



VIRGINIA ASSOCIATION 2024 State Leadership & Recognition Conference

April 12-14, 2024 ~ 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: email, postmark, or fax housing form to your selected hotel no later than **Feb. 15**.

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 in mid-January.**

2024 Virginia SLRC



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

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.

HEALTH RELATED POLICIES FOR THE 2024 CONFERENCE

The Virginia FCCLA Board of Directors has mandated that health-related policies for Virginia 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 requirements. 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) – sent directly to the preferred hotel	Feb. 15 (reserve earlier if you have a definite hotel preference)
Student Medical Release & Code of Conduct (required)	March 29
Advisers’ Responsible Participation Acknowledgment (required)	March 29
Registration Refund Request	March 18 (March 25 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.

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 \$25 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 - \$112	Registration -
Banquet / Gala - \$38	Banquet / Gala -
**Friday Pizza Lunch - \$15	Friday Pizza Lunch at VBCC -
SLRC T-Shirt - \$15	<u>Includes a free SLRC T-Shirt -</u>
Total: \$180	\$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 vafccclasrc@gmail.com;

Online Registration Site Closes at midnight on Friday, March 29

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 29, 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 = \$112 per person; included if choosing the \$155 Package option

Registration Submitted Feb. 16 – March 29 = \$137 per person; included if choosing the \$180 Package option

Onsite Registration (After March 29, deliver on site with advance approval by state staff) = \$165 per person; \$200 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 11, 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 12. 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, 2024 ~ \$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 8, 2024 ~ \$50 per participant

March 9, 2024 to final cut-off ~ \$75 per participant

INCENTIVES FROM THE 2023-24 MEMBERSHIP PACKAGES

Incentives related to state conference registration were part of the special 2023-24 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 18**. 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 25**.

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 \$38 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 29, 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 & Gala is formal or semi-formal. No jeans are allowed. Advisers are expected to enforce this policy. Refer to the Virginia FCCLA Dress Code for details, including appropriate guidelines for evening gowns and dresses. A short slide show on appropriate Banquet & 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 2024

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.

Three 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: \$145 = \$168.75 inclusive with all taxes; NOTE: 7-day cancellation policy; 3-night minimum 180 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.
Oceanfront Studio Suites Hotel: Rate: \$137 = \$159.55 inclusive* with all taxes & hot breakfast; All suites have a sleeper sofa in living room so a double/double suite can sleep 6 ; king suite sleeps 4. 35 double/doubles & 10 king rooms in FCCLA block	Comfort Suites Beachfront 2321 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 491-2400 reservation email: sales@pashmglobal.com	This long-time partner with FCCLA has a great rate for oceanfront rooms and includes a full hot breakfast bar; limited free bus parking.
Oceanfront Hotel: Rate: \$152 = \$176.80 inclusive with all taxes and a hot breakfast; All rooms with 2 beds and a sleeper sofa can sleep 6 ; 50 rooms in FCCLA block	Country Inn & Suites 1801 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 437-9100 Reservation Email: t.sierra@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 <u>6 in room</u> ; free bus parking (2 blocks)
Oceanfront Hotel: Rate: \$149 = \$173.35 inclusive with all taxes and hot breakfast; 23 rooms in FCCLA block (no onsite bus parking)	Fairfield Inn & Suites by Marriott 1901 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 422-4885 Fax: (757) 422-4886	Oceanfront hotel that is closest to the convention center; 5-block walk. Free bus parking at the Virginia Beach Visitors Center (6 blocks away)
Oceanfront Hotel: Rate: \$149 = \$184.85 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; free bus parking.
Oceanfront Hotel: Accepting reservations until Feb. 20 Rate: \$131 = \$152.65 inclusive with all taxes and hot breakfast; 45 rooms in FCCLA block	Sandcastle Resort 1307 Atlantic Ave. Virginia Beach, VA 23451 phone: (757) 428-2828 FAX: (757) 422-3184	Best rate for 2024! Rooms have two queen beds; free bus parking based on availability.
Oceanfront Studio Suites Hotel: Rate: \$149 = \$173.35 inclusive with all taxes & hot breakfast; can sleep 6 40 studio suites in FCCLA block (no onsite bus parking)	SpringHill Suites 901 Atlantic Ave. Virginia Beach, VA 23451 Phone: (757) 417-3982 FAX: (757) 383-6064	Renovated in 2023: 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 OPPORTUNITIES

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 2023-24 Unlimited Membership Package option are entitled to 2 voting delegates. Chapters using the 2023-24 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 12 at the Virginia Beach Convention Center – meet in Suite 5AB. 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 Student Body Zen Zone (tentatively scheduled for Friday afternoon)

Students will have time to network while enjoying team building and stress relief activities on Friday afternoon by participating in a Student Body Zen Zone. Details will be in the conference printed program.

2024 CONFERENCE OUTREACH PROJECT:

The Butterfly Tree Charity for Mukuni Village (Zambia) FCS Classrooms

Involvement in community service outreach is an important conference tradition. For many years, Virginia FCCLA has collected donations to assist families, communities, or chapters that have suffered from disasters or have emergency needs. This year, the state officers chose to support the FCS program at the secondary school in Mukuni Village, Zambia through donations we will send via The Butterfly Tree Charity organization.

Last June, several Virginia FCCLA chapter advisers were part of a Virginia Tech international studies program. They visited Zambia and the Mukuni Village to observe CTE programs, including culinary arts, tailoring, and other FCS related courses. They saw a desperate need for FCS classroom equipment, supplies, books, and teaching materials. **Virginia FCCLA wants to help!** Since shipping items to this remote village is very expensive, we will collect monetary donations then work with The Butterfly Tree Charity to designate how our donations will be used to provide FCS classroom needs in the Mukuni Village.

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 for this international effort. During the **FCCLA Expo** on Friday, conference attendees will have a **Bead Blast** at an event where, for a small fee, they create a memento such as bracelets and phone keychains using beads and charms. The profits from the Bead Blast will also be donated to the Mukuni Village FCS classroom project.

Chapters must complete the Virginia Outreach Donation Form (found with the SLRC Forms downloads) and send to Connie Rhoton by **March 15**, indicating your chapter's participation in this project and identify 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 and completing the donation form will receive a special entrance and priority seating at the Opening Session.

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

NEW! YOUR FCCLA JOURNEY PHOTO CHALLENGE

During the conference general sessions, we will be featuring submissions from the “Your FCCLA Journey” Photo Challenge. See the flyer detailing information about the photo challenge on page 15 of this document. Chapters entering the challenge will also be entered into a prize drawing at the conference.

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 2024 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 2024 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 \$38 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 is received 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 29.

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 29** 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 12. 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. 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 – do not complete both)
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. See steps above.)*
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 2024: "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

2024

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 11	
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 12	
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	Student Body Zen Zone – 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 13	
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 14	
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 Seattle.</u>
1:00 pm – 3:00 pm	Executive Council Luncheon Meeting (outgoing & incoming councils)
3:00 pm – 5:00 pm	2024-25 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 & 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 12-14, 2024

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:

Grayson Long, FCCLA VP of Public Relations
Turner Ashby High School

800 N. main Street | Bridgewater, VA 22812

Or email digital files to jam@rockingham.k12.va.us

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 2024 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.

Conference Outreach Project

FCS Classroom Equipment and Supplies for Mukuni Village (Zambia)

This year, the state officers chose to support the FCS program at the secondary school in Mukuni Village, Zambia through donations we will send via The Butterfly Tree Charity organization.

Last June, several Virginia FCCLA chapter advisers visited Zambia and the Mukuni Village to observe CTE programs, including culinary arts, tailoring, and other FCS related courses. They saw a desperate need for FCS classroom equipment, supplies, books, and teaching materials. **Virginia FCCLA wants to help!** Since shipping items to this remote village is very expensive, we will collect monetary donations then work with The Butterfly Tree Charity to designate how our donations will be used to provide FCS classroom needs in the Mukuni Village.

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 for this international effort.

During the **FCCLA Expo** on Friday, conference attendees will have the opportunity to have a **Bead Blast** at an event where, for a small fee, they create mementos such as bracelets and keychains using beads and charms. The profits from the Bead Blast will also be donated to the Mukuni Village FCS classroom 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.



Zen Zone

On Friday afternoon, a Student Body mental health zone will be available for members to enjoy networking, team building, and stress relief activities.



**2024 Virginia Association
State Leadership & Recognition Conference**

YOUR FCCLA JOURNEY

Public Relations Photo Challenge

.....
Chapters are invited to submit 1+ photos monthly from Sept. - Feb.
.....



CONTEST RULES & SPECIFICS:

- We encourage all affiliated chapters to participate.
- Chapters submit a minimum of one monthly photograph from September through February.
- Submit a maximum of 10 total photos per chapter.
- Photos should be submitted with the file name:

“Chapter Name - Month”

and upload to www.tinyurl.com/2023-24Contests

• A public relations name badge ribbon will be awarded plus entry into an SLRC prize drawing



DEADLINE FOR SUBMITTING ALL PHOTOS TO THE STATE LEVEL IS MARCH 1ST, BUT WE RECOMMEND UPLOADING THEM MONTHLY SO THEY CAN BE FEATURED ON OUR STATE SOCIAL MEDIA.
(Only submit photos which can be publicly posted online.)

Canva template for your own display of your chapter’s yearlong journey:
tinyurl.com/OurChapterJourney



#VAFCCLA

FOR ALL ADVISERS

Opportunities to Strengthen Your FCCLA Chapter

2024 State Leadership & Recognition Conference

Virginia Beach ~ April 12-14

Friday, April 12

- ◆ **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 13

- ◆ **Adviser Workshop** – Advisers will participate in an exclusive session designed to facilitate networking and sharing of best practices for managing your chapter and making FCCLA a vital component of your FCS instruction.
- ◆ **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 14

- ◆ **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

