

# NEW DIRECTIONS

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## president's address

Dear New Jersey FCCLA Members, Advisers, and Alumni:

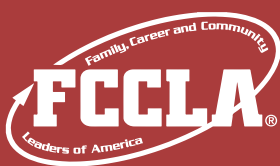
I hope you all had an amazing holiday season and are having a warm winter filled with lots of fun, productivity, and hot chocolate! The winter is a great time to reflect on everything you accomplished in FCCLA in 2019 and to look ahead to many more opportunities in 2020. Within just a few months, New Jersey FCCLA made great strides with successful representation at the Capitol Leadership Conference in Washington, D.C.; New Jersey Association of Family and Consumer Sciences Curriculum Connections; and the National Fall Conference in Dallas, Texas. The 2019 Fall Leadership Connection was also a great success! Over 500 members gathered at the Pines Manor in Edison to demonstrate leadership through community service, competitive events, workshop participation, roundtable presentations, and keynote sessions. Congratulations to all competitive event participants! In addition to competitive events, New Jersey FCCLA collectively gathered 2,100 non-perishable food items for the Middlesex County Emergency Food Bank and pull tabs for the Ronald McDonald House. Thank you all for your generous contributions! The 2020 Leadership Bootcamp was held on January 11th at John P. Stevens High School. Attendees received extensive leadership training in topics such as public speaking and teamwork, a free t-shirt, and the opportunity to network with members all across the state. The State Executive Council hopes that you all show the same dedication and hard work in FCCLA in the new year! The new year is a great time to reinvent yourself, improve on negative habits, and set SMART goals for yourself and your FCCLA chapter. With 2020 in our grasp, FCCLA is more active than ever. Engage in the upcoming NJ FCCLA initiatives as well as your own chapter's programs to continue to Take Action for a Better World.

A great way to advocate for FCCLA is during National FCCLA Week. This year, FCCLA Week will be from February 9th to February 15th. Each day is designated as a theme found on the New Jersey and National FCCLA websites. Use the FCCLA Week toolkit and the information found on this newsletter to develop an action plan with your chapter executive council. Consider taking your advocacy to its furthest potential by hosting community service events at your general meetings, posting flyers around school to promote FCCLA, or creating a social media campaign.

Preparation for the 2020 State Leadership Conference is underway. The State Executive Council has an amazing conference planned for you filled with engaging sessions, interactive workshops, inspiring keynote speakers, and 40+ competitive events. Be sure to start thinking about the State and STAR Events in which you would like to take part. Also, make sure to fill out a Red Rose Chapter Application found on the NJ FCCLA website for the chance to be recognized on stage at the State Leadership Conference! I urge you all to take initiative in your chapters by performing acts of kindness and service year round. I look forward to hearing all about your chapter's Actions for a Better World at the 2020 State Leadership Conference!

Sincerely,  
**Sophia Patel**  
State President

winter 2020



# Becoming a State Officer

## **Samantha Matson**

*Vice President of Communications*

Becoming a State Officer has been one of the most rewarding opportunities I experienced through FCCLA. My experiences as a State Officer allowed me to refine skills like communication, problem solving, and teamwork. Being a State Officer gave me the chance to grow into my leadership potential.

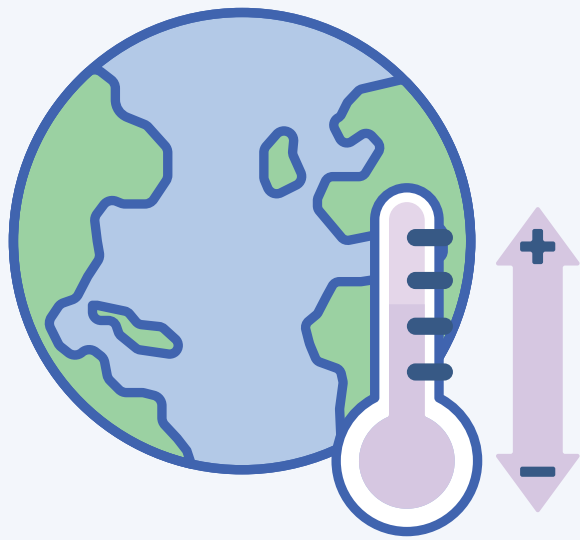
As a State Officer, you have the opportunity to participate in various leadership opportunities that would not be available to you otherwise. The State Executive Council travels to Washington, D.C. for Capitol Leadership, a national conference where we learn about advocacy and meet with our federal officials to advocate for Family and Consumer Sciences and Career and Technical Education. In addition, at the National Leadership Conference and National Fall Conference, officers receive specialized training to give them the tools they need to reach their leadership potential.

Some of the responsibilities that come along with becoming a State Officer include developing the state theme, helping with the programs for the three annual state leadership conferences, writing articles for the New Directions Newsletter, promoting the organization through various public relations tools, and more. As an officer, you can make a substantial impact on the state organization, and you can implement your innovative ideas for the organization. Becoming a State Officer is a great way to leave your mark on FCCLA!

I highly suggest that members who are passionate about the organization, willing to dedicate themselves to their officer duties, and want to make a positive impact on the future of FCCLA, should consider becoming a State Officer! If you are interested in applying, the application is on the NJ FCCLA website under the Leadership tab. Before completing the application, meet with your parents and Chapter Adviser to ensure that you have their approval before starting the process. The application is due on February 1st, so be sure to talk to your adviser soon and get started!

Good luck to all members interested in becoming an officer, and if you have any questions related to the application process or officer responsibilities, contact me or any of the other State Officers!





## Our World is Changing... RAPIDLY

**Adedoyin Ayeni** - *Committee Chair*

Climate change has become a huge issue for the Earth. This is partly due to the effect we as humans have on the climate. Global climate is the average climate over the entire planet. Scientists are concerned that Earth's global climate is changing. The planet is warming up faster than at any other time known. Ninety-seven percent of climate scientists agree that human activity is the driving cause of climate crisis across the Earth. They believe this is due to the carbon pollution from fossil fuels, as it is warming our planet and throwing natural systems out of balance. The more carbon pollution in the air, the more the sun's energy gets trapped as heat. We have seen this happen as the world has already gotten nearly 1°C warmer since 1880. You might wonder how one degree affects us. As the earth gets warmer, sea levels rise, swallowing islands and getting closer to more populated areas like New York. To add on to that, extreme weather events such as hurricanes, floods, and droughts are becoming more frequent and intense. Because of this, it is important that as youth leaders we try our best to reduce our carbon footprint. You can do this by following the 3 R's: Reduce, Reuse, and Recycle. You can also try and reduce your waste production. All of these simple things can contribute to making our world a better place.

## Promote Your Chapter Using Social Media

**Melanie Mendonca**

*Vice President of Community Service*

Social Media is an excellent way to communicate and keep up with the world around us. According to Education Week, more than 81% of teens use social media, making it a great tool to promote your chapter. It is important to use social media in your chapter because of all of its benefits. By simply posting a fun picture of your chapter at an event, a victorious picture with a gold medal at a conference, or even a happy birthday post, FCCLA benefits from what your chapter posts. By using social media, you publicize your chapter beyond the scope of your members to your community and the world. Social media can bolster membership, increase participation in various events, and keep members updated with the latest news. Posting a fun picture with your chapter during a chapter event can hook fellow peers into FCCLA! People who follow your social media will be inspired and want to join. Once members are recognized through social media, other members will participate more to get recognized for their hard efforts to benefit the chapter. Additionally, through using social media to promote chapter meetings, initiatives, and recognizing people, more members stay updated and informed. People stay in the loop and look out for future events from the sight of an exciting post!

Some ways to promote your chapter include using Instagram, Twitter, Snapchat, or Facebook. Many people use these social media platforms every day, and posting through them can promote your chapter. When posting, be sure to mention various hashtags from not only NJ FCCLA, but also national FCCLA. Some include: #YourStoryOurStory, #FCCLA, #NJFCCLA, #SLC, #NLC, #FLC, and more! Also, follow New Jersey FCCLA on social media to keep your chapter updated. Facebook: @NJFCCLA Instagram: @nj\_fccla Twitter: @nj\_fccla. Social Media is a great way for you and your chapter to get out there and publicize yourself. Connect with your chapter and use social media!





# Leadership Bootcamp

## **Samantha Matson**

*Vice President of Communications*

We salute the dedicated members and advisers who attended the 2020 Leadership Bootcamp on January 11th, 2020 at John P. Stevens High School in Edison, New Jersey, where members and advisers expanded their leadership potential!

Leadership Bootcamp is the only annual state conference that is centered entirely around leadership! Our other conferences motivate and excite members with State and STAR competitive events. At the Leadership Bootcamp, members work closely with leadership trainers to focus on specific areas of leadership in order to refine skills. Members who attend this conference learn something new about themselves and about the concept of leadership. As young leaders, it is our responsibility to continue our leadership journey, and there is always something we can learn or improve upon.

This year's Leadership Bootcamp introduced us to the Happiness Factor. The principles shared through this book can help us achieve a greater sense of well-being and satisfaction. The Happiness Factor workshops helped members and advisers understand that being happy is a choice and not a consequence or reaction to circumstance. By remembering that problems and circumstances do not define a person, everyone can overcome their own set of issues and be happy.

It is also important to keep in mind participation in Leadership Bootcamp is a requirement for your chapter to be recognized with the Red Rose Chapter Award; a minimum of 4 members and 1 adviser must attend this conference. If you are interested in applying for this award in the future, make sure to attend this conference next year.





# Car Safety Tips for the Winter

**Melanie Mendonca**

*Vice President of Community Service*

Inclement weather conditions can make driving scary during the winter. However, by using some of these tips, it can make your driving experience much better.

**Drive Below the Speed Limit** - Driving slowly can help you stay cautious in the case of your tires slipping. This can help prevent hydroplaning and help you stay in control of your car.

**Stay Focused** - Drive without any distractions! It is especially dangerous during snow, and it is important to stay vigilant when driving to watch oncoming traffic and deer that may dart across the street.

**Get Rid of Snow On Your Car** - Not only is it illegal to drive with snow covering your car, but clearing snow from your car also allows you to have a clear view of traffic and helps you to stay aware of your surroundings.

**Keep a Bundle of Winter Gear in your Car** - This includes but is not limited to a portable jump starter, blankets, shovels, hats, gloves, first aid kit, tracking device, signal device, and flashlights.

**Increase Your Following Distance to 5 or 6 Seconds** - This will help give you that extra distance in the case of having to stop. Additionally, it helps keep you safer in the case the vehicle in front of you suddenly brakes.

**Check the Weather Before You Start Driving** - This is crucial as it allows you to know what you're getting into before you start. Thus, you can be prepared in case it rains, snows, or even hails.

**Know Your Breaks and How They Work** - Understanding how to operate your brakes is paramount when the weather is bad. Doing so can prevent losing control of your vehicle and getting into an accident.

**Don't Stop If You Can Avoid It** - Stopping suddenly versus slowing down and stopping makes a big difference. Stopping suddenly can cause your car to slide due to a transfer of inertia. Always try to slow down before a full stop.

**Accelerate and Decelerate Slowly** - Make sure to apply gas slowly to avoid skidding and sliding. Take time to slow down because it takes longer to slow down on icy roads.

**Stay Home** - Staying home is the best option during bad weather! If the weather creates a risky atmosphere for driving, it's best to avoid risks.



# Fall Leadership Connection In Review

**Samhitha Mupharaphu** - *First Vice President*

On November 25th, 2019, NJ FCCLA held its first conference of the school year at the Pines Manor in Edison, NJ! Members had many opportunities to participate in a wide variety of pullout sessions, workshops, and roundtable presentations. The day started with the chapters making their way to the Pines Manor with their donations for the statewide community service initiative—food donations for the Middlesex County Emergency Food Bank and pull tabs for the Ronald McDonald House!

The chapters that attended collected a total 2,449 pounds of food! Members were setting up projects, taking tests or presenting their competitive events. Members were setting up projects, taking tests or presenting their competitive events. The competitors for the Cupcake Challenge lined the ballroom with their amazing cupcake displays! The cupcakes were sold to the attendees as a community service initiative. The money that was raised from this was donated to Americares, an organization that is helping with Hurricane Relief from Hurricane Dorian! Thank you to everyone who competed in the Cupcake Challenge and those who purchased cupcakes!

In addition to the Cupcake Challenge, there were 14 other events in which members participated. Members challenged themselves, displaying a great amount of talent and hard work in their events, ending with outstanding results! At the Opening General Session, the State Officers started by giving a brief update on NJ FCCLA and performed a skit introducing this year's theme: Action for a Better World. Then, Mr. Patrick Grady took the stage and inspired students to take action in our world. After this, members had the opportunity to attend workshops led by the State Officers, alumni, and Mr. Grady, and roundtable presentations! All of these sessions helped members by giving them an update about FCCLA and giving out more information on FCCLA and how to get involved! The 2019 Fall Leadership Connection was a huge success!

## Making the Most of Freshman Year with FCCLA

**Adedoyin Ayeni** - *Committee Chair*

Let's face it, the transition from middle school to high school is difficult. The amount of schoolwork can be overwhelming. This often causes a lot of stress that prompts students to become less active in their FCCLA chapter. Although adjusting to high school has its challenges, there are many ways you can stay active in your school's FCCLA chapter. For starters, participating in state conferences, such as Leadership Bootcamp and the State Leadership Conferences, are great ways to make the most of freshman year. You can also participate in community service. Asking your adviser for places your chapter can go to give back to your community can be a great way to stay active in your chapter. Another great way to make the most of freshman year is to make new friends! Try befriending an older student within your chapter. You can learn from their experiences and see how they made the most out of their FCCLA journey. These are just a few ways to help you make the most of your freshman year with FCCLA.



# New Year, New Me!

**Gianna DeBruyn**

*Vice President of Membership*

I'm sure everyone has come up with a New Year's resolution at least once in their life. Whether it was to exercise more, eat healthier, or take up a new hobby, we have all attempted to, but many times we've never truly succeeded in keeping our resolutions. Well this year, you are going to make it count! Here are some ways to help you identify, improve, and stick to your New Year's resolution.

Some ideas for resolutions would be as follows:

- Develop a healthier diet
- Get active
- Take a new hobby
- Work towards a goal you have had
- Get organized
- Save money

Resolutions can be a great idea at first, but it might be difficult to commit to them. Here are some steps to help you succeed!

1. Develop a goal - Be specific with your goal. Brainstorm how you will work to accomplish it.
2. Take small steps - Plan out daily or weekly tasks to accomplish that relate to your goal. Remember that you have all year, so take things slow.
3. Enlist family and friends - Include others in your resolution and have them help you in any way they can.
4. Reward yourself - Give yourself rewards when you reach progress on your goals. This will make you want to work towards these milestones.

Hopefully with these tactics and ideas you will be able to accomplish your resolutions this year. The new year is a great time to start fresh and leave all of your regrets in the past. It is the perfect time to develop a new way of thinking for a better YOU – improving your physical and mental health.

# Power of One

**Gianna DeBruyn**

*Vice President of Membership*

Power of One is a National Program that focuses on how you can improve your relationships with your family, community, and yourself. It helps members find and improve their personal power. Power of One is a fantastic program to participate in if you are looking at ways to improve yourself and your potential. There are 5 basic units of Power of One, and each covers a different aspect of your life and how to improve on it.

Power of One Units

- A Better You - Improve Personal Traits
- Family Ties - Get along better with family members
- Working on Working - Explore work options, prepare for a career, sharpen skills useful in business
- Take the Lead - Develop leadership qualities
- Speak Out for FCCLA - Tell others about positive experiences in FCCLA

To successfully accomplish Power of One, you will need to complete each unit, following the official FCCLA Planning Process. First, you will Identify Concerns. To begin, you will identify all of your possible problems that can occur during the project. Second, you will Set a Goal. In this step, you will identify what you want your outcome to be. Third, you will Form a Plan. Here, you will develop every step you will take to accomplish your goal. Fourth, you will Act. This is where you execute your plan. Last, you will Follow Up. By following up, you will discuss how every aspect of the process went. By using the Planning Process, we will all be able to take on the Power of One this year. Applications are due online, on March 1, 2020. We encourage everyone to get involved with this amazing program known as Power of One.







# New Year, New Fundraisers!



**Samhitha Mupharaphu**  
*First Vice President*



With the new year ahead, your chapter might want to try some new fundraisers! Fundraisers are a great way to get your chapter going and expand your treasury in order to help with any chapter expenses you might have! Fundraisers are also a great way to have your members bond with each other and create memories when working together. Starting new fundraisers now and saving up can help lower your chapter's bills for the upcoming State and National Leadership Conferences! Here is a list of some fundraisers that have had a lot of success in the past!



## 1. T-Shirt Fundraisers

A T-Shirt fundraiser is a great way to promote FCCLA in your school and unite your members! There are many websites that allow you to customize t-shirts, so you can also turn it into a design competition within your school/chapter! Businesses such as InkD, Customink, and bonfire.com all have quick and easy processes in order to make the fundraising process easier for you! Check out <https://www.bonfire.com/fundraising/> and <https://www.customink.com/fundraising> for more information.

## 2. Events at School

Another way to fundraise is to have different small events at school. This helps your chapter expand your treasury, and it also makes FCCLA more known at your school by being more present in school activities. Some examples of events include having a breakfast for the staff once a month, Arts and Crafts night, and Family Night.



## 3. Restaurant Partnership

Many fast food chains and restaurants offer fundraisers where your chapter receives a flyer and you need to promote the fundraiser so that a large group buys something from the restaurant. At the end, your chapter will receive a percentage of the sales that were made that night (the sales from the people who showed the flyer). There is another fundraiser where a restaurant will give you their facility during a specific time for you to bring in your group and they will give you a large portion of the sales made. Restaurants who do this include Chipotle(<https://community.chipotle.com/fundraisers>), Panera Bread (<http://fundraising.panerabread.com/>), Friendlys (<https://www.friendlysrestaurants.com/business/fundraising/>), and Chili's ([https://www.qdi.com/docs/CH\\_GBE\\_Org\\_Guide.pdf](https://www.qdi.com/docs/CH_GBE_Org_Guide.pdf)). You could even ask a local diner or small business to partner with you and do a fundraiser like this!

## 4. Different Valentine's Day Candy Grams



One of the most celebrated upcoming holidays is Valentine's Day! There are many ways that your chapter can make the most of this day! One of the most successful fundraisers for this celebration is Candy Grams. The best way you can make the most money out of this fundraiser is by having different items that people can send, and price them differently and appropriately.



## 5. Bottle and Can Drive

The Bottle and Can Drive is an initiative where plastic bottles and cans are collected and sent to a center who will pay in return for these bottles and cans. Your chapter can even turn this process into a competition where the person with the most amount of donations receives a prize! You can find different recycling centers online by entering the city/town in which you want to find a donation center!

These are just some new ideas for your chapter to use this year for fundraising! I hope these ideas become successes within your chapter!



**Sophia Patel** - *State President*

**SAVE THE DATES:** The second week of Career and Technical Education month, February, has been designated each year as national FCCLA Week. This week is celebrated by FCCLA members nationwide to highlight the accomplishments of Career and Technical Education professionals, students, and alumni. This year national FCCLA Week will be from February 10th to February 14th plus two additional days, February 9th and February 15th, added by New Jersey FCCLA. Each day of FCCLA Week is a different theme that encourages members to share their story! Read on to find out more about these theme days and how you can get involved through social media and chapter initiatives:

## **Sunday, February 9th: Be a Valued Family Member**

On the first day of FCCLA Week, demonstrate servant leadership at home by helping around the house. You can implement FCCLA @ the Table by sharing a family dinner at home and uploading it to social media with the hashtag #FCCLA@theTable.

## **Monday, February 10th: What's your FCCLA story?**

Create a post on social media sharing your favorite FCCLA memory and ask others to repost their own. At your chapter's general meeting, share how FCCLA has impacted your leadership journey and encourage your friends to join! #MyFCCLAStory

## **Tuesday, February 11th: Your Future Career Story**

Show how FCCLA/FCS Career Pathways have taught you 21st century life skills and made you college and career ready. Invite alumni to your chapter meetings to discuss the skills they learned in FCCLA and how they have played a significant role in their future. #MyFCCLAFuture

## **Wednesday, February 12th: FCS Educators Inspiring Stories**

February 12th is Family and Consumer Sciences Educator Day. Our FCS Teachers work tirelessly to create interactive lesson plans each day. Show appreciation to your FCS teacher and FCCLA adviser for the lessons and encouragement they provide you for your future. #FCCLAEducatorsInspire

## **Thursday, February 13th: Celebrate Your Family's Story**

Appreciate your family for all that they have contributed to your growth as a leader. The support of your family throughout your FCCLA journey has made possible all the experiences and opportunities you gained. Their support is irreplaceable and deserves recognition! #FCCLACelebratesFamily

## **Friday, February 14th: Leaders in Red**

Unite in red as we show others what FCCLA is. Wear red to school and inspire others to do the same and join FCCLA! #FCCLARocksRed

## **Saturday, February 15th: Be a voice for FCS and FCCLA**

Speak out for FCCLA and FCS by taking your advocacy to the next level. Consider meeting with a school administrator or a local decision maker to explain the need for FCS education and FCCLA in today's age. This will help gather the support of your community and create networks that will be beneficial to FCCLA initiatives.

Leading FCCLA Week initiatives in your chapter is a great way to show your leadership. Consider making this a Power of One goal for the units Take the Lead or Speak Out for FCCLA. Use the hashtags above and on the FCCLA Week Toolkit that coincide with each theme to start a social media campaign on Instagram. Use FCCLA Week as an opportunity to recognize the accomplishments of your members and get the word out about FCCLA's unlimited possibilities!



## Heart Healthy Activities

### **Melanie Mendonca**

*Vice President of Community Service*

Winter chills make getting out of your cozy sheets in the morning seem almost impossible. These tips can help you stay active during the chilly winter season.

1. Without the heat and humidity, the winter season can make you feel even more awake.
2. Exercising boosts your immunity against various illnesses.
3. Go outside for brief periods of time to soak up some crucial vitamin D from the sun and improve your mood!

While soaking up some vitamin D, remember to stay warm. Dressing in layers is important as well as drinking sufficient water to stay hydrated.

### **OUTDOOR ACTIVITIES**

ICE SKATING  
SLEDDING  
RAKING LEAVES  
SHOVELING SNOW  
TAKING A WALK  
HIKING  
SNOWBOARDING

### **INDOOR ACTIVITIES**

YOGA  
WORKING OUT  
STAIR CLIMBING  
ROLLER SKATING  
MALL WALKING  
DANCING

Enjoying some of these activities can help you stay active and fit during the cold winter. Make sure to have lots of fun while doing them!



# The Ronald McDonald House Foundation

## **Melanie Mendonca**

*Vice President of Community Service*

Ronald McDonald House (RMDH) Charities is a nonprofit foundation that strives to help provide and support the health and well-being of children. Founded in 1974 in Philadelphia, RMDH has been assisting families with children in hospitals by providing housing for several families in proximity to hospitals for little or no cost.

Many families travel numerous miles in order to get the best care for their sick children and often spend many weeks tending to their child. The financial burden on families grows significantly through multiple medical bills and time away from work for the parents. With hardships like these, it gets hard for families to survive and stay together. This is where RMDH comes in.

RMDH offers 368 Ronald McDonald Houses, 252 Ronald McDonald Family Rooms, 50 Ronald McDonald Care Mobiles, and grants to help children and families all around the world. Ronald McDonald Houses are houses where families can live near the hospital to be near their children. These houses provide families with food, housing, and support in the toughest of times. Additionally, the houses allow families to receive the best medical care for their ill children, especially when they really need it. The Ronald McDonald Family Rooms provide families with a place to stay right in the hospital, in order to rest or regroup. At these facilities, the RMDH provides a kitchen area, showering areas, sleeping areas, and more. These rooms benefit the families with children in critical conditions to be near to their child when times are tough.

To help, consider collecting pull tabs for the Ronald McDonald House. These pull tabs are used as a source of income to keep the houses running. Each and every pull-tab matters, so collect as many as you can in order to help a Ronald McDonald House around you. Additionally, you can donate pull tabs at New Jersey FCCLA's conferences: the Fall Leadership Connection and the State Leadership Conference.

## Flurries of Fun

### **Adedoyin Ayeni**

*Committee Chair*

As the weather gets colder, people often find it difficult to find activities to enjoy with their families. They often end up cooped up in their house. Little do you know, there are so many indoor and outdoor activities that provide ways to bond and have a great time with your family during the cold winter! Here are just a few examples of activities you can enjoy with your family:

#### **1. Ice Skating**

As the temperature decreases it is important to take advantage of the weather. Ice skating is inexpensive and can be the perfect way to bond with your family.

#### **2. Build a Snowman**

As snow begins to become a more frequent occurrence, it is important that you don't miss out on the bunches of fun you can have in the snow. Getting outside and building a snowman is a great way to get out of the house and spend time with your family. Not only that, it is inexpensive too! Grab an old scarf and carrot and build your new frozen friend!

#### **3. Movie Marathon**

Whether you go to the movie theater or stay at home with popcorn, a movie is a great way to bond with your family. If you decide to stay at home, make some popcorn, grab a blanket and cuddle up while watching your favorite movie!

#### **4. Bake & Decorate Cookies**

Another way to spend time with your family as the temperature decreases is to bake and decorate cookies. Go to your local grocery store and purchase all the ingredients you need. Then have everyone make and decorate their own cookies. It's a fun and delicious way to bond with your family.

So, this winter, try something new and create some priceless memories!



**Sophia Patel**  
*State President*

*BREAKING NEWS:* A new and harmful device has been released and fallen into the hands of the public! This device contains thousands of harmful toxins, unknown to the public and masked by the sweet smell of fruit and mint.

Many of you can tell that this device is something most of us see in our community, especially in the past year. With its multiple names—e-cigarette, JUUL, mod, vape pen—one thing is true: e-cigarettes are plaguing the youth of America. It is time that youth advocates, health officials, decision makers, and FCCLA members come together and rise to the challenge to combat this growing epidemic, specifically on March 18, 2020.

March 18th, 2020 is Kick Butts Day, a national day of activism that empowers teens to “stand out, speak up, and seize control against Big Tobacco.” Since 1996, the Campaign for Tobacco Free Kids, a partner organization of FCCLA, has organized an annual Kick Butts Day. The goal is to raise a greater awareness about the plague of tobacco in our local community and encourage action against the tobacco industry, specifically from students, in hopes to sway decision makers in favor of anti-tobacco legislation. This year’s Kick Butts Day is focused on kicking JUUL, the e-cigarette that has reached the grasp of students as young as middle school in the United States.

Examples of Kick Butts Day activities in past years include visiting state senators/decision makers to discuss how e-cigarettes and tobacco have affected your school community (Lincoln, Nebraska); hosting a rally to educate lawmakers about the dangers of secondhand smoke (Honolulu, Hawaii); or chalking facts about tobacco use on a blacktop to raise awareness about the issue (Logan, Utah). One way your FCCLA Chapter can get involved in the fight against tobacco is by hosting your own Kick Butts Day. First, create an account at [takingdowntobacco.org](http://takingdowntobacco.org) and then learn more about the dangers of tobacco by taking the Taking Down Tobacco 101 course. Next, brainstorm with your chapter executive council ideas for your very own Kick Butts Day. Visit [kickbuttsday.org](http://kickbuttsday.org) to learn more about the day of activism, gain inspiration from other Kick Butts Day activities and register your Kick Butts Day activity for a chance to gain free resources from the Campaign for Tobacco Free Kids. We are all powerful voices in the campaign against tobacco, and with hard work and dedication, we can #BeTheFirst tobacco free generation.

MARCH 18

# Tips for Mastering Public Speaking

**Melanie Mendonca**

*Vice President of Community Service*

The thought of public speaking can be terrifying to many people. In fact, glossophobia (the fear of public speaking) is said to affect almost 75% of the world's population! The degree and extent of how the phobia affects a person can range from slight nervousness to a panic attack. However, this doesn't mean that you should stop trying to develop these crucial skills! Public speaking is a great asset to many leaders and with practice, anyone can master it. Here are some tips to develop your public speaking skills:

## **Know Your Audience**

Having the accurate background information about your audience can help ease the pressure of speaking as well as make your point more effective. Plus, it can help you bond with your audience which is always a plus.

## **Rehearse, Rehearse, Rehearse**

Practice fluctuating your tone when appropriate and properly pronouncing each word. Reciting your speech/lines builds up your muscle memory, which will let your words flow smoothly on the actual day. Practice appropriate hand gestures!

## **Slow Down**

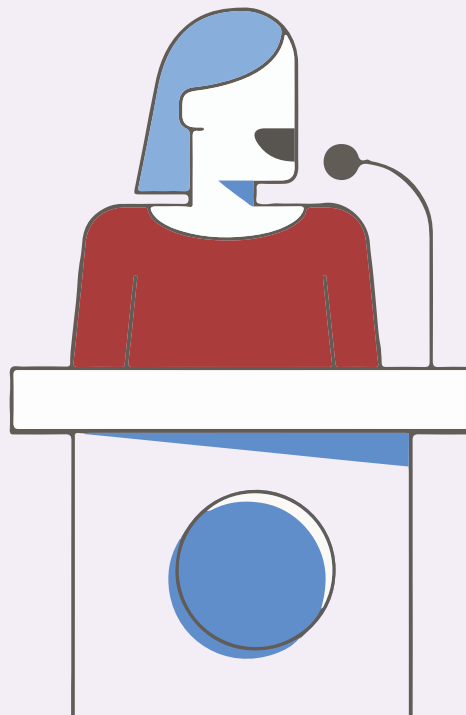
Typically, when speaking in front of a large audience, people tend to get nervous and talk faster than normal. This leads to stumbling over your words and not getting your point out effectively. Instead, remember to calm down and speak slowly. It really helps!

## **Make Eye Contact**

Making eye contact with your crowd helps you get their attention better and further bonds you with your audience.

## **Have High Energy and Have Fun!**

Being enthusiastic about what you have to say boosts retention and attention of your audience. Also, not only does having energy ensure that you enjoy speaking, but also lets your audience enjoy!





# Anniversary of the Woman's Right to Vote

**Samantha Matson**

*Vice President of Communications*

August 18, 1920 was a critical day in the progression of the women's rights movement on the path to gaining equality in our nation. Women received the right to vote 100 years ago! Suffrage is an essential right given to our citizens that allows them to have a say in our democratic system. Up until 1920, women were affected by laws and elected government officials, yet they had no direct influence on changing them. Since our nation is built on democracy, when women earned the right to vote, it was a symbolic moment representing the improvement of gender equality in this nation.

One of the first events in the Women's Suffrage Movement occurred when Lucietta Mott and Elizabeth Cady Stanton held the first Women's Rights Convention in Seneca Falls, New York. At this conference, attendees drafted the "Declaration of Sentiments," modeled after the Declaration of Independence, which outlined the injustices American women faced. These grievances included: not being given as many opportunities in education or the workplace, being legally her husband's "property," and their unfair lack of suffrage. The struggle women faced, before they achieved their major goal for an equal right to suffrage, was long and grueling.

As a society, we are continuing to become more equal and just to one another. However, in 1920, the act of giving women the right to vote was considered radical. It is important to look back at the past, and to remember the struggles others have faced to earn the rights we now consider commonplace. Not only is it important to reflect on the past, we must consider how some of the same issues prevail to this day, and the responsibility we have as a society to continue to progress.

The Women's Rights Movement continues to be relevant even today. In our nation, there still remains the gender pay gap and issues related to feminine health. In other parts of the world, women are still fighting to gain equal rights and the right to vote. 100 years ago, the United States began its journey to attain equal rights for men and women in our society, but we are not yet unburdened from the responsibility to fix this injustice until all people are given equal treatment and opportunity.



# State Leadership Conference

**Samhitha Mupharaphu** - *First Vice President*

It is now the time to begin planning your participation in the 2020 State Leadership Conference, to be held from March 19-20, 2020! The conference will be held at the Crowne Plaza Hotel in Cherry Hill, NJ. There will be multiple General Sessions and workshops, led by State Officers and guest speakers, to attend where you can learn more about FCCLA and to develop new leadership skills. There will also be many opportunities to compete in over 30 NJ FCCLA State and STAR Events. The events and guidelines are posted under Spring Competitive Events on the NJ FCCLA website <https://www.njfccla.org/spring-competitive-events>. Members should try to participate in all that FCCLA has to offer at this conference! This year, NJ FCCLA is excited to be giving out the Red Rose Chapter award for the second year! Your chapter can receive this award by completing the 6 required activities in addition to gaining the 20 required points! Also, take part in our community service efforts, such as raising money and donating pull tabs for the Ronald McDonald House, as well as donating nonperishable food items for our food drive! Overall, the State Leadership Conference is an amazing way to get involved with FCCLA and make memories with some unforgettable people! The NJ FCCLA Executive Council looks forward to seeing you this March!

**NJ FCCLA  
State Leadership Conference  
March 19 & 20**

**Action for a Better World**



## GO FOR THE RED!

**Gianna DeBruyn** - *VP of Membership*

The Go for the Red Membership Campaign is a national membership campaign that helps chapters increase membership. This campaign is a great way to recruit new members in the new year.

Go for the Red has different levels and incentives for completing the campaign. There is a chapter level and a member level. For the chapter level, the chapter must increase by 10 new members to receive a bronze medal, 15 members to receive a silver medal, and 20 members to receive a gold medal. This is a great way to get your chapter officers and members involved in membership recruitment. There is also the individual member part of this campaign. The member must recruit at least 3 new members. Once you have done this and register for the campaign, you will be put in a raffle for a free Go for the Red t-shirt.

The Go for the Red Membership Campaign encourages members to use membership recruitment strategies such as "The 3 R's" - Recruit, Retain, and Recognize. What does this mean, you ask? First, you recruit new members to participate in all the amazing FCCLA programs and activities, which is how you will receive your Go for the Red t-shirt or medal. Once you recruit those new members, then you want those members to stay in FCCLA. This is why we need to retain the members in our chapter. One way to keep members active is by recognizing them and their achievements. Members want to feel appreciated and want to know that the work they do in FCCLA is making a real impact. If they feel their efforts are ignored, then they might begin to lose interest. By using the 3 R's, all of us will be able to complete our Go for the Red membership campaigns this year.

Go for the Red is due April 1st, 2020 so start recruiting now! The State Executive Council is counting on you to Go for the Red! For more information on Go for the Red, visit [fcclainc.org](http://fcclainc.org)

# Chapter Service: Winter Addition

**Melanie Mendonca**

*Vice President of Community Service*

Warmth. Cheer. Love. These are all emotions we feel when we think of winter and holidays. However, the freezing weather and/or stressful financial situations take this amazing winter feeling away from many of the less fortunate in our community. It's the season of giving, and what better way to give back than helping out your community through service initiatives? Running a charitable drive or volunteering to help the members in your community can create a large impact in the lives of those in need and allow you to create lasting friendships with your fellow chapter members.

*Some ideas include:*

## **Hold A Drive!**

*Food Drives* - Help provide families in need with food during the cold winter. This is a great way to make a large impact in the lives of your community members during cold times.

*Coat & Clothing Drives* - With harsh and freezing temperatures hitting New Jersey, help your community fight back against the cold with a warm coat and clothes!

*School Supplies Drives* - School is almost halfway over, and children need more school supplies! Help out financially insecure families by running a supply drive.

*Pet Drives* - Our furry friends definitely require our attention too! Run a pet drive and obtain the necessary items needed by your local pet shelter.

*Blood Drives* - Blood is necessary for human life, and the gift of blood is life-saving. Partner up with your local blood center and hold a blood drive at your school!

## **Volunteer!**

*Local Food Pantry* - Help sorting out/packing food for your community members! Packing a warm meal for someone can help combat the cold weather outside.

*Nursing Home* - Bond with the elderly members of your community while making their day.

*Veterans' Home* - Volunteering at a veterans' home can make a large difference in the lives of those brave souls who fought for our country.

*Hospital* - With the cold weather outside, there are so many people sick. Despite this hardship, we can help by donating our time.

In addition to these efforts, for the State Leadership Conference, there will also be a food drive as well as the pull tab drive for the Ronald McDonald House. Enhance and encourage the community service in your chapter and plan to donate! Good luck to your chapter on your service initiatives; I hope they are successful!