms are found in the Housing Reservation Forms file to be downloaded from the state conference page of the Virginia FCCLA website.**

All housing forms must be postmarked or faxed by Feb. 15 to the selected hotel to assure rates. No additional discounts may be applied to the conference rates.

STUDENT PARTICIPATION OPORTUNITIES

Voting Delegates

Each chapter* shall be allowed the following number of voting delegates (using regular affiliation):

1—49 members	=	1 voting delegate
50—99 members	=	2 voting delegates
100—149 members	=	3 voting delegates
150—199 members	=	4 voting delegates
200—249 members	=	5 voting delegates

*Chapters affiliating with national FCCLA’s Middle Level Option or the 2022-23 Unlimited Membership Package option are entitled to 2 voting delegates. Chapters using the 2022-23 Up to 25 Package option are entitled to 1 voting delegate.

Voting delegates will be required to attend the Saturday morning Business Session, sit in the reserved section, and vote on Virginia Association of Family, Career and Community Leaders of America business.

Voting delegates are voting representatives of their chapters. They will vote on state officer candidates and on any proposed bylaws changes. If bylaws changes are proposed, they will be posted on the Bylaws section of the state website prior to the conference. Officer candidate information will be distributed to advisers in their conference packets. Since the entire chapter may not have the opportunity to review the officer candidate information, voting delegates should be selected to represent the views of the entire chapter.

General Session Hosts

Chapters are encouraged to select a member to serve as a host for general sessions and workshops. Host responsibilities include handing out meeting materials and assisting workshop presenters as needed. Hosts will be assigned to a specific session during an orientation meeting at 4:00 – 4:30 p.m. Friday, April 14 at the Virginia Beach Convention Center – meet outside Hall D. Complete the downloadable form on the state conference page of the Virginia FCCLA website - **Hosts** form. The position of “host” is different from that of “STAR Attendant”.

FCCLA Financial Fitness Fair (tentatively scheduled for Friday afternoon)

Students will have time to network and experience a “reality check” on Friday afternoon by participating in a Financial Fitness Fair...FCCLA style! You will play the “game of life” in person as you make decisions about future spending and experience the challenges of living on a budget.

2023 CONFERENCE OUTREACH PROJECT:

#VAFCCLAGratitudeRocks

Involvement in community service outreach is an important conference tradition. For many years, Virginia FCCLA has collected donations to assist families, communities, or chapters across the country that have suffered from disasters or have emergency needs. This year, the state officers want to pay tribute to Armed Forces veterans who have served our country.

During the conference Expo on Friday, April 14, members and guests will have the opportunity to visit our rock painting area. Here they will have the chance to decorate a patriotic-themed rock displaying gratitude to members of the United States Armed Forces. They will also have an opportunity to meet author and retired member of the US Army, LTC Robert P. Chappell, Jr. who has written a book on the healing benefits of rock painting therapy for veterans.

Completed rocks will be organized and packaged by chapter in boxes with the needed supplies and instructions to seal the rocks in order to preserve students' artwork/messages. Boxes will be sent home with chapter advisers, so that members may go together to distribute the rocks at locations of their choice in their community.

Also during the Expo, attendees will have the opportunity to purchase a special snack item related to our conference theme, with profits going toward the purchase of the rock painting supplies.

We need your help to make it happen! We ask that each chapter attending the conference help by making a monetary donation that will be used to purchase supplies needed for the rock painting activity. Any funds left from this activity will be used to buy supplies for various veterans' facilities in the state for use in replicating the rock painting as a therapy activity.

Chapters are urged to complete the Virginia Outreach Donation Form (found with the SLRC Forms downloads) and mail, email or fax to Connie Rhoton by **March 15**. The form indicates your chapter's participation in this project and gives the amount you plan to donate. All contributing chapters will receive a certificate during the Opening Session of the conference as a representative goes onstage to present the check or indicate that a contribution was sent in advance. The chapter

donating the most money will receive a special entrance and priority seating at the Opening Session. Only those chapters completing the Virginia 2023 Outreach Donation Form will be eligible for the recognition mentioned above.

NOTE: The donation check should be made payable to Virginia FCCLA.

NEW! INCREDIBLE MOMENTS VIDEO SUBMISSIONS

During the conference general sessions, we will be featuring videos submitted by members in response to one of four Incredible Moments video prompts. See the detailed information flyer provided on page 15 of this document. Encourage your members to submit!

VIRGINIA FCCLA IMAGE AWARD

Virginia FCCLA will continue recognizing one chapter at the conference for the professional image and conduct demonstrated by their attendees. The members of our Alumni & Associates Executive Board will be observing behavior and compliance with the Virginia FCCLA dress code throughout the weekend and will select one chapter who exemplifies high standards in appearance, courtesy, attitude, and helpfulness. The award will be presented on stage during the Closing Session to a chapter representative and the adviser.

VIRGINIA FCCLA SENIOR SPOTLIGHT

On Sunday morning just prior to the Closing Session, we invite chapters to recognize their outstanding senior members through a “Senior Spotlight.” A chapter adviser may select up to three deserving senior members, who will be attending the 2023 state conference, to be featured on a slide highlighting their FCCLA involvement. A form (found with the SLRC Forms downloads) must be completed for the selected senior/s. Email the form, with up to two digital photos of the senior member, to Connie Rhoton by **March 15**.

“SAY YES TO FCS” SIGNING CEREMONY

Virginia FCCLA is proud to participate again in the national recruitment effort called “Say Yes to FCS.” The purpose of this initiative is to encourage our students to choose a career in Family and Consumer Sciences, especially in education, with a goal of being an FCS teacher and FCCLA adviser. Chapter advisers are asked to assist us in identifying your seniors who plan to major in FCS education in the fall of 2023 so we can have a “signing ceremony” on stage at the conference – advisers will be able to list these students’ names in your online conference registration site so that they can receive a special invitation to our signing ceremony. Details for the signing ceremony are being finalized. Arrangements and instructions will be provided prior to the conference to advisers who sign up eligible members. Advisers to those members will receive our “Teacher of Teachers Award”!

ALUMNI & ASSOCIATES OPPORTUNITIES

We warmly invite all Alumni & Associates members and former chapter advisers to participate in the conference. A conference registration form is available by contacting Connie Rhoton (crhoton@mecc.edu). Activities of special interest to A&A members include:

- ◆ Evaluate STAR Events on Friday. Contact Deborah Will (debbiewillFCCLA@comcast.net) to volunteer.
- ◆ Conference assistance – A&A members interested in assisting with the FCCLA Shop, registration, or other activities may volunteer by contacting Jamie Pearce at jamie.carr.1102@gmail.com
- ◆ “Banquet & Gala” event on Saturday evening at 6:30 p.m. The cost is \$35 per person. Please register and pay in advance using the conference registration form.
- ◆ The Ruby Circle – Former chapter advisers are invited to be part of this special designation by continuing their involvement in Virginia FCCLA and volunteering to assist with the conference and/or be part of our delegation to the National Leadership Conference. Please contact Susan von Schaack for information on how to get involved in the Ruby Circle. Susan’s email is: bleugenes5@verizon.net.

ADVISER OPPORTUNITIES

Special activities for advisers are scheduled throughout the weekend, aimed at strengthening skills as a chapter adviser and gaining a deeper understanding of ways to incorporate FCCLA as an intra-curricular part of FCS courses. A detailed listing of adviser opportunities is on page 16.

LEADERSHIP FOUNDATION SUPPORT

Chapters are encouraged to make contributions to the Virginia FCCLA Leadership Foundation, which has been established to provide support and sponsorship for FCCLA leadership activities in our state. For your convenience, there is an opportunity to indicate a chapter donation within your online conference registration. Individuals or chapters with associated giving of **\$100 or more**, and providing the contribution by March 1, will receive a ribbon for their conference name badge. Please note: this donation is separate from the Outreach Project donation.

GENERAL SESSIONS AND WORKSHOPS

OPENING SESSION (including keynote speaker) – Theme presentations, program awards, and lots of audience participation will make this session entertaining as well as informative. During the Opening Session, we will be motivated by an entertaining keynote speaker sponsored by the Virginia FCCLA Leadership Foundation.

BUSINESS SESSION – Voting delegates **must** attend this session where important decisions regarding the yearly operations of our association will be discussed. Other members and advisers are encouraged to attend. Membership awards will be announced during the Business Session.

WORKSHOPS – Saturday morning following the keynote session, members may choose from a wide variety of workshops focusing on career pathways, FCCLA national programs, and personal growth. A special session is planned for advisers.

CLOSING RECOGNITION SESSION – On Sunday morning, a Closing Session will include installation of new state officers, FCCLA individual program awards, and awarding of all STAR Events medals, scholarships, and trophies.

FCCLA EXPO

A special feature of the conference is the **FCCLA Expo**. The expo will have booths from several colleges and FCS-related post-secondary programs, including culinary schools. Students will have the opportunity to “Say Yes to FCS” with detailed information and activities related to careers in Family & Consumer Sciences from participating colleges and universities. Fundraising ideas, FCCLA national program project activities, games, and more make the Expo a place to network with other members from across the state. The **FCCLA Expo** is planned for Friday, with some activities beginning at 9:30 a.m.

THE FCCLA SHOP (WITH LOGO ITEMS)

FCCLA items, ideal for use as gifts for students, school administrators, and other supporters of your FCCLA chapter, will be available at The FCCLA Shop during the conference. These items are a great way to promote FCCLA and create a public relations campaign.

SPECIAL NEEDS

If a person with a disability is attending the conference and desires any assistive devices, services, or other accommodations to participate in the activities, please contact Deborah Will at debbiewillFCCLA@comcast.net by March 1 to discuss accommodations.

PREPARING STUDENTS AND STUDENT CONDUCT

It is the adviser's responsibility to adequately discuss appropriate conduct and dress with all of the chapter's SLRC delegates – this includes adherence to and enforcement of our dress code, "no jeans" policy, and any health-related mandates. Each delegate is to read the **Virginia FCCLA Dress Code and the Code of Conduct** and student delegates must sign in the space provided on the **Student Medical Release and Code of Conduct** form. Medical forms **must** be completed for each student. Forms may be scanned and emailed to crhoton@mecc.edu; or faxed to 276-386-7454; or mailed to Connie Rhoton - P.O. Box 1409 – Gate City, VA 24251

IMPORTANT NOTE: If medical release forms are not completed by the deadline for conference registration payment, please mail or fax them no later than March 31.

Conference packets will not be released to the chapter adviser until a medical form is on file for each student.

Advisers are also asked to remind the student that this is an "educational" weekend, not just "party-time" at the beach. General sessions are scheduled for approximately 1 & ½ to 2 hours and contain educational content as well as entertainment. Students are expected to participate in the FCCLA Expo, and in the Friday and Saturday leadership sessions (workshops). Adequate relaxation time "at the beach" is scheduled for Saturday afternoon but students need to understand that the educational activities of the conference are a first priority.

Conference activities are scheduled into the late evening on Friday and Saturday nights. We strongly encourage advisers and chaperones to keep the students involved in the scheduled sessions and activities, including the Banquet and Gala. Unsupervised time in the hotel can lead to problem behavior. Too much "free time" often results in discipline issues. Keeping students busy in supervised activities/sessions, especially in the evenings, reduces negative behavior.

REQUIRED: Advisers' Responsible Participation Acknowledgment Form

In an effort to emphasize the importance of involving students in all scheduled conference activities and reducing opportunities for inappropriate behavior, a form has been developed requiring chapter advisers to acknowledge their responsibility in making certain that all delegates from the chapter participate in all of the scheduled conference activities. Advisers who allow students to skip or leave sessions/activities early are putting students in higher risk situations and must assume complete responsibility for such decisions. Conference registration packets, including STAR Events packets, **will not be released** until this form, signed by the adviser and principal, has been submitted. For smooth packet pick-up, it should be sent by **March 31** with the Student Medical Release and Code of Conduct forms.



STAR EVENTS PARTICIPATION

Participants in STAR Events (including both state and national events) will compete in-person Friday, April 14. Participation in STAR Events requires advance registration and an entry fee, **completed online by Feb. 15** for best rates and event availability. Advisers' onsite STAR Events/Conference packet pick-up will take place from 7:00 – 10:00 p.m. on Thursday evening and on Friday morning from 7:15-8:00 a.m. Advisers must register online for STAR Events (**with conference registration** – by Feb. 15) for participants to be eligible to compete. Information about STAR Events is available on the [Competition](#) page of the Virginia FCCLA website or by contacting Deborah Will at (804) 364-2529; debbiewillFCCLA@comcast.net.

CHAPTER MEMBERS NOT INVOLVED IN STAR EVENTS

We encourage members not entered in STAR Events to participate in one of the following:

- ◆ Serve as a Student STAR Events Evaluator. A download of the evaluator application is on the [STAR Events section](#) of the website – see Volunteer Forms. Please also refer to the "General Information" download file, for the student STAR Events evaluator criteria and additional copy of the application.
- ◆ Serve as a STAR Attendant. Assist the STAR Events room consultant in event management. An application form for STAR Attendant is located in the Volunteer Forms download and in the "General Information" STAR Events download file on the Virginia FCCLA website. STAR Attendants must plan to work for the duration of their assigned event.
- ◆ Student volunteers may also be identified in your online conference registration.

AWARDS, BADGE RIBBONS, AND RECOGNITION INFORMATION

VIRGINIA CHAPTERS COMPLETING PROGRAM AWARD APPLICATIONS

IMPORTANT REMINDER

The applications for national program awards are connected to the chapter affiliation portal.

To apply for a National Program Award please follow the steps below:

1. Log on to your chapter's affiliation portal
2. Once logged in, select the "Program Awards" tab
3. Select whichever award section you wish to apply for ("Program Award Application" for consideration for national recognition or "Project Summary Only" for a shorter process)
4. Select "Apply Now" for either Middle or High School to start entering information

IN ORDER TO RECEIVE RECOGNITION AT THE STATE CONFERENCE

(certificates, plaques, trophies, and program ribbons for the name badge):

CONFERENCE REGISTRATION MUST BE COMPLETED NO LATER THAN MARCH 5.

Ribbons and other awards will be ordered by that date and supplies will not be available for chapters registering after the order date.

Early registration fees apply to all registrations completed before February 15.

All state conference recognition is based on the following procedures:

1. **Award applications for all FCCLA programs** (Career Connection, Community Service, Families First, FACTS, Financial Fitness, Power of One*, Stand Up, and Student Body) **must be completed and submitted online through your chapter affiliation portal by 5:00 p.m.**

March 1. (On the national website click Programs; then click Awards; then choose Program Award Applications for detailed instructions.)

2. **A photo from the project PLUS a screenshot of your favorite social media post, in digital format, must be emailed to Connie Rhoton by March 10.**

~ Make sure the digital photo has been reduced to a size that will attach to an email. Send it, identifying the national program it features, to: crhoton@mecc.edu

3. **The award checklist for *Outstanding Chapter* must be completed online by March 5.** Visit the [Outstanding Chapter](#) page under Programs and Awards on the Virginia FCCLA website for a link to this Google doc.

4. **The chapter's initial conference registration must be entered by March 5 so that ribbons and awards can be ordered. NOTE: *Early registration fees apply to all registrations submitted before February 15.***

* Power of One completer information is now submitted online through the chapter's affiliation portal, completed by March 1. State staff will do the final approval after the chapter adviser has completed the online process and uploaded a completer form for each member.

Membership recognition information is found on the website under ["Membership – Membership Recognition."](#) Chapters must meet the March 1 affiliation postmark deadline and be in attendance at the conference to qualify for membership recognition.

Continued for 2023: "Go for the Red" National Membership Award

In support of the national FCCLA "Go for the Red" membership campaign, those who complete the individual and chapter membership award on the National FCCLA website **by March 1** will be recognized at the state conference during the Business Session.

Virginia FCCLA Dress Code

revised: September 2022

FCCLA is one of the career-technical student organizations sponsored by the Department of Education for the purpose of preparing youth for career success. Specifically, FCCLA prepares students for the multiple roles of family member, wage earner, and community leader. Therefore, an important part of the educational experiences provided by FCCLA includes developing an understanding of appropriate behavior and dress for business meetings and functions.

Please note that the national FCCLA organization has a dress code policy for all events and activities at the national level that must be followed for the National Leadership Conference, National Fall Conference, Capitol Leadership, and national competitive events. Please check the national website (www.fcclainc.org) for a copy of their dress code.

The Dress Code provided here is for events sponsored by Virginia FCCLA. Appropriate mitigation strategies, including face masks, may be required for a specific event as determined by the Board of Directors.

Type of Event (Examples)	Examples of Appropriate Attire	
<p>Business Casual: <u>State conference sessions and workshops</u>; STAR Events recognition; STAR Events presentations unless the specific event rules allow costumes</p>	<ul style="list-style-type: none"> ● Business-style shirt such as a polo, button-up, shell, blouse, or sweater with <u>optional</u> neck tie, scarf, or professional neckwear ● Business-style pants, skirts, or dresses <u>at or below the knee</u> in length (due to the active nature of many of our events, wearing pants is strongly encouraged) ● Business-style shoes (non-athletic) ● <i>No denim is allowed in any article of business casual attire</i> 	
<p>Professional: Meetings with community or business leaders and other functions when representing FCCLA in an official capacity; FCCLA banquet and gala</p>	<ul style="list-style-type: none"> ● Professional suit with professional shirt/blouse; optional professional neckwear ● Professional jacket with a dress shirt/blouse and dress pants or a skirt/dress (no denim) ● Professional shirt with neck tie, scarf, or professional neckwear; dress pants or skirt (at or below the knee in length) ● Dress shoes (non-athletic) ● <i>No denim is allowed in any article of professional attire</i> 	
<p>Formal Attire: FCCLA conference banquet and gala</p>	<ul style="list-style-type: none"> ● Professional/business attire listed above or tuxedo ● Formal or semi-formal dress with straps (at or <u>below the knee</u> in length); no visible cleavage; no bare back below the waist may be showing) ● <i>No denim is allowed in any article of formal attire</i> 	
<p>Casual: Travel to and from FCCLA functions, recreational tours, theme parks, the State Fair, and similar casual activities</p>	<ul style="list-style-type: none"> ● Longer-length shorts (at the knee <u>preferred</u>) ● <u>Neat pants (e.g. jeans or athletic/yoga wear with no holes or frayed edges)</u> ● T-shirts or other casual shirts (no inappropriate language or graphics) ● Casual or athletic-style jackets ● Casual or athletic footwear 	
<p>Pool Attire: Pertains to national meeting functions when swimming is permitted</p>	<ul style="list-style-type: none"> ● Conservative swimsuit (one-piece or moderately cut two-piece) ● Bathing suit cover and shoes must be worn to and from pool area ● No speedos, skimpy bikinis, or thong-type bathing suits 	<p>Note: Swimming is not permitted during the <u>state conference</u>.</p>

Always Appropriate Attire:

The official FCCLA uniform jacket and neckwear are available through the national FCCLA supplier(s). They are not required for Virginia FCCLA events but are always appropriate.

Always Inappropriate Attire:

The following should **not** be worn to any FCCLA activity, including in the hotel hallways and lobby:

- Clothing or accessories which are sexually suggestive, advertise drugs, alcohol, or tobacco products, or display profanity
- Spaghetti straps; strapless or low-cut blouses/shirts/dresses, see-through or tight-fitting clothing
- Skirt, dress, or shorts that are above the knee while standing
- Pants or skirts which are worn below the hip bone; no undergarments may be showing
- Spandex, short shorts, cutoffs, or pajamas
- Clothing which is stained, torn, or ripped
- Flip-flops, except with casual or pool attire
- Bare feet

Remember, the image of FCCLA depends on the professional behavior and appearance of its members.

TENTATIVE AGENDA

2023

VIRGINIA FCCLA STATE LEADERSHIP & RECOGNITION CONFERENCE

Times and activities may change – see the printed conference program available at registration to confirm.

DATE/TIME	ACTIVITY
THURSDAY, April 13	
7:00 pm – 10:00 pm	Conference/STAR Events Packet Pick-up
9:00 pm – 10:00 pm	STAR Events Lead & Room Consultants Meeting
FRIDAY, APRIL 14	
7:15 am – 8:00 am	STAR Events/Conference Packet Pick-up
8:00 am – 6:00 pm	Conference Packet Pick-up & On-Site Registration
7:45 am – 8:15 am	STAR Attendants Orientation
8:00 am – 9:15 am	Evaluators' Check-in & Orientation
8:00 am – 9:00 am	Set-up for state exhibit STAR Events
9:15 am – 5:30 pm	STAR EVENTS <i>(note that the Baking & Pastry competition will be held off-site with transportation provided)</i>
9:30 am – 6:00 pm	The FCCLA Shop
9:30 am – 3:30 pm	FCCLA Expo Exhibits and Activities Open
11:00 am – 1:00 pm	Pizza Lunch Pick-Up (pre-purchased ticket) or Lunch on Your Own
1:00 pm – 3:30 pm	Financial Fitness Fair – continuous admission
3:15 pm – 4:15 pm	Officer Candidates Orientation
4:00 pm – 4:30 pm	Hosts Meeting
Until 7:30 pm	Dinner on Your Own
7:30 pm	Doors Open for Photos in the Conference Theme Sets
8:00 pm – 10:45 pm	OPENING GENERAL SESSION (includes keynote speaker)
SATURDAY, APRIL 15	
8:00 am – 10:00 am	Conference Guests Registration
8:30 am – 9:45 am	BUSINESS SESSION
10:00 am – 11:45 am	Leadership Action Sessions (two rotations)
11:15 am – 3:00 pm	Officers-elect Interviews & Training Session
12:00 pm – 5:00 pm	Lunch & Local Touring on Your Own
6:30 pm – 9:15 pm	BANQUET
9:30 pm – 11:30 pm	Gala (dance, refreshments & fun)
SUNDAY, APRIL 16	
9:00 am – 11:15 am	CLOSING RECOGNITION SESSION, including all STAR Events medals, scholarships, trophies, and announcement of national qualifiers
11:45 am – 12:30 pm (tentative)	Begins 30 minutes after end of Closing Session: National Leadership Conference Information Session – <u>Required for advisers with members attending the NLC in Denver.</u>
1:00 pm – 3:00 pm	Executive Council Luncheon Meeting (outgoing & incoming councils)
3:00 pm – 5:00 pm	2023-24 State Executive Council Meeting

Reminder: Meals are not included in the conference registration unless you purchase the “Registration Package” – which includes a pizza lunch on Friday and the Banquet/Gala on Saturday evening. Many of the conference hotels offer complimentary breakfast. Please remind students to bring money to cover meals during the conference that are not covered in the registration option your group has selected.

SECURITY AND SAFETY

The safety and security of our attendees is the top priority as we plan a weekend that is filled with learning opportunities, networking, and fun for our members. Each hotel is asked to provide security officers on their property for the weekend. Virginia FCCLA supplements this by hiring additional police officers to patrol all FCCLA activities on both Friday and Saturday nights of the conference.

As an additional precaution, we schedule programmed sessions, speakers, and supervised activities for the students up until thirty minutes prior to curfew on Friday and Saturday nights. We realize that the best way to reduce behavioral problems is to keep students busy in organized activities. **We highly recommend that advisers require students to participate in the scheduled evening events, including the Saturday evening Banquet and Gala, rather than returning early to the hotels.**

DIRECTIONS TO VIRGINIA BEACH CONVENTION CENTER AND CONFERENCE HOTELS

For the Convention Center and the DoubleTree Hotel: When approaching the Virginia Beach area, use I-264 East toward the resort area. Take Exit #22 (Birdneck Road) off of I-264 East.

For the Convention Center, turn right at the end of the exit ramp, then make an immediate left on to 19th Street. The VBCC will be approximately a quarter of a mile on the left with parking on both sides of 19th Street.

For the DoubleTree Hotel, at the end of the exit ramp, go straight through the light onto Pavilion Drive. The entrance to the **Doubletree Virginia Beach** will be on the immediate left.

All other conference hotels, follow I-264 until it ends, then proceed to Atlantic Avenue. Turn right for hotels on the 21st block and lower. Turn left for the 22nd block and higher.

Parking:

Automobile parking is available at all hotels and at the convention center.

Bus parking at the Virginia Beach Convention Center will be restricted to a designated area along the access road between the convention center and the DoubleTree Hotel parking lot. Directions to this area will be available at conference packet pick-up.

Please refer to **Page 5** of this document to identify those hotels in the FCCLA contract that provide free bus parking. All of these hotels require advanced notice regarding the need for a bus parking space. This should be indicated in the designated box on the hotel reservation form (found on [the state conference page](#) of the Virginia FCCLA website).

State Leadership & Recognition Conference

April 14-16, 2023

Get involved in these conference activities!

LET OTHERS KNOW WHAT YOUR CHAPTER HAS DONE!

Send copies of newspaper articles, newsletters, website screenshots, and reports of chapter activities to be on display at the State Leadership & Recognition Conference.

All materials must be received by **March 10** to be included in the display. Please send the articles and other items to:

Abby Vermillion, FCCLA 1st Vice President
Gate City High School

178 Harry Fry Drive | Gate City, VA 24251

Or email digital files to beverly.musick@scottsschools.com

BANNER PARADE

Be a part of the action at the state conference. The chapter president, or a chapter representative, will have an opportunity to display your chapter banner or flag in the Banner Parade during the conference Business Session. The flag may also be used to identify chapter seating at all sessions.

Be creative!

VA FCCLA Senior Spotlight

As part of the Closing Session on Sunday, we invite chapters to recognize their outstanding senior members through a "Senior Spotlight." The adviser may select up to three deserving senior members, **who will be attending the 2023 state conference**, to be featured on a slide highlighting their FCCLA involvement. A form (found in the **SLRC Forms** download file) must be completed for each selected senior. Email the form, with up to two digital photos of the senior member, to Connie Rhoton by March 15.

FINANCIAL
FITNESS 

Reality Check

On Friday afternoon, a Financial Fitness Fair will be available for members to explore. You will play the "game of life" in person as you make decisions about future spending and experience the challenges of living on a budget.

Conference Outreach Project #VAFCCLAGratITUDERocks

During the conference Expo on Friday, April 14, visit our rock painting area where you will have the chance to decorate a patriotic-themed rock displaying gratitude to members of the United States Armed Forces. Meet author and retired member of the US Army, LTC Robert P. Chappell, Jr. who has written a book on the healing benefits of rock painting therapy for veterans.

Completed rocks will be organized and packaged by chapter with the needed supplies and instructions to seal the rocks in order to preserve the artwork/messages. Boxes will be sent home with chapter advisers, so that members may go together to distribute the rocks at locations of your choice in your community.

We need your help in funding this project!

A **form** is provided in the state conference forms list, found as a download on the [Virginia FCCLA website](#) for use in reporting your planned contribution to help Virginia FCCLA purchase materials and supplies for this project. Please send it to Connie Rhoton, State Adviser, by **March 15**.

~ A chapter representative will be invited to come onstage during the Opening General Session to receive a certificate and present the donation or announce that it was sent in advance to Virginia FCCLA

~ The chapter making the largest donation will have a special entrance and priority seating for the Opening Session.

Also during the Expo, attendees will have the opportunity to purchase a special snack item related to our conference theme, with profits going toward the purchase of the rock painting supplies.

Members' Incredible Moments Videos During the General Sessions

Members can make an appearance on the "big screen" at conference by submitting a 15 seconds or less video in response to one of four video prompts. **Details are provided on a separate flyer.**

Save the video with your school name and upload it to the Google Folder linked here: www.bit.ly/22-23contests by March 15, 2023.

incredible
FCCLA

**2023 Virginia Association
State Leadership & Recognition Conference**

INCREDIBLE MOMENTS VIDEOS

Do you want the chance to be featured on the big screen during the 2023 State Leadership and Recognition Conference (SLRC)?

Affiliated Virginia FCCLA members have the opportunity to film and submit a 15-second or less video responding to one (or more) of the four video prompts listed below.

Save the video with your school name and upload it to the Google Folder using the QR code or linked here: www.bit.ly/22-23contests by **March 15, 2023**.

Video Prompts:

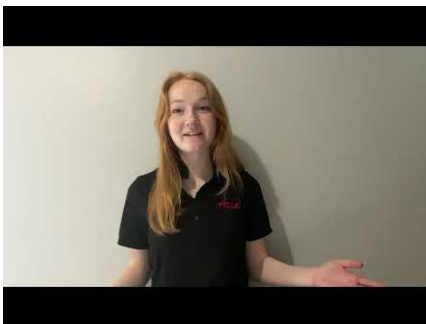
- How did you make this year inc**RED**ible?
- What is your favorite FCCLA memory?
- How does your chapter adviser inspire you to be inc**RED**ible?
- What are you most excited to experience at SLRC in Virginia Beach?



Recording Guidelines:

- Your video may feature an individual or a group - but only one submission per chapter, please
- Students must wear the official FCCLA blazer, FCCLA polo, or other FCCLA shirt.
- Each prompt response video should be no more than 15 seconds long
- Videos must be filmed horizontally and from the waist up
- Videos must be filmed on a neutral or white wall
- Use a tripod or place your recording device on a solid, level surface
- Deliver responses directly to the camera
- Save your video with your chapter name in the file name (for example: MillbrookHS.mp4)
- See framing examples below (please note that some of these are from last year's prompts):

Tips to keep in mind as you record:



- Record horizontally and ensure you are close enough to the camera that the audio is clear but not so close that you are framed unfavorably.
- Spacing is important: Place your phone or camera about two feet from your face(s) and at eye level.
- Utilize a quiet space, limit distractions, and silence phones and other devices.
- Avoid bright windows, ensure there are no shadows on your face, and use soft lighting when possible. It is ideal to have natural lighting on both sides of your face.

FOR ALL ADVISERS

Opportunities to Strengthen Your FCCLA Chapter

2023 State Leadership & Recognition Conference

Virginia Beach ~ April 14-16

Friday, April 14

- ◆ **STAR Events** ~ serve as an event room consultant or evaluator ~ a great opportunity to see curriculum integration and/or classroom application in all FCS instructional areas. Please note that all chapters entering students in competition are required to provide at least one volunteer.
- ◆ **The FCCLA Expo** with the opportunity to connect with college and university representatives with FCS-related degrees; also get ideas for chapter projects and fundraising activities.
- ◆ **The Opening General Session** will have leadership and character development in students as its theme. Project ideas and FCCLA classroom activities will be featured on screen. An energizing keynote speaker will motivate students and adults to achieve their personal best.

Saturday, April 15

- ◆ **Adviser Workshop** – Advisers will participate in an exclusive session filled with Incredible Adventures! There will be great door prizes, too!
- ◆ **The Business Session** demonstrates youth leadership and application of parliamentary procedure. The election of new state officers provides great examples of public speaking to promote FCCLA.
- ◆ **The Awards Banquet** highlights accomplishments of Virginia chapter advisers and other adults whose efforts have strengthened our state association.

Sunday, April 16

- ◆ **The Closing General Session** will wrap up the conference, including the awarding of STAR Events medals, scholarships, and trophies, and the announcement of national competition qualifiers.
- ◆ **The National Leadership Conference Information Session** is a **required** session for all advisers interested in attending that conference – the national conference has several adviser sessions related to curriculum development and career pathways.

Address specific questions regarding professional development activities for FCS teachers during the FCCLA State Leadership & Recognition Conference to:

Kathleen Buchanan, Virginia Membership & Adviser Development Coordinator
4216 Maury River Road
Rockbridge Baths, VA 24473

Phone: (540) 348-5377
Email: kvcbuchanan@gmail.com

