



2021 STATE CONFERENCE

# FLTSA

— INFORMER —

PRESENTING FOOD NETWORK

# TABLE

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# A MESSAGE FROM THE PRESIDENT:



Hello everyone, and let me be the first to introduce you to Florida TSA presenting... Food Network! The theme for this state conference might be Food Network, but don't forget about the theme for this year: optimism. Believe me when I say that I know how upsetting it is to think that we don't have a hotel to travel to or a bus to travel on, and I know that there is no way to recreate memories like the ones all returning members have had the luxury of making at past state conferences. As a state officer team, we understand why you'd want to give up, but we urge you not to.

For new members, a huge part of TSA is getting to meet people from across the county, state, and even country. When conferences can be in-person, I want you to know that there is so much TSA has to offer. Even though this year may not have shaped up for what you were expecting TSA to be, or what past members have told you stories about, please give it a chance. I promise that it only takes one conference to make you never want to leave.

For returning members, I need you to give this year nothing short of your all. Go all out on your Biotech project, run for that state office position, reach out to other chapters in your area. Make this year one to remember by stepping up to the challenge rather than let it overwhelm you. Event rules and election processes are completely new this year; use that to your advantage to be creative.

And for seniors, this is harder on you than anyone. I've competed at every state conference since I was in 6th grade, and this is how our last year is going to be. But when you think about TSA, I can almost guarantee your mind doesn't immediately go to the awards you've won; it goes to the people you've met and the experiences you've had. You might not get to run down the hotel stairs at 9:57 pm, but never before have you been able to rush to an online submit button at 7:58 pm. Find the little things and cherish the new opportunities, but don't forget why you've stayed in TSA for the time you have.

As the president, my main job is to be here for you. I can't pretend that this year hasn't made me upset and expect you to pretend it hasn't either. I can't pretend that every new platform we've used has worked perfectly and expect you to use it seamlessly. But I can say that I know it will all work out in the end, and you should too. Anyway, I miss seeing you all, but if you have any questions about anything, please don't hesitate to reach out, and we hope you enjoy TSA: Food Network!

———— SARAH BELLI ————

# COMPETITIVE EVENTS

ERICA SCHMITT

Your events are the most important aspect of TSA. This year, there are more than just changes to where the conference is taking place, but also to how competitive events will be run. Once your chapter is registered for the state competition, your advisor will be sent all guided information and links regarding the state conference.

## CHANGES

### On-site Testing

These tests will be administered through a program link, which is sent to your advisor. Using your student ID number assigned to you and a password, you can access these assessments

### Interviews

Interviews will take place over Zoom calls. Much of this is new to all of us, so be patient with the judges and yourselves. Trial and error will take place, but the best advice to offer is: expect the unexpected

### Submissions

Submissions of all events will be virtually administered. A submission box is available to one of the members of your team, or your "team captain" as assigned by school advisors and from there, you can submit your project with ease. Just remember- check the updated rubric first

Above all, make this year one focused upon growing with your chapter. Using teamwork and collaboration skills, your chapter can be prepared to participate in all events this year. Prioritize staying in contact with advisors, who will receive all state conference updates. Now is the time to do something new you never thought to, so go out and do it. Maybe, you will even win a trophy or two!

## SCHEDULING

The schedule for all events will still be of importance. Event schedules are posted on the state conference website. Specific time slots to take tests like last year are still present, keep this in mind. Rubrics are another one of your best friends in midst of such different circumstances and checking these out will ensure you submit your project in the proper formats and timing. New elements for projects typically done in person, like virtual displays are an example of these changes. All portfolios are to be submitted in a PDF format and many presentations require you to still dress for success. Keep this in mind as you navigate these competitions. Now is the time more than ever to express your creativity- take advantage of this year to expand your horizons. Make mistakes, learn from them, and create something you are proud of.



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## STAYING UP-TO-DATE

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Being informed is key in the year's state conference. When approaching, and during the conference, there will be many posts on social media, like Instagram and Twitter. Looking at every post is very important as there can be crucial announcements to your events, or spirit activities. Firstly, either you as an individual, or you chapter, need to have an Instagram or Twitter account. Then, your account must follow us @fltsa to participate in spirit activities and view our posts. To be awarded points during the spirit wars, post your video/picture, and mention us @fltsa so we can see!

## STATE CONFERENCE WEBSITE

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In addition to social media, there will be a 2020 Florida State Conference Website! Just like the leadership website, everything will be on this page. This will include submissions, interview details, and much more. This website is vital to be successful in this conference. This website can be accessed when your chapter has registered for this year's state conference.



## SOCIAL MEDIA

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AUBREY GLOVER

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# ACS FUNDRAISING

## CHANDANA KARUMANCHI

The American Cancer Society has always been a key ingredient of the TSA state conference. It is a nationwide voluntary health organization dedicated to eliminating cancer. Money that is raised goes towards helping communities fight back against cancer. Typically, we make money through escape rooms, video game tournaments, and shirts. However, this year we are changing that recipe slightly. We challenged chapters earlier this year to raise at least 1 dollar for every member on their roster. For Blue Caps chapters, this means your whole campus. Half of the money would go to your chapter, and half would be given to ACS on behalf of FITSA. In order to keep up with this fundraising, the officer team cooked up some scrumptious ideas to help:

### IDEAS

#### Sell plants/flowers around campus

Succulents and flowers aren't only pretty, but are better for the environment! Encourage your school to buy some for themselves and their family

#### Make a Social Media Campaign

Use Instagram, Facebook, and other apps to raise awareness to this cause and raise money through incentivizing officer Tik Tok dances, joint lives, and other fun items!

#### Virtual Game Nights/Fitness Challenges

Hold a bingo night on zoom or a virtual fitness challenge. Try to get your chapter and community to sponsor or set a certain amount for admission.

There are plenty of ways you and your chapter can raise money to help us reach our goal of \$20,000 dollars. With your help, we make our goal number look like it is a piece of cake.

# SPIRIT ACTIVITIES



What's one of the most fun parts of TSA? That's right, it's spirit! The way spirit activities are going to be done this year are a little different from the way they have been done in previous years. If you participated in the leadership conference you will know somewhat of how this will work already. The way that spirit events are being carried out this year is as follows, members of your chapter will read and interpret the spirit events that will be posted on the FLTSA instagram and y'all will discuss as a chapter what the best way to tackle these activities are, after planning with your chapter and coming up with a plan to complete the activities have people from your chapter commit to the plan that you set out and execute the plan to create something great. After your chapter has their videos or pictures for the event submit them on Instagram or Twitter and post with the #tsafoodnetwork.

Another thing that is different this year from last is the spirit stick, however the rules with it will stay the same, the school that acquire the most spirit points from participating and winning in spirit activities will be given the spirit stick after the conference is over and that school will have until the next state conference to decorate it in any way they see fit however they are unable to remove anything that was previously on the stick.

————— KYLE WRIGHT —————



# ELECTIONS

AMANDA CLARK  
STATE OFFICE ADVISOR

Hello, everyone! The officer team and I have some important updates for you regarding elections. Mr. Lauer will be sending out detailed information about how the voting process works, but we wanted to make you aware of some new additions to campaigning this year, which will look just a little bit different than what you are used to.

## NEW CAMPAIGN ELEMENTS

### Instagram Highlights

You will have up to 3 slides on the @fltsa Instagram account's Instagram story to campaign. Each officer candidate will submit these to the officer team for review prior to us posting them after the initial campaign speeches

### Digital Board

In place of your campaign board and booth, you will be allowed to design a digital campaign board to help you make your mark on the delegation

You will still have the opportunity to address the delegation in a campaign speech and answer questions from both the current officer team and members throughout the state.

No social media campaigning is allowed on your personal social media accounts. In order to keep the playing field level, FL TSA will facilitate some online posting, but you risk being disqualified if you are campaigning on your or your chapter's social media pages.

The exact details of these parameters will be outlined in a packet you will receive after your application has been approved by the FL TSA Board of Directors. Please make sure you keep a close eye on your email after you submit your application, because we will also be holding a candidate meeting to go over this information with you as well.

We are so excited to have you join this incredible team! Don't forget to reach out if you have any questions.



# CAMPAIGNING TIPS

So, you have made the decision to run for office. Congratulations, but you may be wondering what you can do to get your message across. After all, what is a campaign without a platform?

Campaigning is very different at different levels. As someone who has run successful chapter, regional, and state campaigns, I can assure you that none of them are alike. Attempting to run for a national position with the same campaign that won you your school's Sergeant-At-Arms position probably will not go to well. When you are running for a chapter position, everyone knows you are, when you are running for states, it is the exact opposite. Use both situations to your fullest advantage.

But for those of you who are taking on the ever-daunting task of running for state office this year around, you have your own sets of challenges. But, as Sarah said in President's Welcome, the new platform for states means that you have the perfect opportunity for many methods of clever creativity. So, instead of coming up with a different game or some other attraction to put up at your booth, this year, focus on how you can get your message out to as many people as possible in as many ways as possible.

Use your contacts. TSA has always been a great way of meeting new people. From the folks around the state in your family group to the many, many other kids sitting at the Techbowl table with you, the people that you have met in years past are your friends, and your greatest method of spreading your campaign.

Bring a new idea to the table. As I said earlier, the most important part of a campaign is its platform. It seems that every year people rehash old campaign ideas that didn't work and they don't tend to get very far. So, go for it! Your idea may be pretty far outside the box, and if it is, all the better! Now, more than ever, Florida TSA needs leaders who can show just how adaptable they are when presented with "unprecedented times".



AIDAN O'HORAN

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