



NEW DIRECTIONS NEWSLETTER - CONNECTING NEW JERSEY, ONE CHAPTER AT A TIME

President's Address

By Brian Garsh, State President



Although the hype of the new school year is beginning to slow down, your excitement and enthusiasm for Family, Career, and Community Leaders of America should be growing and reaching out to your entire school! The fall is a very important time for New Jersey FCCLA; everyone is learning about this dynamic leadership organization, new members are being recruited, and the Fall Leadership Connection and National Cluster Meetings are being held. There are many opportunities available for you to get involved and make a difference. So, find your niche in our wonderful organization and help New Jersey FCCLA "Make a Wave" during the 2010-2011 school year.

First, start out your school year on the right foot by getting the name of FCCLA out to the student body. This is a crucial time of year for all co-curricular activities. It is important that students hear about our organization and how we help our families, schools, and communities through various projects, programs, and events. Create a positive image and a strong Program of Work that will make people to want to join!

Next, explain all of the leadership opportunities that FCCLA has to offer! From November 5-7, the New Jersey Association will travel to St. Louis, Missouri to learn more about our organization, network with other student leaders, and support our National First Vice President, Danny Brooks. This is a great experience that you won't want to miss! In addition to the National Cluster Meeting, New Jersey FCCLA will be holding its annual Fall Leadership Connection on November 22 at the Pines Manor in Edison. This is a fun way to learn about how you can get involved and to meet other leaders from your own state!

Finally, let everyone know that FCCLA is here to make a difference. Make community service and outreach a strong focus for your chapter. We take pride in our efforts and accomplishments, and words cannot describe how much we appreciate all that you do; You can truly make a difference! Together, there is no telling what we can accomplish!

On behalf of the State Executive Council, I wish you success during the upcoming school year, and I hope to see you at one of our amazing conferences! Let's show the nation how strong New Jersey FCCLA is! Let's "Make a Wave" during the 2010-2011 school year that reaches out across the entire state!

**Welcome back
to the 2010-2011
School Year!**



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New Fall CONTESTS

By Sarah Cunningham, VP of Public Relations

FCCLA Contests allow students to display their FCCLA spirit. Members across the country have chosen photographs, t-shirts, and cake decorations that they think best represent FCCLA. This past spring, several New Jersey FCCLA members participated in the national contests. In Capture the Cover, members submit a photograph that best exemplifies FCCLA. Members of the John P Stevens High School Chapter were the national winners of the capture the cover contest and their photograph will be featured on the cover of Teen Times this school year. In addition, FCCLA held a contest for up and coming members to show their leadership potential. Members at the 2010 National Leadership Conference had a chance to vote for these members in the "Leaders to Watch" contest. Congratulations to Maxie Lesaux and Ryan Szemple from John P. Stevens High School for winning in the student category.

New Jersey, here is your chance to participate in one of the Fall Contests. There are four contests students can choose from. Students can show their artistic side in the 2011 FCCLA Week Poster Contest. Submit your vision of "To Be Continued..." to national headquarters by October 15. If your poster is chosen, it will be mailed to members in the December/January issue of Teen Times for chapters to promote FCCLA Week in schools across the country. Do you have a great idea for the next cluster meeting theme? This is your chance to be heard. Submit your idea to national headquarters by December 1 for FCCLA members to vote. Design a shirt that could be sold at the FCCLA store. Or... you can show off your inner fashionista, FCCLA style. Submit a sketch of a business casual outfit for the FCCLA What to Wear Contest to FCCLA National Headquarters by December 1st. For guidelines and future contests, visit www.FCCLAINC.org/contests/competitive_events.

Fall Leadership Connection

By Joshua Kerian, VP of Communications

Do you want to see the "Ultimate Leadership Experience" in action? You will have the chance to in November! Monday, November 22 from 8AM to 3PM, YOU can be part of it at our Annual Fall Leadership Conference in Edison at the Pines Manor. For those of you that want to compete, NJ FCCLA offers competitive events including: the Apple Bake Off, Be Part of It, Lessons in Leadership, and Tune into FCCLA. This year we have two new events, FCCLA Photo Face Off and Passion For Fashion Design Challenge. For those of you who love to compete, but don't want to do it alone there are events for you: Banner, LifeSmarts, Tune into FCCLA, and Lessons in Leadership. In the Banner Event, your chapter interprets this year's state theme: "Make a Wave!" by designing and constructing a banner which reflects the mission and purposes of FCCLA. During the year your banner efforts can be used as a great public relations tool. LifeSmarts, the ultimate consumer challenge, is an educational program that develops consumer and marketplace skills of teens in a fun way, and rewards them for the knowledge they demonstrate. Check out all the New Jersey Fall events on the NJ FCCLA website.

The second C in FCCLA stands for Community. The Fall Leadership Connection offers community service challenges for your chapter: "Feed The Children", Ronald McDonald House and Amandla Crossing Exit Baskets. During this conference, you will learn many leadership skills and develop other skills along the way. The NJ State Executive Council looks forward to another successful Fall Leadership Conference. Until November 22, I encourage you all to "Make a Wave!"



Embracing the New State Theme

By Victoria Spagnuolo, First Vice President

"Make a Wave," is the NJ FCCLA 2010-2011 state theme. "Make a Wave" is a common known phrase with positive motivation. It can be interpreted in many different ways. It is about creating a chain reaction. When one person does something, another will follow, then another, and another; soon, you will have a team of people working towards the same goal and making a difference. Be a leader and represent FCCLA by initiating a fundraiser or a community service event. Everything starts somewhere; so, "Make a Wave" and see how far it goes!

Fall Community Service Projects

By Casey Dougan, VP of Community Service

Get a jump start on your service for the new school year!

This fall, New Jersey FCCLA set goals for two community service projects: Feed the Children and Amandla Crossing. Feed the Children was our National Outreach Project for 2007-2009 and we have decided to continue to support them this year. FTC brings a truckload of necessities, including toiletries and food to those in need. For the past three years, NJ FCCLA has been able to sponsor a truck to visit Camden and we hope to do the same again this year! We are also supporting Amandla Crossing, a shelter for homeless, single parent families.

Each chapter is asked to create one extraordinary exit basket for a family who is leaving the shelter. These baskets are designed to assist families as they start their new lives! Visit the NJ FCCLA website for a list of suggested items! All donations for Feed the Children and exit baskets for Amandla Crossing will be collected at the Fall Leadership Conference. Thank you in advance for your support of our neighbors in need.

Come to the Cluster Meeting!

By Sarah Cunningham, VP of Public Relations

New Jersey FCCLA invites you to continue your leadership at the 2010 Cluster Meeting on November 5-7 in St. Louis, Missouri. Members will be able to discover and explore the city of St. Louis, and see the infamous Gateway Arch, which towers 630 feet over the Mississippi River. During the conference, students can network with members from New Jersey and all over the country. FCCLA to Be Continued will be a great way to start the year by learning new information and ideas about FCCLA. Members will be able to bring information back to their chapter to discuss ideas to improve their chapter.

During the day, members can participate in many activities including workshops, listening to motivational speakers, participating in the 2nd annual Family and Consumer Science Knowledge Bowl, and the 2010 Fall Competitive Events. The 2010 Fall Competitive Events will include 2011 FCCLA Week Poster Design, 2011 National Cluster Meeting Theme, 2011-2012 FCCLA T-Shirt Design, and What to Wear? Design a Look Contest. Members will learn more about FCCLA and National Programs and will develop their leadership skills. Join New Jersey at the National Cluster Meeting and continue your FCCLA experience.

NJ FCCLA proudly presents, the Second Annual Leadership Boot Camp!

January 2011 marks the 1st anniversary of Leadership Boot Camp. A dynamic one-day hands on seminar on effective leadership. Fun filled activities for all! Become one of over forty New Jersey FCCLA members who took the challenge last year and learn what it takes become a NJ FCCLA leader in their families, careers, and communities. We invite you to join us in this one day workshop led by dynamic speakers Billy Plastine and Catherine Reiker at

John P. Stevens High School on **January 8th, 2011**. Learn to be an effective leader by discovering values, how to manage and spend time wisely, and make worthwhile goals while making new friends. See you there!

*By Alexandra Farbanish
VP of Leadership*



By Casey Dougan, VP of Community Service

Be part of the Ultimate Consumer Challenge... LifeSmarts! LifeSmarts is a student challenge sponsored by the National Consumers League designed to help teens develop skills for the real world. As a student who has competed at the state and national level for LifeSmarts for two years, I can say that LifeSmarts has been a wonderful and worthwhile experience! There are five areas of focus: the environment, health and safety, technology, personal finance and consumer rights and responsibilities. The competition starts online this fall and the top eight teams from New Jersey advance to head to head competition at the Fall Leadership Connection! Go to www.LifeSmarts.org and have your advisor contact Mrs. DiGioia-Laird to get started and be part of the Ultimate Consumer Challenge!

Thanks for your Support!

By Danny Brooks, National First Vice President



This summer I was given the chance to take on an incredible leadership experience. At the 2010 National Leadership Conference in Chicago, Illinois, I was elected to serve as the 2010-2011 National First Vice President. I am proud to be able to represent New Jersey on the national level and look forward to being able to serve FCCLA throughout my term. This experience has been made possible with the support of my family, friends, advisers and the members of our incredible state organization. At the National Leadership Conference, many New Jersey members came out to listen to my speech, and it was their presence which gave me the courage to strive for excellence. During the installation ceremony, I could hear all of New Jersey cheering for me and giving me their encouragement. I want to thank everyone for their support and the privilege to represent New Jersey. "I would thank you from the bottom of my heart, but for you my heart has no bottom" (Anonymous).

Knowledge Bowl

By Habeebah Salaam, VP of Parliamentary Law

Knowledge Bowl is a competition for FCCLA. Last year the first Knowledge Bowl was launched at the 2009 Cluster Meetings and ended at the 2010 National Leadership Conference in Chicago, Illinois. The Knowledge Bowl team from New Jersey truly has something for which to be proud. The John P. Stevens High School members placed first place nationally in the Knowledge Bowl. Knowledge Bowl is a team competition that challenges students' knowledge of all aspects of Family and Consumer Sciences: Foods Science, Dietetics and Nutrition... Early Childhood and Human Development... Fashion and Housing Design... Family, Career and Community Studies... and Hospitality, Tourism, and Recreation. The team, which consisted of Casey Dougan, Maxie LeSaux, Vinny Milazzo, Ryan Szemple, and Stephanie Oliveira pulled through all three levels to compete against 14 other teams in round four at the 2010 National Leadership Conference.

The team started out with a written test which highlights individuals' strengths at the 2009 National Cluster Meeting. Next, they competed in a head-to-head buzzer round of competition on Saturday of the National Cluster Meeting. Finally, they competed in a standing battle during the final level of competition at the 2010 National Leadership Conference in Chicago, Illinois. These five dedicated members worked very hard to receive this National award. Congratulations to John P. Stevens High School's Knowledge Bowl Team for a job well done. New Jersey FCCLA is very proud of you!

National Leadership Conference in Review

By Habeebah Salaam, VP of Parliamentary Law



From Shedd Aquarium to the Taste of Chicago to the Navy Pier, New Jersey FCCLA was bound for Chicago, Illinois to celebrate the 65th birthday of FCCLA

and to celebrate the birth of this nation. On July 2nd 2010, Eighty Six New Jersey FCCLA members traveled to Chicago for the 65th Annual National Leadership Conference where they competed in STAR Events, participated in career explorations and witnessed life changing workshops. To kick off a successful conference, everyone attended the 4th of July festivities on Navy Pier that closed with a breathtaking fireworks show.

On Monday, July 5, 2010, many of our members began our day supporting the New Jersey FCCLA national officer candidates, Brian Garsh and Danny Brooks, as they presented their creative national officer candidate speeches. Danny ran for the regional position and Brian ran for an at-large position. At the general session, conference participants were introduced to our 2009-2010 National Officers Team. The audience was moved by the keynote speaker Aaron Davis. He challenged us as students to think about the impact of our choices. The following day was the business and recognition session where we discuss proposed Bylaw Amendments and the membership report. At the close of the business session, the 2010-2011 National Executive Council was announced. We were ecstatic to hear that Danny Brooks succeeded in his goal to be part of the National Executive Council.

At the closing session, John P. Stevens High School was recognized for their second place award in the Community Service National Program, for their project: Kids helping kids. We were pleased to learn the total amount collected for the national outreach project was \$241,590.05. A representative from the Children's Miracle Network accepted the check with appreciation. At the end of this session, we said farewell to the 2009-10 executive council and we welcomed the installation of the 2010-2011 National Officers. Our own Danny Brooks was elected to serve as the National First-Vice President. We are very proud of him. To close that evening everyone celebrated FCCLA's 65th birthday at the Gala. The next morning was the STAR events recognition session. New Jersey FCCLA brought home 32 gold medals, 38 silver and 4 bronze. Congratulations to everyone and we hope to see many of you next year in Anaheim California.



The beginning of the school year is the best time to involve all members, new and experienced, and fundraise for your chapter's future endeavors. Below is a list of 10 fundraising ideas to start your year off right.

1. **Guessing Jar:** Halloween is right around the corner and what better way to get in the spirit than by having a guessing jar. All you need is a jar and candy to fill the jar with. Count the number of pieces and let students take a guess for any monetary amount. The winner is the one who guesses closest to the number that is in the jar. The winner can receive a prize.
2. **Haunted House:** Have a haunted house at your school for your classmates or community members by decorating a classroom and dressing up. Have participants pay one dollar or have them bring a non-perishable can of food for a local food bank.
3. **Bowling Night:** Hold a bowling night at your local bowling alley. Talk to the manager or staff at the bowling alley to see if your chapter could have a night where everyone at your school could go to that bowling alley and your chapter could receive a percentage of the profit that night.

4. **Ink Cartridge Donation:** Go green with your chapter. Staples, Office Depot, and other various office supply stores offer this program. Every time you donate an ink cartridge you will receive a few dollars for your donation, it goes towards store credit but this will allow your chapter to get supplies for various projects your chapter will be doing.

5. **Warm Cider:** Pick up some apple cider at the store, warm it up, and sell it at lunchtime or after school.

6. **Candied Apples:** With a few simple supplies like caramel, apples, plastic sticks, a stove, and a recipe of your choice gather members of your chapter to make some candy apples to sell at lunch or after school.

7. **Entertainment Book Sale:** Sell Entertainment Books to everyone in your community.

8. **Yard Sale:** Gather members, friends, students, and anyone else that would like to be a part of this wonderful fundraiser. All you need are tables, donations of items that can be sold, and a date to have the event.

9. **Flag Football Tournament:** Flag Football is a great activity for any grade. Talk to your gym teachers, pass out fliers and have teams sign up. Players can be charged and some of the money fund a trophy or prizes for the winners.

10. **Pizza Sale:** There are many companies all over New Jersey but the most famous is Joe Corbi's. Hand out fliers and forms which can be received from contacting the company. Pass out fliers and forms to everyone. As an initiative, the student who sells the most can win a prize.

\$mart Back to \$chool \$hopping

By Casey Dougan, VP of Community Service

One of the most exciting experiences at the start of a new school year is shopping for back to school supplies. When shopping for the new school year, be sure to stay on a budget and not fall into the annual back to school trap! Buy essentials such as notebooks, calculators, erasers, and pens first and the extras later. Pens, pencils and other small items are used every day, for every class, but they do not need to be very expensive. Try looking through drawers in your house before buying these items because you probably have tons lying around already! For the bigger items such as calculators, feel free to splurge a little since you will probably use the same one during your entire high school experience. Once you have all your essentials, you can purchase the extras you want to make school more enjoyable such as locker decorations. It is also a great idea to purchase inexpensive stickers from a craft store to decorate notebooks and binders and give your school supplies a personal touch! Be sure to look through circulars for coupons and shop during sales to get the most for your money. Good luck during the upcoming school year!



ASK EDNA

FCCLA members ask our founder, Edna P. Amidon, their most challenging FCCLA questions.

Dear Edna, Now that school is back in session, I am trying to plan activities that correspond to FCCLA's National Programs and relate to the time of the year. What are some ways I can promote FCCLA's National Programs during the Autumn Season?

Dear FCCLA Member,

I am thrilled to see that you want to participate in FCCLA's National Programs! As you may know, there are 8 National Programs with sub-programs and units. Most often when we think of fall, we envision change and family. The Community Service National Program allows members to make a difference in their communities and build character. Projects can include holding a food or clothing drive, cleaning a local park or volunteering at a soup kitchen. Motivate people to contribute to something that will help others and speak to them about their ideas and you will have a very successful project underway. Don't forget to fill out the Community Service Application to receive recognition by FCCLA National Headquarters and be featured in the national publication Teen Times!

Sincerely,
Edna P. Amidon



By Katelyn Palombo, VP of National Programs

One of the best feelings a person can have is to know he/she has accomplished a goal. Imagine how empowering it would feel to accomplish five of them! Power of One is a national program that helps members set personal goals, and then reach them. The program encourages members to choose five goals in various areas of life; for example, improving study habits, nutrition, exercise, or even just maintaining the organization of one's bedroom. All of these goals and more can be obtained by completing the unit, A Better You. Through the goal setting process, A Better You helps participants prioritize and strive for self-improvement. If perhaps strengthening relationships within the family is an important focus for a participant, Family Ties is another unit that can guide one towards accomplishing that goal. Maybe more interaction- like the courage to speak out, collaborating positively with others, and even recruiting them as members- sounds more appealing. Then, consider the challenge of taking the Lead, a unit that builds leadership skills. Speak Out for FCCLA is a great unit that spreads the word about the Ultimate Leadership Experience. Another unit that is designed to help participants in their future career pursuits is Working on Working. The unit familiarizes members with steps to creating a solid resume, acing that job interview, finding that correct career path, or even starting a business. Power of One is a great way to improve the individual, family life, and the chapter. Don't forget the chapter adviser is there for guidance and will submit the necessary forms by the March 1, 2011. National recognition will be given for completing all five units of Power of One. For more information go to www.fcclainc.org

Developing a Chapter Website? Link Up to NJ FCCLA!

By Joshua Kerian, VP of Communications



The 21st Century has pushed people to become more reliant on technology. Today, the most efficient means to broadcast information is through the internet. Start the school year off right by creating a chapter website. Involve new and past members in the creation of a chapter website. The chapter website will be a wonderful way to keep members informed, recognize members, and tell your community FCCLA activities. Once your website is up and running, contact New Jersey FCCLA to link your chapter website to the New Jersey FCCLA website. Collectively, we can present a dynamic image of the organization.

Tips for Visiting Colleges

By Alexandra Farbanish, VP of Leadership

Making a decision regarding college could be a difficult choice for some. Making the most of a college visit makes your task easier. Make a list of the colleges you would like to attend, and then plan to visit the campuses. Here are some tips for making your campus visit successful:

- Take a campus tour.
- Have an interview with an admissions officer.
- Get business cards and names of people you meet for future contacts.
- Pick up financial aid information.
- Sit in on a class of a subject that interests you.
- Talk to a professor in your chosen major or in a subject that you enjoy.
- Talk to coaches of sports in which you might participate.
- Talk to students of activities that you are considering.
- Eat in the cafeteria.
- Ask students why they chose the college, what they hate about it, and what they love about it. What they would have done differently?
- Walk or drive around the community surrounding the campus.
- Ask students what they do on weekends.
- Try to see a dorm that you didn't see on the tour.
- Imagine yourself attending this college for four years.

Balancing School, Work, & Family

By Victoria Spagnuolo, First Vice President

Most students have a job, a full schedule of classes, and family is an integral part of their life. As school begins and most students are anxious about how they will manage school, work, and family, one may ask, "Will I have enough time for homework? Will I have time to sleep? Can I go to my little brother's football game?" These questions can be answered positively by tackling new responsibilities by using good time management. By planning ahead and following the tips listed below, it really is possible to create a balanced and happy life.

School is very important; so, immediately after school try to finish all your homework and studying. If you have free time during the day, do a few math problems, even if it's just two. That way you will have two less to do later.

Next, consider your job. Determine two or three days each week that you can fit work into your schedule. Let your boss know that those are the only days that you are available and stick to that schedule. Family is still the most important part of your life. Schedule a day, once a week that is just for family time. Promise this time to your family and stay home and eat dinner and spend time together after dinner participating in a family activity. Time management is easy, just follow these tips and the result will be smooth sailing for the rest of the year!

National Programs

*By Katelyn Palombo,
VP of National Programs*

Completing a national program is one way chapters can gain recognition while their members make a difference in their school, families and communities as they explore careers. There are seven different programs chapters can choose from. The eight programs are Career Connection, Community Service, FACTS- Families Acting for Community Traffic Safety, Financial Fitness, Power of One, STOP the Violence, and Student Body.

Student Body helps chapters focus on health and wellness while Families First helps strengthen families. Managing money is an important issue for most people; Financial Fitness is a good choice to improve these skills. There is a national program for everyone and each program focuses on a specific topic. Whether the focus is on improving yourself, learning about a career, developing skills for a job, helping the community, improving driving safety or recognizing, reporting, and reducing youth violence, there is a national program for every chapter and its members! Many times a chapter has already completed a National Program.... go the extra step and complete the recognition application for the National organization. It is easy and it is online. Winning chapters could be given a monetary reward, recognition in Teen Times, at the National Leadership Conference, and on the National website. If more information is needed it can be found at www.fcclainc.org.

Advice for New Chapter Officers

By Brian Garsh, State President



Membership Recruitment Ideas

By Kamaria Guity, VP of Membership

Stepping up to an FCCLA chapter office is an important step toward becoming an Ultimate Leader. Assuming an office demonstrates initiative; however, dedication, commitment, and leadership are the true measures of a leader. It is not an easy job, but the benefits of leading your chapter is a rewarding experience! As a chapter officer myself, I am always learning new things about our members and I help to create ways to involve and motivate members to make a difference. Enthusiastic chapter officers have a passion for FCCLA, and this will undoubtedly inspire others to participate and become more active. Use your knowledge to help develop leadership skills in your chapter; peers look up to officers as their role model. Try to give helpful tips to members so that they can improve their leadership abilities and enjoy their chapter involvement. Don't be afraid to approach new members with a warm smile; this makes them feel more comfortable and shows that you care about them. I know you will be able to inspire other members to become active leaders in your chapter. Being a chapter officer is about team cooperation and working toward one's leadership potential. Just keep this quote in mind: "Leadership is not position; it is action."

Healthy Snack Idea

By Kamaria Guity, VP of Membership

School is back in session, which means a ton of homework along with indulgent after-school snacks. For many students, after school snacks are usually chips and soda; however, as FCCLA members, we know that staying healthy is key! After School snacks should be tasty, healthy, and fulfilling. An awesome afterschool snack is a pizza that is hearty, healthy and wholesome. It is sure to keep you satisfied until dinner and help you focus on your studies! Here is a pizza recipe I'm sure you'll love.

2 large whole wheat pita bread rounds
Nonstick cooking spray
½ cup assorted fresh vegetables (broccoli, cauliflower, red pepper strips, sliced fresh mushrooms)
¼ cup pizza sauce
¼ cup (1 ounce) shredded low-fat mozzarella cheese

Directions: Place pita rounds on a baking sheet. Bake in a 400 degrees (F) oven for 5 minutes. Coat an unheated small nonstick skillet with nonstick cooking spray. Preheat over medium heat. Add the assorted vegetables; cook and stir until crisp-tender. Spread pizza sauce on pita bread rounds; sprinkle with cooked vegetables and cheese. Bake in 400 degrees (F) oven for 8 to 10 minutes, or until light brown. Serve warm.

ENJOY THIS HEALTHY SNACK!!

As the school year is starting, it is imperative that chapters focus on recruiting perspective FCCLA members for the 2010-2011 school year. Membership is essential to the success of FCCLA and boosting your chapter numbers will prove beneficial for the organization at the local, state and national levels! Everyone has different methods for recruiting members, but here are a few suggestions that might help you kick off the year to recruit and retain members:

- Type up a fun and attractive advertisement for your chapter and the organization in general to give to parents and students at open-house night!
- Have a membership drive. Remember that you will have the most competition at the start of the year when every other organization and club in school is recruiting. Advertise the membership drive and motivate your current members to get out there and meet people.
- Promote! Promote! Promote! Have your current members wear their gear! When students see the members wearing FCCLA shirts, sweaters, and other items it will draw them in and make them want to join as well. Keep in mind the on line FCCLA store has all types of pens and gadgets with our logo on it that you might want to hand out at an information meeting.
- Use your resources wisely. Talk to your FCS teachers and see if they are willing to use the last few minutes of class the first day to talk to students about becoming members.
- Make FCCLA personal. There is something in this organization for everyone. Start with people you know and see what appeals to their specific interests.
- Most importantly keep everyone updated; nothing attracts members more than an organized chapter! Update your school calendar monthly and make sure everyone is on the same page.

These are just a couple ideas that you can implement in your school. Hope you have a successful experience expanding your chapter! Remember to Recruit, Retain, and Recognize.