

Nov. 18, 2022



FRIDAY FLASH

»» Earn Recognition for Service Through Presidential Honors

At the next National Leadership & Skills Conference (NLSC), SkillsUSA will once again recognize advisors, students and registered alumni for their community service and volunteer activities through the President's Volunteer Service Award (PVSA). To qualify, SkillsUSA members, advisors or alumni must submit a record of their service hours. With SkillsUSA's focus on community service, advisors and students may already meet the requirements. For details and how to apply, [visit the website](#). Applications must be received by **April 1** for recognition at the 2023 NLSC.



»» Give on #GivingTuesday to Benefit Members

This #GivingTuesday (Nov. 29), Ariat — a performance footwear and clothing brand with an emphasis on technology and innovation — will donate 10% of sales to SkillsUSA, Folds of Honor and the Equus Foundation. All funds raised for SkillsUSA will go to The SkillsUSA Hope Fund, which assists members in financial or personal crisis or SkillsUSA chapters affected by natural disasters. By donating to SkillsUSA, companies and individuals can have a powerful impact on our organization and the nation's future workforce. [Donate directly to SkillsUSA's Hope Fund for #GivingTuesday online](#). Check the [SkillsUSA website](#) soon for the Ariat link to shop and support SkillsUSA on Nov. 29.

»» Show Us What You Made ... and What You're Made Of!

SkillsUSA wants to showcase the great accomplishments our members make every day as skilled workers and leaders, and that's what the #MadeInSkillsUSA social media campaign is all about. We're asking members to share photos on social media that highlight their accomplishments. The photos can represent something members made with their hands (a construction project, a graphic, a hairstyle, a culinary creation, etc.) or a personal achievement earned through SkillsUSA (landing a job or internship, delivering a speech, leading a meeting, etc.). To participate, simply post a photo with the hashtag #MadeInSkillsUSA. [Learn more here](#). For questions, contact [Hayley Uffelmann](#), SkillsUSA's social media manager.



»» Promote Your Chapter to Elected Officials and the Media

The [SkillsUSA Advocacy Site](#) offers a free way for members to contact their governor, state senators and representatives or members of Congress. Using the site can be a great chapter project or lesson plan that involves research, writing and advocating. You can also share SkillsUSA news with your local media and invite them to cover your events. To write to elected officials, use the “Compose Your Own Message” section. To email local newspapers or TV stations, choose the “Media” tab at the top of the webpage and send messages to six media outlets at a time.

»» Attend ACTE’s CareerTech VISION Conference

There’s still time to register for [ACTE CareerTech VISION 2022](#). This year’s event is a hybrid conference, offering an in-person or virtual experience from the comfort and convenience of your school, office or home. The ACTE conference features enhanced programming and immersive professional development to address timely topics impacting career and technical education.

»» The SkillsUSA Store Holiday Collection

Hats off to the holidays! Get ready for winter and shop the SkillsUSA [Hats and Accessories](#) collection, featuring both classic and on-trend caps, beanies and more. [The SkillsUSA Store](#) has everything from scripted luxe embroidery to custom patches, curved visors and cozy knit hats! These make wonderful gifts for chapter officers, advisors, administrators and other SkillsUSA supporters.



»» Seeking “Straight-Out-of-High-School” Success Stories

[SkillsUSA Champions magazine](#) is looking to feature more success stories about members who embarked on successful skilled trades careers directly out of high school or had their postsecondary education paid for as a result of their association with SkillsUSA. If you know SkillsUSA graduates who fit that description, please contact us. If these students went to work for a partner met through SkillsUSA, we’d love to hear about that, too. Please send a brief description of your graduate to Office of Communications Associate Director [Karen Kitzel](#).