



NATIONAL LEADERSHIP & SKILLS CONFERENCE

Presented By Aerotek®

MEDIA KIT

2024 | Atlanta



Welcome to SkillsUSA's 2024 Conference



The SkillsUSA Media/PR Team

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Georgia World Congress Center

June 22-28, 2024

Hours: 9 a.m. to 5 p.m.

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NOTE: ALL attendees must be badged, including the media.

When you arrive at GWCC, obtain a conference name badge in the A/B Registration Hall, then sign in with the SkillsUSA Media/PR Team in GWCC B-209 to receive a Media Access Badge. If you did not pre-register, you can register onsite as Media at no charge.

For a complete schedule, download the **SkillsUSA NLSC 2024 app** from Apple or Android.

Visit the SkillsUSA [NLSC microsite](#) for conference details and daily photos and videos. Conference hashtags for social media: **#NLSC24** and **#SkillsUSA**.

A Student-Led Organization

SkillsUSA National Officers Highlighted at NLSC

These 10 students were elected as SkillsUSA National Officers for the 2023-24 school year. To close out their year, they will lead the 2024 SkillsUSA National Leadership & Skills Conference. They have traveled and advocated all year for SkillsUSA and career and technical education, visiting schools, partners and meeting with elected officials and community leaders. [Meet the team.](#)



High School Officers

Oviya Senthil, President, California
Tyler Miles, Vice President, Rhode Island
Lilia Burkes, Secretary, Maryland
Kayla Mathieu, Treasurer, Massachusetts
Luke Yoakum, Region 2 Vice President, Florida
Naomi Domer, Region 3 Vice President, Wisconsin
Preet Damani, Region 4 Vice President, Oklahoma
Troy Barrera, Region 5 Vice President, Nevada

College/Postsecondary Officers

Audrey Norris, President, Idaho
Emily Pinto, Vice President, Georgia

America's Highly Skilled Workforce Meets in Atlanta

Overall Conference Information and Statistics

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members. SkillsUSA will come to Atlanta June 24-28 for its 59th annual National Leadership & Skills Conference, the nation's largest showcase of skilled trades. Quality career and technical education is the centerpiece of the conference. More than 16,000 students, teachers, education leaders, and representatives from 850 national corporations, trade associations, businesses and labor unions will participate. The highlight will be the annual SkillsUSA Championships on June 26-27 with 115 hands-on skill and leadership competitions. The 2024 NLSC is presented by Aerotek.

Dates and Locations

June 24-28
Georgia World Congress Center (GWCC)
All attendees must be registered and badged

SkillsUSA Media Room

Room B-209, GWCC
June 23-28, daily hours are 9 a.m. to 5 p.m.
Office phone: 470-924-1665

Conference Attendance

Final attendance: 17,802 for the week
Contestants: 6,540
Participants: 5,193
SkillsUSA TECHSPO: Over 200 exhibits
Volunteers/TECHSPO/staff: 4,152
Paid guests: 1,917

Opening Session

Tuesday, June 25 at 7 p.m. in State Farm Arena
Speakers: Keynote is Cory James, with poet Amana Brown and guest Chris Gardner.
Entertainment: Atlanta Drum Academy
Pre-session begins at 6:30 p.m.
Sponsors: Snap-on Incorporated and Toyota Motor North America

SkillsUSA Championships

June 26-27, 9 a.m. to 5 p.m.
Location: GWCC in Halls A, B and C

Champions Festival

Wednesday, June 26, 6 p.m.
Location: Centennial Olympic Park

SkillsUSA University Seminars

Learn from industry experts (27 seminars)
Dates: June 25-27
Location: GWCC

Academy of Excellence Seminars

Advisor professional development (27 seminars)
Dates: June 25-27
Location: GWCC

Community Service Event

"Build Skills – Do Good – Complete the Cycle"
Bicycle Build for Atlanta children
Friday, June 28, 9 a.m.-12 p.m.
Location: Thomas Murphy Ballroom, GWCC
Sponsors: State Farm Insurance Companies, KNIPEX Tools and U.S. Coast Guard

Awards Session

Friday, June 28 at 5 p.m. in State Farm Arena

All events: For details and contest schedules, download the **2024 SkillsUSA NLSC app**.

SkillsUSA has announced Atlanta as the home of the National Leadership & Skills Conference through 2033. For all the details, visit: [NLSC.skillsusa.org](https://nlsc.skillsusa.org).

SkillsUSA Championships

Hands-on Leadership and Skills on Display

The National Leadership & Skills Conference (NLSC) is the nation's largest workforce development event for students enrolled in public career and technical education programs. SkillsUSA hosts the annual SkillsUSA Championships during NLSC at an estimated cost of more than \$36 million. It is considered the largest skill competition in the world and the single largest day of industry volunteerism in America. SkillsUSA represents 130 different occupational areas and adds contests to the SkillsUSA Championships each year to meet the demands of new or expanding careers. Begun in 1967, the SkillsUSA Championships features over 6,600 competitors in 115 hands-on skill and leadership contests. Each contestant is a state gold medalist.

Dates and Locations

The SkillsUSA Championships will be held on Wednesday, June 26 and Thursday, June 27 at the Georgia World Congress Center (GWCC). Competition orientations are held on Tuesday, June 25. The best photo opportunities will be on Thursday, from 10 a.m. to noon or 1 p.m. to 2 p.m.

SkillsUSA Championships Key Statistics

- 6,540 students will compete in 115 national competitions
- Skilled and technical sciences: 76 events
- Leadership development: 19 events
- Occupationally related: 16 events
- Demonstration events: 4 events
- Competition area: 1.79 million square feet (equals 31 football fields or 41 acres)
- Awards: Over 1,250 gold, silver and bronze medals to be presented
- Prizes: tools of the trade, scholarships and other awards are provided by industry
- In-kind industry and education contributions: over \$36 million in time, equipment and materials
- SkillsUSA TECHSPO trade show: Over 200 exhibitors
- Over 10,000 box lunches will be served at NLSC
- Total estimated hotel room nights in Atlanta for 2024: 32,000 nights
- Estimated economic impact to Atlanta in 2024: \$28,593,521

The SkillsUSA Championships requires 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. [Brief contest descriptions](#) are on our website.

Skill Point Certificates

SkillsUSA awards Skill Point Certificates to outstanding national contestants in addition to the gold, silver or bronze medals. The industry leaders who define the competencies for each contest determine a “cut score” that indicates excellence in a technical or leadership event. Contestants who meet or exceed this scoring threshold will earn a Skill Point certificate that represents proficiency and workplace readiness in the career area.

New Opportunities Elevate the Conference Experience

Expedition NLSC Digital Scavenger Hunt

Attendees at the National Leadership & Skills Conference (NLSC) can experience conference in a new way from their cellphones with our Expedition NLSC digital scavenger hunt! Participants will learn, make new connections and engage with exhibitors and partners to make the most of their conference experience. To play, register a team and earn points as you complete missions. Teams have multiple opportunities to win prizes. The grand prize is a VIP Awards Session experience!

Champions Festival

SkillsUSA students will enjoy fun, food and music on Wednesday, June 26 at 6 p.m. to 9:30 p.m. in Centennial Olympic Park, adjacent to GWCC and downtown hotels. Festivities include outdoor lawn games, food trucks and a live DJ playing dance music on the SkillsUSA Champions main stage.

Student Industry Certification Opportunity

The Manufacturing Skill Standards Council (MSSC) will offer complimentary testing for the MSSC Certified Production Technician (CPT 4.0) Safety Assessment on Tuesday, June 25. There will be three testing windows, with a maximum of 15 students per session. This opportunity is open to all students, but those in the Manufacturing Career Cluster may have the most benefit.

SkillsUSA TECHSPO Trade Show Grows

The 2024 SkillsUSA TECHSPO trade show, will be held June 25-27 in GWCC with over 200 exhibitors including major tool companies, SkillsUSA partners, colleges, the military and learning resources. Find out about the latest trends in industry, new technology, education opportunities or learn about potential careers. The trade show is free and many booths offer activities and giveaways. Show hours are Tuesday, 10 a.m.-5:30 p.m.; Wednesday, 8 a.m.-5:30 p.m.; and Thursday from 8 a.m.-5 p.m.

SkillsUSA TRY-A-SKILL

The new SkillsUSA TRY-A-SKILL experience offers a first-hand look at the automotive world. Learn and practice hands-on skills to maintain a vehicle such as changing oil, changing a tire or hooking up a car battery. Located in GWCC Hall B/C near the food court, NLSC Lounge and Activity Zone.

SIM World Virtual Trade Simulation

NLSC attendees will get a taste of real-world careers like never before when they step into the future of career exploration with SIM World. This electrifying virtual simulation allows participants to experience different trades such as heavy equipment operation, line work, healthcare and more. Located in GWCC in the A/B Connector.

Opening Session Highlights

SkillsUSA Graduate, Special Guests to Entertain Members

The SkillsUSA National Leadership & Skills Conference (NLSC) officially kicks off on Tuesday, June 25 at 7 p.m. with the Opening Session in State Farm Arena. Pre-session activities begin at 6:30 p.m. The session will feature our SkillsUSA national officers and will highlight SkillsUSA members and outstanding honorees. With its participatory and recognition aspects, you won't want to miss out on this high energy event, which is an inspiring start to your NLSC experience.

Keynote Speaker Cory James

Cory James is an award-winning journalist who co-anchors the Washington, D.C. News Now program on weekday mornings. A SkillsUSA member at Salem High School and Rockdale Career Academy in Conyers, Ga., James competed in the SkillsUSA



Georgia state championships as part of the Broadcast News Production team (now called Video News Production), placing second in his junior year and first in his senior year, with their team ranking fourth at the SkillsUSA Championships.

Poet Amena Brown

Amena Brown will kick off our Opening Session with a poem written especially for SkillsUSA. She is a writer, spoken word poet and performing artist whose work interweaves storytelling, rhyme and humor. The author of five spoken word albums and two non-fiction books, Brown's poetry was featured in the New York Times bestseller, "Rhythm of Prayer: A Collection of Meditations for Renewal." Brown is the co-executive producer and co-host of the Wake Up and Create podcast, in partnership with WABE/NPR and CreativeMornings Atlanta.

Special Guest Chris Gardner, the CEO of HappYness

Chris Gardner is an entrepreneur, international best-selling author and an award-winning film producer. Gardner's autobiography, "The Pursuit of HappYness" became a New York Times #1 best seller and has been translated into over 40 languages, including six dialects of Chinese and recently into Arabic. "The Pursuit of HappYness" was the inspiration for the critically acclaimed film in which Will Smith received the Golden Globe, Screen Actors Guild and Academy Award nominations for his performance. His second book, "Start Where You Are" was also a best seller, published in 2009. Gardner's new book "Permission to Dream" was selected as "Book of The Month" by the Wall Street Journal upon its publication.

Opening Session Highlights

After close to 40 years of working on Wall Street, Gardner answered an important question for himself which was, “What am I going to do with the rest of my life? Do I retire or REWIRE?” He chose to “REWIRE.” The difference being, “When I retire I stop doing what I used to do. When I REWIRE, I do what I want to do!” Gardner is currently, in his words, “making a huge alternative investment” in human capital. He is conducting his Permission 2 Dream Tour and has spoken at over 500 schools on three different continents. He believes that “what CAN be, needs to be as much a part of the conversation as what can NOT be.” Gardner also believes that “DREAMS don’t have BORDERS.” Follow Chris Gardner on Facebook @chrisgardner or on X and Instagram @ceoofhappyness.

The Atlanta Drum Academy

The Atlanta Drum Academy will perform at the Opening Session. The academy was formed by James Riles III, who has been playing drums since childhood. The Atlanta Drum Academy made it to the semifinals of America’s Got Talent in 2023, they played at the 2015 Celebration Bowl Game in Atlanta and have been on Good Morning America. Their YouTube channel has 200,000 subscribers.



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Student Community Service Project

SkillsUSA Students Build Bikes to Support Atlanta Youth

On Friday, June 28, at the GWCC in the Thomas Murphy Ballroom, an estimated 562 SkillsUSA students will apply their skills to serve the Atlanta community by participating in the SkillsUSA “Build Skills – Do Good – Complete the Cycle” service project.

The student participants will work in teams to apply their skills and construct children’s bicycles that will be presented to local children. The day of service will begin with a kickoff rally for attendees and business partners at 9 a.m. in the Georgia World Congress Center. From 9:30 a.m. until 12 noon, students will work in teams to apply their skills and carefully construct the bicycles.

For more than 20 years, community service events have been hosted during the SkillsUSA national conference to provide the students with a hands-on service opportunity. The community service projects vary from year to year, but the purpose is to engage SkillsUSA members from across the nation in learning to work together for a common purpose and serving others and strengthening their own personal leadership skills.



This year’s effort is made possible with generous support and funding from KNIPEX Tools, State Farm Insurance Companies and the U.S. Coast Guard.



Awards Session Highlights

National Medals, Recognition for Excellence in Skills

The 2024 SkillsUSA National Leadership & Skills Conference wraps up on Friday, June 28 at 5 p.m. with the Awards Session. Held in State Farm Arena, the event features the announcement of gold, silver and bronze medals for 115 competitions and the announcement of the Models of Excellence top three schools in the nation and the newly-elected 2024-25 SkillsUSA National Officer Team.



Recognition of National Honorees

Outstanding Members and Stakeholders Honored

At the National Leadership & Skills Conference, SkillsUSA will honor these individuals for outstanding service to the organization. Awards will be presented at the Opening Session and at the Awards Session. For honoree bios, see the 2024 SkillsUSA Awards and Recognition Book.

Honorary Life Member Award

Sam Bottum (Wis); John Kett (Ill.); Steve Icenogle (Ala.); Lisa Romeiser (N.Y.); Joshua Klemp (R.I.); Harold Nevill (Idaho); Chuck Wallace (Md.); Jen Worth (Md.); Becky Warren (Kan.); Damian Glover (La.); Tim Lawrence (Va.); Clay Mitchell (Calif.); and Laura Rauch (Va.).

Outstanding Career and Technical Educators

Michelle Cote (Maine); Darren Virag (W.V.) and Ryan Collins (Ark.).

SkillsUSA Advisors of the Year

Region 1—Angel Mead (N.Y.)
Region 2—Allison Terry (S.C.)



Region 3—Tiffany Beard (Ill.)

Region 4—Benjamin Applegate (Iowa)

Region 5—Joshua Ronstadt (Ariz.)

Hall of Champions Award

Amy Morrison (Ariz.); David McCoy (Ky.); Michael Jackson (Ariz.); and Nick Zwart (N.Y.).

Ernie Gary SkillsUSA Championships Volunteer of the Year Award

Philip Beckwith Jr. (S.C.)

2024 SkillsUSA Models of Excellence

The 24 SkillsUSA chapters named as Models of Excellence will be evaluated at NLSC for top three honors as business and industry partners will conduct interviews to review each chapter's goals, student-led plan of action, results, evaluation and Framework integration. The top three schools will be honored at the Awards Session.

[2024 Models of Excellence](#)

President's Volunteer Service Award Recognition

SkillsUSA is a certifying organization for the Presidential Volunteer Service Award (PVSA), now in its 16th year. PVSA recipients receive a pin, certificate and congratulatory letter from the President of the United States to honor their service to their communities. Gold, silver and bronze awards are based on verified hours of volunteer service completed in a consecutive 12-month period. This year, 23 chapters and 37 SkillsUSA members were honored. [See the list.](#)

SkillsUSA Scholarships Awarded

SkillsUSA and Partner Scholarships Support Further Education

SkillsUSA and its industry partners award over a million dollars in scholarships to America's best career and technical students in conjunction with the SkillsUSA National Leadership & Skills Conference.

These scholarships support higher education, travel to the national conference and leadership development for students who plan to further their education in community colleges, undergraduate programs or industry certifications.

From Sept. 1, 2023 to Aug. 31, 2024, SkillsUSA offered a total of 13 college/postsecondary scholarships working with 12 of our industry partners and supporting organizations, with a total estimated dollar value of over \$1 million.

For our 2023-2024 scholarship winners, see the 2024 Awards and Recognition Book.

For all scholarship opportunities, visit scholarships.skillsusa.org



SCHOLARSHIPS

SkillsUSA Fact Sheet

Overview: SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members. SkillsUSA is a nonprofit that serves high school, college and middle school students who are preparing for careers or further education in trade, technical and skilled service occupations, including health occupations. A partnership of students, teachers and industry working together to ensure America has a skilled workforce, SkillsUSA helps each student excel.

Membership: SkillsUSA serves more than 400,000 students and instructors in middle schools, high schools and college/postsecondary institutions in every state and three U.S. territories. SkillsUSA has served more than 15 million annual members since its founding in 1965. SkillsUSA programming covers 130 trade, technical and skilled service occupations, and the organization is recognized by the U.S. departments of Education and Labor as integral to career and technical education and a successful model of employer-driven youth development training.

Mission: SkillsUSA is America's proud champion of the skilled trades with a mission to empower students to become skilled professionals, career-ready leaders and responsible community members. The organization improves the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include Personal, Workplace and Technical Skills grounded in academics. Vision: SkillsUSA produces the most highly skilled workforce in the world, providing every member the opportunity for career success.

Partners: More than 850 business, industry and labor organizations actively support SkillsUSA at the national level through financial aid, in-kind contributions and involvement in SkillsUSA activities. Many more support 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 for students to learn and practice personal, workplace and technical skills. These three components comprise the SkillsUSA Framework, a blueprint for career readiness. Local chapters conduct a full Program of Work, and many students attend a district or state conference. At the SkillsUSA Championships, more than 6,600 students will compete in 115 occupational and leadership skill areas. These national technical competitions help establish industry standards for job skill training and entry-level workers.

Resources: SkillsUSA offers many resources for educators and students. The Chapter Excellence Program honors local chapter achievement around the SkillsUSA Framework of Personal, Workplace and Technical Skills. The SkillsUSA Career Essentials suite is an online solution to industry and education needs that helps students develop the skills, attitudes and values that allow them to stand out from other applicants in the skilled labor marketplace. The SkillsUSA Championships Technical Standards is the official competition guide, with a full list of competencies as well as embedded academic skills. For more information: www.skillsusa.org



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