

FCCLA®

ANNUAL REPORT

2021-2022



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA®

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA



True to the Family, Career and Community Leaders of America (FCCLA) motto, the organization continues to move toward new horizons. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences (FCS) education.

The 2021-2022 fiscal year brought FCCLA much success. FCCLA secured new partnerships, strengthened existing partnerships, increased membership, and became more fiscally secure. Along with these efforts, FCCLA improved brand recognition and refined programs. In this fiscal year, FCCLA sold the National Headquarters property located at 1910 Association Drive in Reston, VA and invested those funds in long-term investments. The FCCLA National Headquarters was moved to Herndon, VA. Through the continued impact of the pandemic FCCLA continues to provide students with 21st-century skills and career and technical leadership experience applicable to their selected college or career path.

The success of FCCLA is attributed to the continued support and leadership of the Board of Directors, state and chapter advisers, student members, and national staff. We are thankful to have a family of dedicated leaders who diligently work to lead FCCLA toward financial security, support membership growth, and provide students and advisers with the resources, support, and skills needed to thrive in and out of the classroom. The advancement of adviser resources, program development, and membership recruitment has established a solid foundation for continued growth.

FCCLA encourages members to Make It Count, through the Family and Consumer Sciences classroom, and will continue to prepare today's students to be successful in their families, careers, and communities.

A stylized, handwritten signature in black ink that reads "Sandy Spavone".

Sandy Spavone
FCCLA Executive Director

NATIONAL STAFF

Sandy Spavone Executive Director
Mark Hornby CPA, CAE, SHRM-CP, Senior Director
Karen Patti Senior Director
Beth Carpenter Leadership and Programs Director
Kelley Conners CMP, Conference Director
Abigail Lee Communications and Partnerships Senior Manager
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The FCCLA Annual Report is a national publication of Family, Career and Community Leaders of America (FCCLA), a Career and Technical Student Organization (CTSO) that helps students become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences (FCS) education, or as determined by the state department of education. For a full audited financial statement, email your request to national@fcclainc.org.

2021-2022 NATIONAL EXECUTIVE COUNCIL

Ten youth leaders elected annually at the FCCLA National Leadership Conference make up the National Executive Council and serve a one-year term as the representative body of FCCLA.

The National Executive Council's primary function is program development, program implementation, and public relations.



Hunter Prinz, TX
National President



Maria Deddens, IN
National First
Vice President



Zeb Kelly, OK
National Vice President of
Community Service



Kirstin Johnson, WA
National Vice President of
Competitive Events



Briana Castro, WA
National Vice President of
Development



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Karlyn Gustin, KS
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Cristian Osorio, AR
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Madalyn Fox, IA
National Vice President of
Public Relations

2021-2022 ANNUAL THEME

Life is short, time goes fast, and days are limited. It is up to you to choose how you can make every moment meaningful. The 2021-2022 annual theme challenged chapters to set goals, embrace experiences, learn new skills, take ownership, and live every day with intention; because you only get one chance to “Make it Count!”



Quarter One:

August | September | October

Membership Recruitment: Make it Count!

Chapters were challenged to grow their membership by incorporating the FCCLA Membership Madness Toolkit and help every student find their fit within the FCCLA family.

Quarter Two:

November | December | January

Community Service: Make it Count!

Chapters focused on improving their families, careers, and communities through volunteerism. Not only did students make a positive difference in the lives of others, but they saw changes in themselves as well.

Quarter Three:

February | March | April

College- and Career-Readiness: Make it Count!

Chapters celebrated how FCCLA and Family and Consumer Sciences education have equipped the next generation of leaders with real-world skills to help prepare students for future educational and career opportunities.

Quarter Four:

May | June | July

Leadership: Make it Count!

Members worked to discover the leader in themselves and used their voices to inspire others. They took their leadership skills to the next level through global impact, career preparation, leadership development, and personal professionalism.



FCCLA has positively impacted my life by allowing me to grow into the best leader and person I can be for not only today but tomorrow as well. The knowledge and skills I gained throughout my time will stick with me forever and have truly made me ready for tomorrow's future.

Maria Deddens
First Vice President



FCCLA MISSION

To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through: character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.

FCCLA VISION

Through FCCLA, students across the country will be prepared by FCS educators to pursue and prepare for their careers, work productively with others, serve as leaders in their community, and develop foundational knowledge to build strong families.

FCCLA STRATEGIC GOALS THROUGH 2021

GOAL #1

To be valued as the solution to prepare today's youth for college and career readiness.

GOAL #3

To engage members in real-world programmatic opportunities that prepare them for their chosen career pathway.

GOAL #2

To reach a membership of 175,000.

GOAL #4

To provide support and resources for the Family and Consumer Sciences classroom.

FCCLA CORE VALUES

LEADERSHIP

Provide a unique opportunity for youth to learn how to be effective leaders through positive youth development strategies.

CHARACTER

Encourage further development of positive character traits such as honesty, integrity, fair play, and determination.

DIVERSITY

Create an inclusive environment that welcomes and values all youth.

EXCELLENCE

Teach youth the value of pursuing their full potential in all areas of their lives.

TEAMWORK

Support individual growth while working with others towards a common goal.

MEMBERSHIP

For the year ended May 31, 2022, FCCLA saw membership increase to 199,282 members in 4,944 chapters across 46 states, the District of Columbia, the American Virgin Islands, and Puerto Rico.

FCCLA saw success in two temporary relief packages, with 518 chapters enrolling in one of the two packages, attributing to 51,848 members. For chapters enrolling in the FCS Unlimited Membership Package, FCCLA saw the average chapter size increase from 126 members in FY21 to 186 members in FY22. For the Up to 25 Chapter Package, FCCLA saw the average chapter size increase from 21 members in FY21 to 23 members in FY22.

FCCLA saw the male population grow to 58,111 members, which represents 29.37% of the overall membership population. This is up from 45,930 male members in FY21 (29.61%).

This year, FCCLA saw the non-binary population grow to 1,660 members, which represents 0.84% of the overall membership population. This is up from 548 members in the previous fiscal year.

For the affiliation year ending May 31, 2022, FCCLA continued to see an increase in diversity among membership. For the second time since FCCLA began tracking demographics, Caucasian membership remained below 50%, coming in at 49.10%, with Hispanic remaining around 23%, followed by African American (12.86%), Other (10.42%), Asian (2.65%), Native American (1.75%) and Pacific Islander (.24%). FCCLA continues to work towards creating an inclusive environment that welcomes and values all youth.

Top 5 Largest Membership States	
• Georgia	26,049
• Texas	20,771
• Florida	16,671
• Oklahoma	14,752
• California	13,383



It is imperative for students to be involved in the numerous career preparation initiatives FCCLA provides because such engagement nurtures positive, effective, and quality environments for workplaces across the nation. Through project-based learning experiences, FCCLA develops students to be productive members of their chosen Career Pathway.

Haley Reid
Vice President of Membership



MEMBERSHIP

STATE	CHAPTERS	ADVISERS	MEMBERS
Alabama	282	872	10125
Alaska	1	13	28
American Samoa	0	5	0
Arizona	176	502	3665
Arkansas	268	820	6098
Armed Forces Pacific	0	2	0
California	108	478	13383
Colorado	92	405	1823
Connecticut	11	56	163
Delaware	11	65	161
District of Columbia	1	3	31
Florida	89	335	16671
Georgia	274	1044	26049
Hawaii	12	65	153
Idaho	69	259	1092
Illinois	94	346	1605
Indiana	76	295	4841
Iowa	91	311	2218
Kansas	187	467	3750
Kentucky	142	479	6814
Louisiana	12	139	320
Maine	0	6	0
Maryland	1	9	12
Massachusetts	0	1	0
Michigan	18	118	465
Minnesota	54	176	2974
Mississippi	59	348	1159
Missouri	294	846	7571
Montana	60	159	927
Nebraska	98	273	2741
Nevada	21	99	725
New Hampshire	4	26	31
New Jersey	51	198	3294
New Mexico	25	126	3187
New York	18	82	697
North Carolina	77	800	4359
North Dakota	72	171	1560
Ohio	290	809	8573
Oklahoma	360	909	14752
Oregon	11	35	204
Pennsylvania	56	216	1045
Puerto Rico	58	395	1778
Rhode Island	0	2	0
South Carolina	24	163	436
South Dakota	63	113	1740
Tennessee	92	525	2511
Texas	526	2409	20771
Utah	132	471	2578
Vermont	0	5	0
Virgin Islands	1	25	11
Virginia	232	925	7815
Washington	117	611	6214
West Virginia	6	35	123
Wisconsin	97	269	1613
Wyoming	31	75	426

CAREER EXPLORATION THROUGH **FCCLA**®



HUMAN SERVICES

Preparing individuals for employment in Career Pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer services.

Possible careers include:

- Child, family, or school social worker
- Director of childcare facility
- School counselor
- Sociologist
- Social services worker
- Personal or home care aide
- Leisure activities counselor
- Recreation worker
- Consumer credit counselor
- Personal financial advisor
- Consumer goods or services retailing representative or buyer
- Cosmetologist, hairdresser, or hairstylist
- Interpreter or translator



HOSPITALITY AND TOURISM

The management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Possible careers include:

- Restaurant, food service, lounge, casino, coffee shop, or catering owner, operator, or manager
- Hotel, motel, resort, or bed and breakfast owner, operator, or manager
- Tour company owner, operator, or manager
- Tourism and travel services marketing manager
- Meeting and convention planner
- Food and beverage director
- Spa manager
- Leisure activity coordinator



EDUCATION AND TRAINING

Planning, managing, and providing education and training services and related learning support services.

Possible careers include:

- Superintendent, principal, or administrator
- Teacher or instructor
- Preschool or kindergarten teacher
- Clinical, developmental, or social psychologist
- Social worker
- Counselor
- Teacher assistant
- Parent educator
- Child care worker
- Coach
- Recreation worker
- Sign language interpreter



FCCLA made a concentrated effort to illustrate the connection of FCCLA and Family and Consumer Sciences (FCS) to career pathways and hosted a focus group to assist us in this process. A survey of business and industry stakeholders found that FCCLA most directly supports Career Pathways in the Hospitality and Tourism, Visual Arts and Design, Education and Training, and Human Services careers.



VISUAL ARTS AND DESIGN

Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Possible careers include:

- Stage designer
- Fashion/apparel designer or illustrator
- Home furnishing coordinator
- Textile designer or chemist
- Costume designer
- Graphic/web designer
- Interior designer
- Animation artist
- Marketing director
- Brand manager



REAL WORLD SKILLS

Individuals require many skills to be college- and career-ready, including academic knowledge, technical expertise, and a set of general, cross-cutting abilities called "employability skills."

Possible careers include:

- Applied Academic Skills: Communications, Math, Science, Basic Literacy
- Communication Skills
- Critical Thinking Skills: Problem Solving, Organization, and Planning
- Information Use
- Interpersonal Skills: Leadership, Teamwork, and Negotiation Skills
- Personal Qualities
- Resource Management: Time, Money, Materials, and Personnel
- Systems Thinking: Teamwork, and Project Management
- Technology Use

FCCLA National Programs and Competitive Events support Career and Technical Education CTE students' development of knowledge and skills, enhancing the classroom experience and career pathway initiatives. FCCLA is integrated into FCS and is intracurricular, exposing students to work-based learning, business and industry networks, and industry-recognized certifications. FCCLA members explore career opportunities and build their real world skills by developing projects, engaging and participating in events, and competing regionally and nationally for scholarships and awards.



COMPETITIVE EVENTS

Competitive Events promote the FCCLA mission to focus on the multiple roles of family member, wage earner, and community leader. Each event is designed to help members develop specific lifetime skills in character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.

Entry into a particular level is determined by the participant's grade in school during the school year preceding the National Leadership Conference, and in some cases, enrollment in a specific course or program.

The Competitive Event levels are:

- **Level 1 - Members through grade 8**
- **Level 2 - Members in grades 9 and 10**
- **Level 3 - Members in grades 11 and 12**
- **Level 4 - Post-Secondary members**

SKILL DEMONSTRATION EVENTS

Skill Demonstration Events provide opportunities for FCCLA members to demonstrate college- and career-readiness skills in Family and Consumer Sciences and related occupations. Using event criteria, members will demonstrate skills learned in their FCS courses and through their involvement in FCCLA. These events may serve as an introduction to FCCLA's Competitive Events and require a shorter time commitment than STAR Events projects.

- Consumer Math Challenge
- Culinary Food Art
- Culinary Knife Skills
- Culinary Math Challenge
- Early Childhood Challenge
- Education and Training Challenge
- Fashion Construction and Design Challenge
- Fashion Sketch
- FCCLA Creed Speaking & Interpretation
- FCCLA Knowledge Challenge
- Hospitality, Tourism and Recreation Challenge
- Interior Design Challenge
- Interior Design Sketch
- Interviewing Skills
- Nutrition Challenge
- Pastry Arts Technical Decorating Skills
- Science in FCS Challenge
- Speak Out for FCCLA
- #TeachFCS
- Technology in Teaching
- Toys that Teach



I cannot imagine a life without FCCLA — without the friendships, exhilarating general sessions, or even the nerves before competing with my STAR Event. Without the opportunities FCCLA has provided, I would not have discovered my passions and values as a young adult.

Briana Castro
Vice President of Development



COMPETITIVE EVENTS

STAR EVENTS

Students Taking Action with Recognition (STAR) Events are Competitive Events in which members compete at the region/district, state, and national level and are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. STAR Events allow students to compete individually or as a team.

There are more than 30 STAR Events students can choose to compete in, all of which recognize participants who demonstrate their knowledge, skills, and abilities to actively identify an issue concerning families, careers, or communities, research the topic, and develop and implement a project to advocate for positive change.

- Baking and Pastry
- Career Investigation
- Chapter in Review Display and Portfolio
- Chapter Service Project Display and Portfolio
- Culinary Arts
- Culinary Math Management
- Early Childhood Education
- Entrepreneurship
- Event Management
- Fashion Construction
- Fashion Design
- Focus On Children
- Food Innovations
- Hospitality, Tourism and Recreation
- Interior Design
- Interpersonal Communications
- Job Interview
- Leadership
- National Programs In Action
- Nutrition and Wellness Event
- Parliamentary Procedure
- Professional Presentation
- Promote and Publicize FCCLA
- Public Policy Advocate
- Repurpose and Redesign
- Say Yes to FCS Education
- Sports Nutrition
- Sustainability Challenge
- Teach and Train

Online STAR Events

- FCCLA Chapter Website
- Digital Stories For Change
- Instructional Video Design



NATIONAL PROGRAMS

FCCLA offers eight peer-to-peer educational programs to help students develop real world skills for life within Family and Consumer Sciences (FCS) education. Each National Program is designed to be integrated into the FCS classroom to help reinforce lessons with opportunities for hands-on practice.



Sponsored by Goodheart-Willcox

Career Connection helps members learn more about themselves, the workplace, and careers so that they can put themselves on the pathway to future success. The projects that members conduct around Career Connection units will give them the confidence to face the thousands of overwhelming options that come with future career decisions.

- **High School Winner**
Clyde A. Erwin High School, NC
- **Middle School Winner**
Redfield Middle School, SD
- **Runner Up**
Page County High School, VA



The Community Service program guides members to identify local concerns and carry out projects to improve the quality of life in their communities. Through their projects, members experience character development and improve their critical and creative thinking, interpersonal communication, practical knowledge, and career preparation. FCCLA members learn more about themselves, others, and the world so that they can make a difference now and in the future.

- **High School Winner**
Enterprise High School, UT
- **Middle School Winner**
Lincoln Jr/Sr High School, WI
- **Runner Up**
Meadowdale High School, WA



Sponsored by Ford Driving Skills for Life and the Governors Highway Safety Association

Families Acting for Community Traffic Safety (FACTS) gives members the information and incentives they need to build an understanding of what it means to drive safely, both today and in the future. Through their projects, members work to educate adults and peers about traffic safety and support enforcement of local rules and regulations. FCCLA members are given the tools to help families promote basic safety attitudes that can last a lifetime.

- **High School Winner**
Spring Lake Park High School, MN
- **Middle School Winner**
Ross Middle School, OH
- **Runner Up**
Nemo Vista High School, AR



Through Families First, members gain a better understanding of how families work and learn skills to become strong family members. Its goals are to: help members become strong family members and leaders for today and tomorrow and strengthen the family as the basic unit of society.

- **High School Winner**
Page County High School, VA
- **Middle School Winner**
Selah Middle School, WA
- **Runner Up**
James Wood High School, VA

NATIONAL PROGRAMS



STAND UP

Sponsored by CareerSafe

The FCCLA Stand Up national peer education program guides members to develop, plan, carry out, and evaluate advocacy activities to improve the quality of life in their communities. Members develop their voice to make a positive impact. Through their projects, members experience character development and improve their critical and creative thinking, interpersonal communication, leadership, practical knowledge, and career preparation.

FINANCIAL FITNESS

Financial Fitness engages members in teaching one another how to earn, spend, save, and protect money wisely. Through FCCLA's Financial Fitness program, members plan and carry out projects that help them and their peers learn to become wise financial managers and smart consumers. FCCLA members can build their peers' financial literacy and teach them skills for managing their finances.

- **High School Winner**
Spring Lake Park High School, MN
- **Middle School Winner**
Caney High School, OK
- **Runner Up**
Three Forks High School, MT

POWER of ONE

Power of One helps members to find and use their personal power. Members set their own goals, work to achieve them, and enjoy the results. The skills members learn in Power of One help them now and in the future with school, friends and family, and on the job.

Recipients can be viewed online at fcclainc.org.

- **High School Winner**
Patriot High School, VA
- **Middle School Winner**
Anthony Wayne Jr. High School -
Penta Career Center, OH
- **Runner Up**
Spring Lake Park High School, MN

STUDENT BODY

*Sponsored by the Campaign for
Tobacco-Free Kids*

The Student Body program helps members learn to make informed, responsible choices for their physical and mental health while also providing opportunities to teach others. The teen years are an ideal time to establish healthy attitudes and habits to last a lifetime, which is why Student Body gives members the facts and incentives they need to build a healthy body.

- **High School Winner**
Clearwater High School, KS
- **Middle School Winner**
West Cary Middle School, NC
- **Runner Up**
North Buncombe Middle School, NC

CONFERENCES



Washington, D.C.
November 4-5, 2021

Capitol Leadership allows youth from across the country to join together in the nation's capitol to participate in various trainings which are designed to enhance their leadership skills, give them the opportunity to meet with elected government officials, and develop necessary advocacy skills that will help them be stronger leaders on both the state and local levels.

2021 Attendance:

302 Student Members • 65 Chapter Advisers • 13 State Advisers



Washington, D.C.
November 5-7, 2021

The FCCLA National Fall Conference is an incredible opportunity to come together with members and advisers across the nation to network, expand leadership skills, sharpen talents, and explore National Programs and Career Pathways.

2021 Attendance:

508 Student Members • 116 Chapter Advisers • 17 State Advisers / Staff
48 Guests • 24 Exhibiting Companies



CONFERENCES

Chapter Adviser SUMMIT



San Diego, CA
January 19-21, 2022

All affiliated advisers and future advisers are invited to meet at the NLC site to receive professional development designed specifically for Family and Consumer Sciences education teachers looking to excel in the classroom and in FCCLA. The Chapter Adviser Summit is developed and led by the FCCLA National Staff and the National Consultant Team. Attendees receive up-to-date professional development training, share ideas, and network with other chapter advisers from across the nation.

2022 Attendance:

59 Chapter Advisers • 8 Guests



San Diego, CA
June 29-July 3, 2022

Thousands of FCCLA members from across the nation converge for an unforgettable opportunity to connect with peers, compete in STAR Events, learn from motivational speakers, attend leadership workshops, and give back to the local community. Chapter members and advisers arrive at the conference with a desire to find inspiration that will impact their chapters. Attendees make multiple visits to the EXPO floor bustling with energy and excitement to make connections all in one convenient place.

2022 Attendance:

4,596 Student Members • 1,173 Chapter Advisers • 56 State Advisers / Staff
1,177 Guests • 39 Exhibiting Companies



CORPORATE PARTNERS

PARTNER HIGHLIGHTS

- \$23,500 in Program Awards
- \$16,500 in Youth Scholarships
- Over 450 Scholarships Awarded for 2021 Skill Demonstration and 2022 STAR Events Competitions
- Over \$13,500,000 in Competitive Events Scholarships Awarded

PLATINUM LEVEL



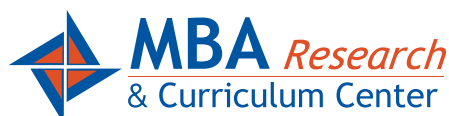
LEAD4CHANGE
STUDENT LEADERSHIP PROGRAM



DIAMOND LEVEL



GOLD LEVEL

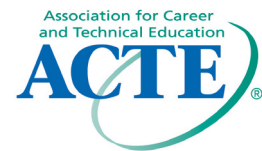


CORPORATE PARTNERS

SILVER LEVEL



BRONZE LEVEL



It is important for students to get involved in FCCLA because it can have an everlasting impact on their life! It can help students achieve anything they set their minds to. If they put work and effort into the organization they will get nothing but great leadership skills, friends, and a bright future to follow!

Zeb Kelly
Vice President of Community Service





2022-2023 ANNUAL THEME

FCCLA provides IncREDible opportunities to members and advisers through FCS education. Exploring career opportunities, while instilling real world skills, advocacy, and service in FCCLA members will use to guide them for the rest of their lives because FCCLA is IncREDible.

incredible

2023 NATIONAL FCCLA WEEK

Monday, February 13
IncREDible Members

Tuesday, February 14
IncREDible Service

Wednesday, February 15
IncREDible Educators

Thursday, February 16
IncREDible Skills

Friday, February 17
IncREDible FCCLA

STRATEGIC GOALS THROUGH 2025

COMMUNICATIONS

FCCLA will increase its presence by reinvesting in the value it delivers, ensuring its brand is relevant, and delivering contemporary and intentional outreach.

GROWTH

By 2025, FCCLA will grow its organization by increasing the number of its advisers and members, the diversity of both populations, and its presence in existing and new markets.

INFRASTRUCTURE

FCCLA will advance its infrastructure and experience for all stakeholders through the ongoing development of its team and leadership, and by improving its processes and systems.

PROGRAMS

FCCLA will review and refine its resources and programs by ensuring they are relevant, aligned, accessible, and consistent for all Family and Consumer Sciences educators and students.

Be Sure To Mark Your Calendars For The 2022-2023 National Conferences!



Washington, D.C.
October 10-12, 2022



Denver, CO
January 19-21, 2023



Columbus, OH
November 11-13, 2022



Denver, CO
July 2-6, 2023

2022-2023 NATIONAL EXECUTIVE COUNCIL



Mary Katherine Gunn, AL
National President



Shelby Smith, WY
National First
Vice President



Reese Owens, AR
National Vice President of
Community Service



Gianna DeBruyn, NJ
National Vice President of
Competitive Events



Amie Ann White, TX
National Vice President of
Development



Jorge Sanchez, FL
National Vice President of
Finance



Kate Coulter, KS
National Vice President of
Membership



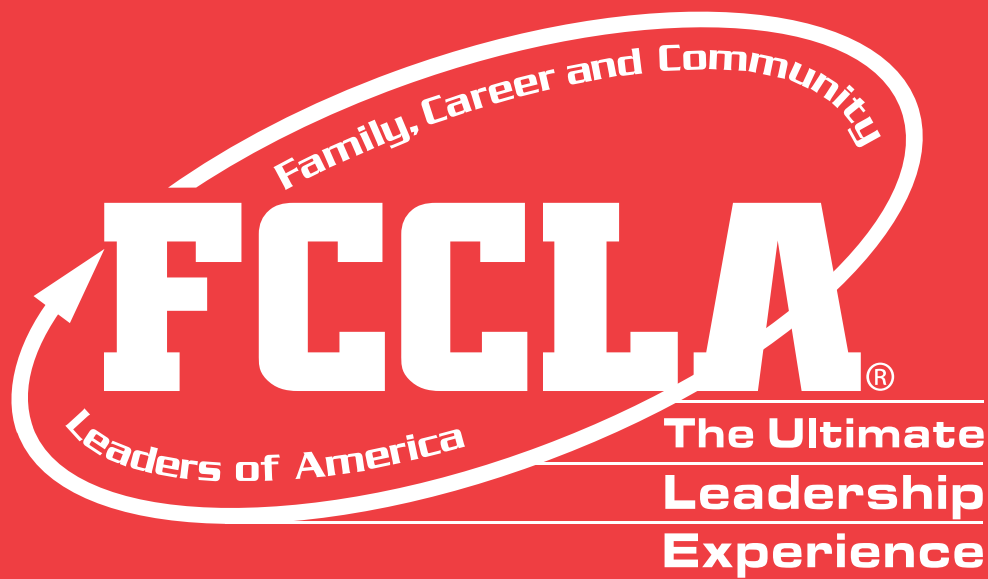
Nathaniel Janssen, MN
National Vice President of
Parliamentary Law



Rene Cabrera, KS
National Vice President of
Programs



Madison Brian, TX
National Vice President of
Public Relations



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA®

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