



*National  
Leadership  
and Skills  
Conference  
Guide 2020*







March 1, 2020

The great students you inspire every day will have the opportunity to represent your school and the State of Maine at the National Leadership and Skills Championships. This is an incredible honor and opportunity for your student and one that the SkillsUSA Maine Board of Directors hopes your student will take full advantage of.

If your student has earned a gold medal, we await your confirmation that your student will attend the SkillsUSA National Leadership and Skills Championships in Louisville in late June. If their medal was a silver or bronze, be prepared. It has been our experience over the past years that the gold medalist has been unable to attend Nationals for a host of legitimate reasons. In this event, we will ask the silver or bronze medalist to represent the State of Maine. Stay in touch with the State Director and watch your email to determine the status of those who finished ahead of your student in their competition. Even if your student does not have the opportunity to represent the State of Maine at Nationals, you and your students can still attend the National Championships as observers.

**REGISTRATION:** Registration for the SkillsUSA Maine Delegation to the 2020 National Leadership and Skills Championships will be handled through the office of the State Director. Advisors are responsible to ensure that all registration materials and appropriate fees are due **no later than** April 24, 2020. Send registration materials to:

Hal Casey, State Director  
SkillsUSA Maine  
c/o Eastern Maine Community College  
354 Hogan Rd  
Bangor, ME 04401

All registrants for the National Championships must be dues paying members of the SkillsUSA organization. The registration fee for the 2020 conference is **\$230.00**; please make checks payable to **SkillsUSA Maine**. Any registrations after the April 24<sup>th</sup> deadline will cost **\$240.00**.

The registration fee entitles you to all SkillsUSA functions while in Louisville including Opening & Closing Ceremonies, the actual SkillsUSA competitions, planned entertainment, seminars, and transportation. This also includes one state meal and the celebration event after Awards Ceremony.

## **NLSC Registration Procedures for Contestants, Advisors, and Observers**

ALL state associations are required to use the online registration for the NLSC. To register online, go to the national web site at <http://www.skillsusa-register.org> . To use this site, you have to create a login and then the system will send you a password within 20 minutes. Each participant can fill out the NLSC-1 form online. The national headquarters, as well as state associations will be able to access each completed form online. Please make copies of the NLSC-1 form to have each person attending the conference fill out before you start to enter the online registrations.

## **NLSC Registration Procedures for Parents and Children**

In order for family members to attend all the events and activities, along with staying at our hotel, they will need to register. They can attend the national conference without registering, but they will not be allowed to stay at our hotel as part of our delegation, attend our state sponsored meals, go to opening ceremonies, attend Skills University Sessions, go to Kentucky Kingdom Amusement Park, or ride the buses. *You will register them as an observer.*

## **NLSC Registration, Personal and Liability Release Form**

The NLSC-1 form is required of all persons attending the NLSC, not just students. If a student is under 18, a parent or guardian must check the box! All registration forms must be printed and kept with the head advisor of your schools delegation.

## **NLSC Name Badge**

You will be issued a nametag upon arrival in Louisville. This will be your ticket to the activities listed above. If you lose your name tag, there will be a \$10 replacement fee. Spectators and the general public may attend the competitions at no cost.

**Checks for Registration should be made payable to: SkillsUSA Maine**

## **Awards Ceremony Passes Sold Online**

SkillsUSA Awards Ceremony pass sales are changing. The new procedure will be through the SkillsUSA website, and sales will begin June 1. Visit:

[www.skillsusa.org/events-training/national-leadership-and-skills-conference/](http://www.skillsusa.org/events-training/national-leadership-and-skills-conference/)

Select the link for Awards Ceremony ticket sales. The advance purchase will be \$10 each, plus a service fee.

*Attendees using these passes WILL NOT be able to sit with our delegation during the Awards Ceremony.*

## **Full Program Available on Conference App**

A condensed version of the NLSC program will be included in the annual *Awards and Recognition* book. Books will be distributed as part of the registration appointment. In addition, there will be a PDF of the entire NLSC program available for attendees to print from the national conference website by June 1. The SkillsUSA National Leadership and Skills Conference official program and all the details will be available through the conference app — also available by June

## **Miscellaneous**

1. Business Center -There will be a SkillsUSA business center located in KEC South Wing Lobby B100 and open Tuesday-Friday, 8 a.m.-4 p.m. There will be fees associated to give access to photocopy service and for those who wish to have access to print from jump drives or the internet. There will be a 20-minute time limit per person.
2. Meet the Employer Event Returns! New Location: South Wing C - Tuesday, June 23, 2020 — From 8 a.m.- 12 p.m., SkillsUSA hosts Meet the Employer in South Wing Lobby C of KEC. Employers from every sector will be on site to promote career opportunities with their companies. All NLSC attendees are invited to stop by to interact with eager potential employers. Students are *required* to bring copies of their resumes. Admission is free for NLSC attendees. More information can be found here: [www.skillsusa.org/events-training/national-leadership-and-skillsconference/meet-employer/](http://www.skillsusa.org/events-training/national-leadership-and-skillsconference/meet-employer/)
3. Career Essentials Certified Teacher Training - For the second year, teachers have the opportunity to attend a SkillsUSA University training track to become a Career Essentials Certified Teacher. Teachers will earn the certification by completing all four one-hour training sessions and uploading four assignments. (Teachers will have 30 days to complete the assignments.) Training topics include: the SkillsUSA Framework, project-based learning, the SkillsUSA Career Essentials: Experiences courses and integrating the teaching of career readiness skills into a career and technical education classroom. Multiple opportunities to attend each session will be offered during the conference to accommodate the variety of schedules teachers may have, but teachers seeking certification will need to attend the entirety of each class within the four sessions of this special SkillsUSA University training track.

## **2020 Condensed Agenda**

(Tentative — Subject to Change)

### **Monday, June 22**

1 p.m. – 6 p.m. SkillsUSA Store Grand Opening  
6 pm State Meeting

### **Tuesday, June 23**

7:30 a.m. SkillsUSA Store open  
8 a.m. – 12 p.m. Meet the Employer  
9 a.m. – 3 p.m. TAG Tuesday (Delegates)  
10 a.m. – 5 p.m. SkillsUSA TECHSPO  
10 a.m. – 5 p.m. Contestant Orientation Meetings  
12 p.m. – 6 p.m. Set up display event, exhibits and check in notebooks  
7 p.m. – Opening Ceremony

### **Wednesday, June 24**

7:30 a.m. Leadership contestants report to contest area  
7:30 a.m. SkillsUSA Store open  
7:45 a.m. Advisors Continental Breakfast  
8:30 a.m. A Call to Action Teachers' Session  
8 a.m. SkillsUSA Championships Open to the Public  
8 a.m. SkillsUSA TECHSPO  
8:30 a.m. A Call to Action: Advisor Session  
10 a.m. First Delegate Sessions  
10:30 a.m. SkillsUSA University  
1 p.m. Delegate Business Meetings  
7 p.m. Champions Night at 4<sup>th</sup> Street Live

### **Thursday, June 25**

7:30 a.m. Contestants report to contest area  
7:30 a.m. SkillsUSA Store open  
8 a.m. Leadership contests finals  
8 a.m. – 5 p.m. SkillsUSA Championships Open to the Public  
8 a.m. – 5 p.m. SkillsUSA TECHSPO  
10 a.m. – 4 p.m. SkillsUSA University  
11 a.m. Meet the Candidates Session  
1:30 p.m. Delegate Business Meetings/Meet the Candidates/Voting Primary Ballot  
6 p.m. – 10 p.m. SkillsUSA Night at Kentucky Kingdom  
6 p.m. – 9 p.m. Chapter Distinction Reception Registration

### **Friday, June 26**

7 a.m. Community Service Project  
9 a.m. Delegate Business Meetings/Meet the Candidates/Final Ballot Voting  
10:30 a.m. ASTS Business Meeting and Teachers Luncheon  
5 p.m. – Awards Ceremony

### **Saturday, June 27**

Head home – Safe Travel



## Commonly Asked Registration Questions and Answers

1. When can we start registering for the national conference? Registration will open the first week of April. The state office will send out an email once you are able to register.
2. How can I print a Report of my NLSC registration? Click Conference, Export to Excel. You may also select the following report from the Conference tab; Fee Summary, Fees per Program, Fee Details or Registration Summary.
3. Where do we send our money? Money collected for all registration fees should be sent to the state association director. The national office collects conference fees from the state association office. Payment instructions will print on the Fee Summary.
4. Why can't I view all my school's participant records? To view all records of your school participant(s) you must own them (You created the record). If you are in charge of registering everyone, we can give you "rights" to all the records. Please call your state director to change user rights or call 800-355-8422.
5. Why can't I get the record to save? Example of problem: Look for red typed script of the problem. The system will tell you. Example: **Birth date Date of birth must be entered as: MM/DD/YYYY (with a 4-digit year).**
6. Why can't I enter my participant in a contest? To enter a contest you must select the Registration Type – Contestant. If you have not selected contestant, it will not allow you to enter a contest.
7. What is the Submit Button? The submit button will inform your State Director that your registration is complete and create an invoice if your state is using the online invoicing system(if an invoice does not issue check with your state on the invoicing process)
8. Who do I call regarding my state delegation costs, registration, hotel, and transportation questions? These calls should be directed to your state association director. For contact information please view paperwork provided to you by your State Director or [www.skillsusa.org/about/state-directors/](http://www.skillsusa.org/about/state-directors/) to find you State Director.
9. What is the deadline to register for the conference? The deadline for Maine is April 24, 2020.

## NLSC Hotel Information

The Maine delegation to the 2020 NLSC will be staying at the Sure Stay Best Western, Louisville, Kentucky.

Contact information: Sure Stay Best Western  
4125 Preston Hwy  
Louisville, KY 40213  
Tel (501-368-0007

<b>Single/Double</b>	=	<b>\$125.00 per night</b>
<b>Triple/Quad</b>	=	<b>\$125.00 per night</b>

These rooms look more like a standard hotel room.

For insurance reasons, National SkillsUSA regulations require that ALL members of the state delegation stay at the assigned hotel for the duration of the conference. No member will be registered to participate in the NLSC whose name does not appear on an official group room registration form.

SkillsUSA Maine rooming block is only 80 rooms. We will assign rooms in the following order: Contestants and Advisors, observers, registered parents/family. Due to overcrowding in the official state hotels, National SkillsUSA has established alternative lodging assignments for parents & family members. Persons (specifically adults) who are not OFFICIALLY registered as advisors representing local chapters are encouraged to seek lodging at one of the "other" hotels. In the event that your school will have participants meeting this description, please call Hal Casey @ 974-4865 to discuss details of hotel assignments. We must insist that all individuals attending the NLSC that choose to stay at the LaQuinta pay the registration fee. In the past we have had individuals staying at the state hotel that were NOT registered, but still came to the state sponsored activities. It places us in a tough situation to try to collect the add-on fees from these people.

You will make hotel room reservations on the registration system under the hotel reservation button. Hotel reservations are due by May 1, 2020.



## **Hotel Courtesies**

SkillsUSA members have a nationwide reputation of high standards to uphold. Keep in mind it is our good reputation that enables you to take pride in your organization. The following is a list of hotel courtesies and suggestions to which your students should give serious consideration:

1. Registered conference attendees should register properly in the hotel and know the hotel room rates.
2. Registered conference attendees should tip the bellhop when he/she takes bags to rooms (about \$2 per bag) and when he/she answers room service (20% of price).
3. Registered conference attendees should tip for meals (20% of price).
4. Registered conference attendees will not open hotel windows or throw objects out of the windows (an offense subject to police action).
5. Registered conference attendees should also be considerate of other guests in the hotel
6. Registered conference attendees should consider the stay in their hotel room as being a guest in someone's home and should conduct their behavior in the same manner.
7. Keep the sleeping room neat and clean at all times.
8. Registered conference attendees are expected to respect and obey hotel security procedures and safety regulations including fire alarms, cleared stairwells, security doors and lighting and posted notices must be followed at all times.
9. Code of Conduct and rules established by hotel must be followed at all times.
10. Hotels may charge for any call from rooms, either to another room in the hotel or outside.

## **Hotel Safety**

In addition to observing all hotel security and safety procedures, identify the nearest exit on the floor of both the hotel sleeping room and state meeting room. In the event of a hotel fire or emergency evacuation, hotel elevators will not operate.

## Group Room Reservation Summary

School: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Number of Rooms	Room Type	Times Price per Night		Times Number of Nights	Total Cost for Room Type
	Single	\$125			
	Double	\$125			
	Triple	\$125			
	Quad	\$125			
				<b>Total Cost</b>	

Make checks payable to: SkillsUSA Maine

Mail to: Hal Casey – State Director  
 SkillsUSA Maine  
 c/o Eastern Maine Community College  
 354 Hogan Rd  
 Bangor, ME 04401



## Publicity

### **Winners List and Winners Photos**

SkillsUSA will post the list of SkillsUSA Championships winners on the SkillsUSA website on Friday, June 26. SkillsUSA will post winners photos on the website three weeks after the national conference. These are high-resolution and downloadable, taken both on stage and behind stage.

### **Individual Press Release (For Student)**

A press release is a great way to keep students, teachers, administrators, parents and the media informed about the 2020 SkillsUSA National Leadership and Skills Conference (NLSC). Your trip to national conference will interest everyone who knows you. It also brings positive attention to your program and school. The sample SkillsUSA press release can be downloaded from the SkillsUSA website and personalized. Then, send the release to local newspapers and TV/radio stations a few weeks before your trip — especially if you are still raising funds to attend. Be sure to follow up to ensure it was received and to see if more information is needed.

### **Combined Press Release (Group of Students from Your School)**

If a group of students from your school will be attending NLSC, develop one press release for the whole group. The sample SkillsUSA press release can be downloaded here or from the SkillsUSA website and personalized. Be sure to include all students who are competing, serving as voting delegates, receiving an individual honor, representing the school in the Models of Excellence program or running as candidates for national office. List all advisors or support staff who are attending, too.

### **Public Relations and Publicity During NLSC**

SkillsUSA's Office of Communications runs the Media Room at NLSC and conducts a major public-relations effort during conference. We invite consumer and business media to cover the SkillsUSA Championships. We also assist on-site journalists with credentials, meetings with contestants, contest tours or whatever else is needed. The SkillsUSA Media Kit is also posted in the SkillsUSA Press Room on our website by June 1 to assist you with your media relations. The Media Room is in the Kentucky Exposition Center in Room E-2. We are open to the public, so come by and say hello. You can also suggest story ideas for our publications.

### **Media Relations Following NLSC**

After NLSC, SkillsUSA emails our national press releases to hometown and state newspapers for SkillsUSA Championships winners, Skill Point Certificate recipients and newly elected national officers. SkillsUSA gets a lot of national media attention from these releases, but your local public relations efforts will ensure that your students are recognized in your community. When you return home, you should follow up on your local story, too. Prepare a press release about your trip and any winners from your school and send it — or better yet, bring it personally to local newspaper editors or your school or district newsletter. List any awards received by your students, or quotes from students about their experience. Photos of your group at conference will add interest and catch an editor's eye. Or, invite local media to interview your winners and take their own photos.

## **Dress Code**

Registered conference attendees traveling as a group should remember they are representing SkillsUSA and forming a public impression of the organization. When traveling, registered conference attendees are not required to wear official SkillsUSA attire, but are encouraged to wear clothing with the SkillsUSA logo - for example, an embroidered polo shirt with khaki slacks.

At all times, whether traveling or during the conference, registered conference attendees overall appearance should be clean and neat. Their attire should be appropriate for the occasion. Contestants must follow the clothing requirements in the official technical standards for the contests. During formal events, such as the opening and awards ceremonies, official SkillsUSA attire or Professional attire is required.

### **Official SkillsUSA Attire**

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer, sweater, windbreaker or jacket
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length) (accompanied by black or skin-tone seamless hose)
- Black dress shoes

### **Opening and Awards Ceremonies Attire**

SkillsUSA official attire, professional attire or SkillsUSA Championship work clothing is required. The dress code for award winners will be strictly enforced. Photos of medalists and industry supporters are used in general, trade and SkillsUSA publications. It is important that all members demonstrate their professionalism by looking the part. Therefore the national Board of Directors has ruled that all contestants receiving medals at the ceremony must be dressed in official SkillsUSA attire\* (see description directly above) or official SkillsUSA Championships work clothing. Winners who are dressed inappropriately will not be allowed on stage. Other attire, jeans, T-shirts, sneakers, boots and sandals are not allowed. Please leave behind any cameras, purses and hats.

### **Name Badges and Pins**

While SkillsUSA encourages registered conference attendees to develop their potential through association with individuals from all states, including the trading of state pins, we must be mindful to present ourselves as professionals especially when wearing official SkillsUSA attire. The following information should be used as the guide when wearing official SkillsUSA attire. For your information, pin towels are available for purchase in the Alumni booth.

Name badges should be centered at the widest portion of right lapel of the red blazer. Conference pin, SkillsUSA emblem pin or President's Volunteer Service Award (PVSA) pin should be centered ½ inch below the officer badge/pin. Officer pins should be centered on the left lapel. The top of the pin aligns with widest portion of the lapel.

## Special Needs Contestant Information

If you have registered a contestant who will require the assistance of another person at the orientation meeting and during the competition, please complete the information below and submit this form with the official contestant registration form. (Examples: a dyslexic student requiring a reader, a deaf student requiring a signer, etc.)

Please note we can provide sign language specialists, but not translators. If there is a language barrier, we will try and assist; however, the state association will have to bear the cost.

Fill out this form online

<https://skillsusa.wufoo.com/forms/special-needs-contestant-information-2020/>

Note: Please specify medical needs such as diabetes, food allergies, wheelchair, etc. The assistance for those with hearing impaired issues are for the orientations, beginning of the contest and or the debriefing. If they are needed for longer intervals for the entire day, we will work with state SkillsUSA directors on an individual basis.

We do not cover interpreters; if they are needed, we will come to an agreed arrangement.

Please complete the information requested and return this form by June 1 to:

SkillsUSA Championships  
14001 SkillsUSA Way  
Leesburg, VA 20176-5494  
703-777-8999 (FAX) or email to: [dworden@skillsusa.org](mailto:dworden@skillsusa.org)







SkillsUSA  

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**Champions *at* Work<sup>®</sup>**

**I'M READY**