2018 MEDIA KIT

NATIONAL LEADERSHIP AND SKILLS CONFERENCE

LOUISVILLE, KY.

SkillsUSA
Champions at Work
June 25-29, 2018

SkillsUSA Contacts:
Jane DeShong Short
Public Relations and Communications
June 24-29 media room 502-815-6716
After hours: 502-637-4500
Email: jshort@skillsusa.org
Prior to 6/25 and after 7/1 contact 703-737-0612

Karen Kitzel
Public Relations and Communications
June 24-29 media room 502-815-6716
After hours: 502-753-5555
Email: kkitzel@skillsusa.org
Prior to 6/25 and after 7/1 contact 703-737-0607

The media room is located in Room E-2
Kentucky Exposition Center, Louisville

AMERICA’S HIGHLY SKILLED WORKFORCE MEETS IN LOUISVILLE

SkillsUSA will come to Louisville June 25-29 for its 54th annual National Leadership and Skills Conference, the world’s largest showcase of skilled trades. Quality career and technical education will be the centerpiece of the conference. More than 18,000 students, teachers, education leaders, and representatives from 600 national corporations, trade associations, businesses and labor unions will participate. The highlight will be the annual SkillsUSA Championships on June 27-28 with 102 hands-on skill and leadership competitions.

Dates and Locations:
June 25-29
Kentucky Exposition Center
Crowne Plaza Louisville Airport
Kentucky Regional Fire Training Academy

SkillsUSA Media Room:
June 25-29
Room E-2, Kentucky Exposition Center (North Lobby)
Hours: 8:30 a.m.-5 p.m. Phone: 502-815-6716

Conference Attendance:
Total attendance: 18,000
Student contestants: 6,500
Voting delegates: 421
Registered observers: 1,390
SkillsUSA advisors (instructors): 2,923
National education team members: 550
Contest technical committee members: 707
Contest judges: 1,100
SkillsUSA TECHSPO Trade Show: 142 booths
Exhibitors: 689
VIP guests: 650
National Courtesy Corps: 150
Volunteers: 1,500
Family, friends and general public: 1,500

SkillsUSA University Seminars:
Dates: June 27-29
Location: Kentucky Exposition Center

Opening Ceremony:
Date: June 26 at 7 p.m.
Location: Freedom Hall, Kentucky Exposition Center
Speaker: Brad Keselowski, NASCAR driver
Sponsors: Snap-on Incorporated and Toyota Motor North America

SkillsUSA Championships:
Date: June 27-28, 9 a.m.-5 p.m.
Locations: Kentucky Exposition Center
Crowne Plaza Louisville Airport
Kentucky Regional Fire Training Academy
Contests are open to the public and free of charge

Student Community Service Projects:
Blood Drive: June 28, 9 a.m.-3:00 p.m.
Location: Bloodmobile, SkillsUSA TECHSPO outdoors
Sponsor: Kentucky Blood Center

Community Service Events: June 29, 8 a.m.-2 p.m.
Location: various sites around Louisville community
Sponsors: CBRE, Enterprise Holdings, Ferguson Enterprises, John Deere, Lowe’s Companies Inc. and U.S. Coast Guard

Awards Ceremony:
Date: June 29 at 5 p.m.
Location: Freedom Hall, Kentucky Exposition Center
Sponsor: 3M
SkillsUSA Championships Media Backgrounder

The SkillsUSA Championships is the nation’s largest workforce development event for middle-school, high-school and college/postsecondary students enrolled in public career and technical education programs. Each SkillsUSA Championships contestant is a state gold medalist. SkillsUSA hosts the event, which is considered the largest skill competition in the world and the single greatest day of industry volunteerism in America, at an estimated cost of more than $36 million. SkillsUSA adds contests to the SkillsUSA Championships each year to meet the demands of new or expanding technical careers. SkillsUSA instructional programs represent 130 different occupational areas. Begun in 1967, the SkillsUSA Championships now features more than 6,500 competitors in 102 hands-on skill and leadership contests.

The SkillsUSA Championships requires an immense amount of equipment and materials: 2,000 computers, 12,500 bricks and 1,500 blocks, 60+ stoves and ovens, 25+ refrigerators, 100+ welders, 50+ manufacturing machines and complete laboratories for machining, welding, auto repair and painting. More than 12,000 lunches are served to competitors and judges. The cost of electricity usage for the 2017 event totaled more than $1.7 million (combined electric and in-kind services).

Dates and Locations
The SkillsUSA Championships is open to the public 9 a.m.-5 p.m. on Wednesday, June 27 and Thursday, June 28, 2018. The SkillsUSA Championships will be held at the Kentucky Exposition Center, the Crowne Plaza Louisville Airport and the Kentucky Regional Fire Training Academy. The best photo opportunities are from 10 a.m. to noon or 1 p.m. to 2 p.m. on Thursday.

Key Statistics
Registered contestants: more than 6,500 students in 102 contests:
- Skilled and technical sciences contests: 69
- Leadership development contests: 19
- Occupationaly related contests: 11
- Demonstration contests: 3
Contest judges: 1,100 from business and labor
Contest technical committee members: 707
National Education Team and Conference Management Team members: 550
Contest area covered: 1.4 million square feet (equivalent to 20 football fields or 25 acres)
Awards: 1,036 gold, silver and bronze medals plus more than 480 recognition awards
Prizes: tools of the trade, scholarships and other awards provided by industry
Total in-kind industry and education contributions: over $36 million*
Total volunteer hours during the week: approximately 58,840 hours**
SkillsUSA University seminars: more than 50 educational workshops for teachers and students
Total room nights in Louisville in 2017: 32,013
Estimated economic impact to Louisville in 2018: $26.2 million

*donated time, equipment and materials
** technical committee members, courtesy corps, national education team, judges and alumni
SKILLED AND TECHNICAL SCIENCES CONTESTS (69)

3D Visualization and Animation
Additive Manufacturing
Advertising Design
Architectural Drafting
Audio/Radio Production
Automated Manufacturing Technology
Automotive Refinishing Technology
Automotive Service Technology
Aviation Maintenance Technology
Basic Health Care Skills
Broadcast News Production
Building Maintenance
Cabinetmaking
Carpentry
CNC Milling Specialist
CNC Technician
CNC Turning Specialist
Collision Repair Technology
Commercial Baking
Computer Programming
Cosmetology
Crime Scene Investigation
Criminal Justice
Culinary Arts
Dental Assisting
Diesel Equipment Technology
Digital Cinema Production
Early Childhood Education
Electrical Construction Wiring
Electronics Technology
Esthetics
Firefighting
Graphic Communications
Graphics Imaging – Sublimation

LEADERSHIP DEVELOPMENT CONTESTS (19)

Action Skills
American Spirit
Chapter Business Procedure
Chapter Display
Community Action Project
Community Service
Employment Application Process
Extemporaneous Speaking
Job Interview

OCCUPATIONALLY RELATED CONTESTS (11)

Career Pathways Showcase
Customer Service
Engineering Technology/Design
Entrepreneurship
First Aid/CPR
Health Knowledge Bowl

DEMONSTRATION CONTESTS (3)

Humanoid Robotics
Barbering
Collision Damage Appraisal

Short contest descriptions are available at: www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/
June 25-29, 2018

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Kentucky Exposition Center, Louisville

Robyn Sekula, Louisville Media
Prior to June 25: 502-608-6125
Email: robynds@live.com

SUGGESTED PHOTO OPPORTUNITIES
SKILLSUSA NATIONAL LEADERSHIP AND SKILLS CONFERENCE

The SkillsUSA National Leadership and Skills Conference showcases the talents of thousands of students in career and technical education. In addition to the interactive exhibits and large displays, a number of events during the SkillsUSA Championships provide the media with exceptional photo opportunities. Stop by the following contests for the best photo opportunities from 10 a.m.-12 p.m. and from 1 p.m.-2 p.m. on Thursday, June 28.

Automated Manufacturing  Culinary Arts
Automotive Service  Firefighting
Cabinetmaking  Masonry
Collision Repair  Plumbing
Commercial Baking  Robotics and Automation
Cosmetology  Welding

We also encourage visits to the six off-site contests. The Firefighting high-school and postsecondary/college competitions will take place at the Kentucky Regional Fire Training Academy located at 11605 Fairmont Road, in southeastern Jefferson County on June 28 from 8 a.m.–4 p.m.

The leadership competitions Action Skills, Chapter Business Procedure, Community Action Project, Community Service and Employment Application Process will be held at the Crowne Plaza Louisville Airport Expo Center on Wednesday and Thursday, June 27 and 28.

SkillsUSA Media Room: June 25-29
Location: Kentucky Exposition Center, Room E-2
Hours: 8:30 a.m. to 5 p.m.
Media Room: 502-815-6716

*Please note: Flash photography is not permitted in contest areas, and news media must stay behind the contest boundaries unless they have permission from the technical committee chair. Speaking with competitors during the contests is prohibited.
SkillsUSA awards scholarships to America’s best career and technical students in conjunction with the SkillsUSA National Leadership and Skills Conference. These scholarships support travel to national conference, leadership development, and higher education for students who plan to continue their education in community colleges, undergraduate programs or industry certifications.

**Fine Homebuilding Scholarship for Construction Students**

Fine Homebuilding offers a scholarship to SkillsUSA high-school, college/postsecondary or alumni members in construction-related fields who plan to continue their education in community colleges, undergraduate programs or industry certifications. Fine Homebuilding will award up to 28 scholarships of $2,500 — a total of $70,000 — to students studying architectural drafting, carpentry, cabinetmaking, electrical and residential wiring, HVACR, masonry, woodworking or plumbing for the 2018-19 academic year. Winners will be recognized at a June 28 reception at the Kentucky Exposition Center in Louisville.

**Marsha Daves Memorial Scholarship**

In memory of Marsha Daves, a former SkillsUSA state and national leader, SkillsUSA offers one annual merit-based $1,000 scholarship to a state officer for college/postsecondary education, plus a $500 travel stipend to attend SkillsUSA’s national conference. The scholarship honors this champion’s legacy by recognizing how student leaders use the personal skills they develop to become better team members, leaders, employees, citizens and effective individuals who can fulfill the SkillsUSA mission.

**mikeroweWORKS Foundation Travel Scholarships for Competitors**

The mikeroweWORKS Foundation offers travel scholarships for SkillsUSA member students who place first in their state championships but would not be able to attend the SkillsUSA Championships for financial reasons. Scholarships are awarded based on students’ essays describing their need for the scholarship, how they have benefited through participation in SkillsUSA and why they chose their particular trade or technical skill. Applicants must provide a recommendation from their SkillsUSA advisor or the state association director in support of the financial need.

**National Technical Honor Society Scholarships**

The National Technical Honor Society (NTHS) annually awards four $1,000 scholarships to SkillsUSA members at the SkillsUSA National Leadership and Skills Conference. Two scholarships are awarded to high school members and two to college/postsecondary members. To be eligible, students must be active, dues-paying members of both SkillsUSA and NTHS.
Robert Flint Leadership Development Scholarships
Thanks to a generous contribution from Robert L. Flint, a former Caterpillar executive and longtime SkillsUSA supporter, four individuals will receive a $1,300 scholarship for participation in SkillsUSA Leverage leadership training at the SkillsUSA National Leadership and Skills Conference.

SCOAR Construction Scholarships
The Southeastern Construction Owners and Associates Roundtable (SCOAR) offers SkillsUSA scholarships of $1,000 to high-school seniors continuing their education in a construction-related program and are pursuing a degree, diploma or certificate in a college/postsecondary educational institution.

Sharon Melton Myers Memorial Scholarship
The SkillsUSA Alumni Association offers $500 scholarships to one or more high-school SkillsUSA students in memory of Tennessee member Sharon Melton Myers. The scholarship is made possible through a donation from the Sharon Melton Myers Memorial Fund, SkillsUSA and McMinn County Vocational Center in Athens, Tenn.

SkillsUSA STEM Scholarship
The SkillsUSA STEM Scholarship fund awards up to 20 scholarships of $1,000 each to SkillsUSA students who are high school seniors or college/postsecondary students whose area of study will lead them into a STEM-related field. The scholarship program is part of SkillsUSA’s STEM Fund, originally established by Air Products.

For a list of all scholarship winners for 2018, see the SkillsUSA Awards and Recognition Book. It is distributed at the National Leadership and Skills Conference to registered attendees and is posted at: https://bit.ly/2IcpQ29 following the conference.
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NEW IN 2018

DEMONSTRATION CONTESTS IN 2018
SkillsUSA introduces three new demonstration events in 2018. Humanoid Robotics is a cutting-edge research field that focuses on a variety of subjects, such as artificial intelligence, mechatronics engineering and computer science. The competitors are asked to develop and or program a robot to perform certain functions. A fully programmable, humanoid robot can see, hear, speak, move, walk, dance and even play soccer. Barbering contestants demonstrate four separate skill performance tests in haircutting, hair styling and beard design at multiple stations. Creativity is assessed in the beard and pompadour styling design, while haircutting is tested in the re-creation of two men’s haircuts from a photograph. The contest is divided into four skill performance tasks, a written test and an oral communications section based on industry standards as identified by the National Barbering Association. Collision Damage Appraisal contestants demonstrate their ability to perform jobs and skills based on, but not limited to: handwritten estimating, computerized estimates/appraisals, frontal damage, unibody damage, light mechanical damage, and rear damage including quarter panel replacement. The guidelines are consistent with the collision repair/refinishing technician task list published by the National Institute for Automotive Service Excellence (ASE) and the National Technicians Education Foundation (NATEF).

CHAMPIONS NIGHT AT FOURTH STREET LIVE!
On Wednesday, June 27, conference attendees will celebrate with a night of fun at Louisville’s own Fourth Street Live! in the heart of downtown. The event runs 7:30 p.m. to 10 p.m. and features Kansas City’s Mikey Needleman Band. Shuttle buses to Fourth Street will depart hotels at 6:30 p.m. and run until 10 p.m. Attendees staying at the downtown hotels should walk to the event, as there are no downtown shuttles.

This year’s President’s Volunteer Service Award winners will be honored at Champion’s Night, including 60 individual awards and 17 team awards.

A SkillsUSA logo shirt, appropriate attire and official conference badge are required for admittance. A donation of $1 is requested at the entrance. All donations go toward building the Champions Circle Amphitheater at the SkillsUSA National Leadership Center in Leesburg, Va. Special thanks to our sponsors: Carhartt and U.S. Army.
EXCITING MAKERSPACE
In celebration of this year’s National Week of Making (June 11-17), GE Appliances will host a “MakerSpace” at the SkillsUSA National Leadership and Skills Conference. It will include interactive exhibits to show students how their skills and passion can translate into real-life careers. The MakerSpace will be located in the East Hall of the Kentucky Exposition Center. It will feature fun opportunities to get hands-on in several maker-inspired events. Hours: Tuesday 10 a.m.-5 p.m., Wednesday 8 a.m.-5 p.m. and Thursday 8 a.m.-5 p.m. Special thanks to our sponsors: GE Appliances, a Haier Company.

AWARD RECIPIENTS FOR 2018
SkillsUSA honors the following individuals for outstanding service to the organization:

Outstanding Career and Technical Educators: Todd Bonsall (N.J.), Jessie Kalloo (N.Y), Luis Maldonado (N.C.) and Deb Tripp (Va.)

Honorary Life members: Alonza “AC” Lewis (S.C.), Beth Lofthus (Okla.), Etta Maynard (Md.), Dave Milliken (Utah), Russ Hoffbauer (Ill.), Peggy Torrens (Kan.) and Keith Ashby (Va.)

Advisors of the Year: Region 1—Marjorie Kellman (Md.); Region 2—Joyce Price (Va.); Region 3—Jeff Bertke (Ohio); Region 4—Corine Triplett (Okla.); and Region 5—Shaun Smith (Colo.)

Alumni Awards: SkillsUSA Pioneer of Excellence Award – Paul King (Okla.) and SkillsUSA Outstanding Achievement Award – Andrea Arbogast (Kan.)

Torch Carrier: Pam Evans, GE Appliances (Ky.)

For bios and more information, download the 2018 Awards and Recognition Book:
SkillsUSA TECHSPO TRADE SHOW FEATURES INDUSTRY PARTNERS
The 2018 SkillsUSA TECHSPO trade show will have 142 exhibits and will be held June 26-28 at the Kentucky Exposition Center. SkillsUSA TECHSPO features exhibits from major tool companies, SkillsUSA partners, the SkillsUSA Store for branded merchandise, career opportunities and the military. Learn about the latest trends, technology and education and career information. The trade show is free, and many booths offer activities and giveaways. The trade show takes place inside, outside and on the contest floor. Hours: Tuesday 10 a.m.-5 p.m., Wednesday 8 a.m.-5 p.m. and Thursday 8 a.m.-5 p.m.

PRESIDENT’S VOLUNTEER SERVICE AWARD WINNERS
The President’s Volunteer Service Award is a national honor recognizing sustained service. SkillsUSA is an official certifying organization for this program, now in its 11th year. Recipients receive a lapel pin, personalized certificate of achievement and a congratulatory letter from the president. Gold, silver and bronze awards are based on the number of documented volunteer hours served over 12 consecutive months. A total of 33,775 service hours were performed by the individuals who qualified to receive the President’s Service Award in 2018. There were a total of 60 individual awards (including two lifetime) and 17 team awards. This year’s award winners will be celebrated during Champions Night at Fourth Street Live! For more information about the winners, see the SkillsUSA Awards and Recognition Book.

SKILLSUSA UNIVERSITY
The 2018 SkillsUSA University features more than 60 free educational seminars on a variety of topics. Workshops are June 27-29 at the Kentucky Exposition Center and feature SkillsUSA programs, the latest trends and technology, career opportunities, safety programs and more. All participants receive a certificate of participation, and many sessions include handouts, software, curriculum previews and other resources for teachers, students and parents. The workshops are free to all attendees, preregistration is not required.

NATIONAL YOUNG WORKER SAFETY DAY
National Young Worker Safety Day (NYWSD) will be celebrated Tuesday, June 26, at the SkillsUSA National Leadership and Skills Conference in Louisville. As part of the larger campaign led by CareerSafe, No Job is Worth a Young Worker’s Life, the day is designed to bring awareness and reduce the number of young-worker injuries and fatalities in the United States. At CareerSafe’s SkillsUSA TECHSPO booth E1, SkillsUSA students and teachers can sign the pledge to StartSafe, StaySafe. Over 6,000 made the same pledge in 2017. Students and teachers can to obtain free safety materials at the booth and speak with the CareerSafe staff about OSHA online training and other opportunities.
RECOGNIZING EXCELLENCE WITH SKILL POINT CERTIFICATES
As part of the SkillsUSA Career Essentials: Assessments system, SkillsUSA will award Skill Point Certificates to outstanding national contestants in the SkillsUSA Championships. The industry leaders who defined the competencies for each contest determined a “cut score” that indicates excellence for students in technical or leadership events. Most cut scores are between 70 and 80 percent, and contestants who reach that scoring threshold will earn a Skill Point certificate. Each certificate lists the competency areas tested in the contest and features the logos or names of the organizations and companies that planned and managed this year’s competitions. Students can place the certificate in an employment portfolio as an indicator of proficiency. SkillsUSA sends out press releases for Skill Point recipients.

NATIONAL COURTESY CORPS
Approximately 150 students and advisors volunteer their time at the SkillsUSA National Leadership and Skills Conference as part of the National Courtesy Corps (NCC). NCC members are invaluable to the organization as they assist with setting up and tearing down the contests and many aspects of the conference. While attending, they have the opportunity to network with industry and education leaders while gaining new skills, meeting people from across the country and developing leadership qualities. Room and board, along with conference shirts, are provided to NCC members. Sponsors: 3M, Air Products, CareerSafe, Carhartt, CBRE, Enterprise Holdings, Ferguson Enterprises, John Deere, Lowe’s, NCCER, Nissan, Stanley Black & Decker and State Farm Insurance Co.

SKILLSUSA NIGHT AT KENTUCKY KINGDOM
On Thursday, June 28, from 6 p.m.-10 p.m., SkillsUSA will enjoy a night at Kentucky Kingdom. Tickets for registered participants will be distributed by the state association director at each delegation orientation meeting. Additional tickets are for sale in the North Wing Lobby for $20. Bus transportation is provided from state delegations’ hotels through the close of the event. A SkillsUSA logo shirt, appropriate attire and official conference badge are required for admittance to this private, SkillsUSA-only event. A $1 donation admission fee supports Feed Thy Neighbor, a Louisville program to help the homeless.
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COMMUNITY SERVICE PROJECTS DURING NLSC
SkillsUSA Students and Partners Work Together to Improve Louisville Community

An expected 600 SkillsUSA students will apply their skills and provide service to the greater Louisville community during the National Leadership and Skills Conference (NLSC) on Friday, June 29. For the past 17 years, SkillsUSA community service events have been hosted during conference to provide the students hands-on opportunities. The day of service will begin with a kickoff at 7:30 a.m. in South Wing C Lobby of the Kentucky Exposition Center before students fan out across the city to share their talents. SkillsUSA is honored to team up with industry partners for multiple community service projects during the event. Special thanks to our sponsors: CBRE, Enterprise Holdings, Ferguson Enterprises, John Deere, Lowe’s Companies Inc., and the U.S. Coast Guard. This year’s events include:

- **Brightside:** Volunteers will pick up litter and debris at one location and weed, mulch and plant plants at another. Brightside unites people in clean and green activities to beautify the city and foster community pride.
- **Charlestown State Park:** Volunteers will be sanitizing pots, mulching and reinforcing tables.
- **Food Literacy Project at Oxmoor Farm:** Volunteers will assist with garden maintenance and site beautification.
- **Habitat for Humanity Clark & Floyd in Indiana:** Volunteers will assist with framing a house, using preassembled wall panels.
- **Home of the Innocents:** Volunteers will assist with building a pergola for this center, which serves children in crisis.
- **Indiana DNR – Charlestown State Park:** Volunteers will assist with bank and trail cleanup and garden work.
- **Louisville Grows:** Volunteers will help build a rain garden and plant vegetables and flowers.
- **Louisville Metro Parks – Chickasaw Park and Wyandotte Park:** Volunteers will participate in the beautification of city parks. At Chickasaw Park, volunteers will clean up and pick up litter. At Wyandotte Park, volunteers will help mulch 100 trees.
- **Louisville Rescue Mission Thrift ‘n’ Thrive:** Volunteers will assist in receiving, sorting, cleaning and organizing donations, as well as restocking items on the sales floor.
- **Shelby Park Neighborhood Association (SPNA):** Volunteers will help clean up the park by picking up litter.
- **Taylor Berry Neighborhood Association:** Volunteers will assist with a neighborhood clean-up.
- **The Parklands of Floyds Ford:** Volunteers will paint a fence at the Pope Lick Park soccer fields.
- **Youthbuild Louisville:** Volunteers will assist with gardening and painting.
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NASCAR RACECAR DRIVER BRAD KESELOWSKI SPEAKS TO STUDENTS DURING THE OPENING CEREMONY

Louisville, Ky. — The 2018 SkillsUSA National Leadership and Skills Conference officially kicks off on Tuesday, June 26, at 7 p.m., in Freedom Hall with a keynote speech by NASCAR driver Brad Keselowski. A full-time driver for Team Penske since 2010, Keselowski will focus on a legendary Team Penske motto: “effort equals results.”

The Michigan native was raised in a racing family and embodies the “effort equals results” mentality that is common throughout the Penske organization. The 2012 Monster Energy NASCAR Cup Series (MENCS) champion worked full-time for his family’s NASCAR Camping World Truck Series team while managing his own short track career racing Factory Stocks and Limited and Super Late Models.

The first big break of Keselowski’s career came in 2007 when he competed for Germain Racing at Memphis Motorsports Park. He won the pole and led 62 laps, a performance that ultimately landed him a ride in Dale Earnhardt Jr.’s No. 88 NASCAR Xfinity Series (NXS) entry just two weeks later. In 2008, Keselowski won two races for JR Motorsports and in 2009 claimed his first MENCS victory at Talladega Superspeedway. Keselowski caught the eye of Roger Penske, who hired him to compete full-time for his team in 2010. Since joining Team Penske, Keselowski has won 53 races, the team’s first MENCS championship, an NXS Driver title and four NXS Owners’ Championships.

Among his awards and accomplishments, Keselowski considers the following key: 2012 Monster Energy NASCAR Cup Series Championship; 2010 NASCAR XFINITY Series Championship; qualifying for the Monster Energy NASCAR Cup Series Playoffs six out of the last seven years; winningest active Monster Energy NASCAR Cup Series driver on restrictor plate tracks (six victories); 24 Monster Energy NASCAR Cup Series victories entering 2018; winning Team Penske’s 100th Monster Energy NASCAR Cup Series Victory in 2016; helping win four NASCAR XFINITY Series Owner Championships; leading over 11,000 laps in NASCAR’s three national touring series; and being named a three-time NASCAR XFINITY Series Most Popular Driver as voted by fans.
NASCAR driver Brad Keselowski

Away from the racetrack, Keselowski and his wife Paige live in North Carolina with their daughter, Scarlett. Brad and Paige are both active with Keselowski’s foundation. The Checkered Flag Foundation raised $450,000 in 2017 and assisted or honored more than 250 individuals and organizations in order to help veterans and first responders during their road to recovery. For more information: www.bradracing.com

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SKILLSUSA CAREER ESSENTIALS
NEXT GENERATION OF CURRICULA TO BUILD EMPLOYABILITY SKILLS
CAREER ESSENTIALS: EXPERIENCES ADVANCED SET RELEASED

Working in teams, understanding leadership and communicating clearly are required in any career. However, these skills were never easy to teach — until now. SkillsUSA, an innovator in educational resources for career and technical education students, will continue to promote the SkillsUSA Career Essentials suite and introduce the SkillsUSA Career Essentials: Experiences advanced set at the 2018 National Leadership and Skills Conference.

Designed for today’s students, the SkillsUSA Career Essentials suite is designed to define, implement and measure career readiness skills. SkillsUSA defines career readiness skills using the SkillsUSA Framework of personal skills, workplace skills and technical skills grounded in academics. SkillsUSA implements career readiness using the SkillsUSA Career Essentials: Foundations and SkillsUSA Career Essentials: Experiences curricula in classrooms and measures career readiness skills and technical skills through Career Essentials: Assessments.

The suite launched in the 2017-2018 academic year to help teachers prepare more students to be career-ready. For the 2018-2019 school year, SkillsUSA is releasing the second, advanced set of Career Essentials: Experiences. This curriculum includes five project-based learning experiences with a workplace or work-based learning authentic capstone experience.

Attendees at the 2018 national conference can preview the curricula and assessments at the SkillsUSA Career Essentials Booth in the KEC North Wing Lobby. The conference preview allows instructors and students to view sample materials and obtain product and pricing details. The booth will be staffed all week to provide information and demonstrations.

Learn more about the Career Essentials suite at these free SkillsUSA University sessions:

• Wednesday at 11 a.m. — SkillsUSA Career Essentials: Experiences, Advanced Set
• Thursday at 10 a.m. — Incorporate Career Essentials: Assessments into the learning process
• Thursday at 1 p.m. — Integrate Career Essentials: Experiences into your classrooms
PRODUCT OVERVIEW: SKILLSUSA CAREER ESSENTIALS SUITE

SkillsUSA Career Essentials ensures students have the foundational skills, attitudes, behaviors and values that help them stand out from other job applicants in the skilled labor marketplace.

**SkillsUSA Career Essentials: Foundations** builds an awareness of the SkillsUSA Framework, which includes personal, workplace and technical skills grounded in academics — all essential to a successful career and technical education program. This turnkey curriculum includes 29 teacher-facilitated lesson plans. *SkillsUSA Career Essentials: Foundations* is a free resource for paid professional members.

**SkillsUSA Career Essentials: Experiences** is a project-based learning curriculum designed for flexible use by teachers and students. The fundamental set includes nine Experiences, with each requiring 15-20 minutes of a student’s time over the course of two or three weeks. The fundamental Experiences will benefit freshmen, sophomores or juniors, depending on their experience with career readiness curriculum. The advanced set includes five workplace-based Experiences and an authentic assessment capstone Experience. Each advanced Experience requires 15-30 minutes of a student’s time over the course of three weeks. The advanced set were designed with a high school junior or senior, or a college freshman, in mind. All Experiences include a 30-minute instructor-led kickoff, student instruction sheets, instructor guides, online e-learning activities, offline learning activities, a pre- and post-test, and scoring rubrics.

**SkillsUSA Career Essentials: Assessments** provides assessments for career and technical education that are supported by industry. The new Career Ready assessment released in the spring of 2018 measures career readiness by assessing the student learning from the *SkillsUSA Career Essentials: Experiences*, fundamental set. Additionally, SkillsUSA offers more than 40 technical and employability assessments. The rich-in-media assessments offer multiple-choice questions delivered in random order with photographs, videos, animations and illustrations. Each assessment has 50 questions and takes approximately 60 minutes. These assessments are supported by a comprehensive user-friendly administration system and can be used for end-of-unit, end-of-course or end-of-program assessment.

For full details on the SkillsUSA Career Essentials suite of products, including purchasing information, visit: [www.careeressentials.org](http://www.careeressentials.org).
SkillsUSA Fact Sheet

Overview: SkillsUSA is a national organization serving high school and college students who are preparing for careers in technical, skilled and service occupations, including health occupations, and for further education. SkillsUSA’s mission is to empower its members to become world-class workers, leaders and responsible American citizens.

Membership: More than 360,000 students and advisors join SkillsUSA each year, organized into more than 19,000 local chapters and 52 state and territorial associations. In 2016, 20,365 teachers served as professional members and SkillsUSA advisors. Combining alumni membership, the total number impacted annually is over 420,000. SkillsUSA has served more than 12.5 million members since its founding in 1965.

Mission: SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of America's skilled workforce through a structured program of citizenship, leadership, employability, technical and professional skills training. SkillsUSA enhances the lives and careers of students, instructors and industry representatives as they strive to be champions at work.

Partners: More than 600 business, industry and labor organizations actively support SkillsUSA at the national level through financial aid, in-kind contributions, and involvement of their people in SkillsUSA activities. Many more work directly with state associations and local chapters. Commitment by industry to the annual national SkillsUSA Championships is valued at more than $36 million.

Programs: SkillsUSA offers local, state and national opportunities in which students can demonstrate their personal, workplace and technical skills. These three components comprise the organizational framework of SkillsUSA. This framework serves as a blueprint for career readiness. Local chapters conduct a full program of work and many students also attend a district or state conference. At the national-level SkillsUSA Championships, more than 6,500 students compete in 102 occupational and leadership skill areas each June in Louisville, Ky. These national technical competitions help establish industry standards for job skill training. SkillsUSA is recognized by the U.S. Department of Education and is cited as a successful model of employer-driven youth development training program by the U.S. Department of Labor.

Resources: SkillsUSA offers many resources for educators. The Chapter Excellence Program honors local chapter achievement around SkillsUSA’s framework of personal, workplace and technical skills. The Work Force Ready System assessments help students document entry-level job skills, with 40 employability assessments offered in 10 cluster areas. The Career Readiness Curriculum helps SkillsUSA advisors introduce workplace skills through 27 classroom lessons. The Professional Development Program builds on mastery of those skills through a series of 76 self-paced activities. Student2Student Mentoring gives high school students opportunity to mentor younger students around career exploration. CareerSafe is a 10-hour online OSHA safety-training program that provides students with a workplace credential. The SkillsUSA Technical Standards is the official competition guide, with a full list of competencies as well as embedded academic skills.

For More Information: Jane A. DeShong Short, 703-737-0612, email: jshort@skillsusa.org
For More Information: Karen Kitzel, 703-737-0607, email: kkitzel@skillsusa.org