



CALIFORNIA ASSOCIATION FUTURE FARMERS OF AMERICA
AGRICULTURAL EDUCATION
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March 4, 2021

To: FFA Chapter Advisors

From: Dane White, Assistant State FFA Advisor

Subject: Elevate California FFA: 93rd Annual State Leadership Conference – May 14-16, 2021

Coming in May 2021, we are proud to celebrate the 93rd Annual California State FFA Leadership Conference. This year California FFA members from all corners of the state will have access to the premier leadership event offered by our Association as it will be delivered through a multi-faceted online platform. The conference will be three days jam packed with learning, growth and inspiration.

The hope is that all FFA members have the chance to *Elevate* their experiences this year in agricultural education through participation in a unique, personal experience that is tailored to them.

Conference Registration

Registration will be offered in a tiered structure, with all attendees from a school being included in the tier (teachers, administrators, guests, etc.) Following registration, schools will be given a form to list their official voting delegates with their: *names, cell phone numbers, and email addresses*. Further instructions will come with the opening of registration.

Tier	Number of Attendees	Tier Price
1	2-50	\$500
2	51-100	\$1,000
3	101-250	\$1,500
4	251 and up	\$2,000

Registration Timeline

March 10, 2021 – Online registration opens (WWW.CALAGED.ORG)

April 12-16, 2021 - Online FFA Store opens, selling California FFA merchandise and State Conference t-shirts. Items purchased through the FFA store will be shipped to chapters.

May 1, 2021 – State Conference Registration closes. Materials needed by this date include:

1. Submit a school or cashier check payable to California Association FFA or a copy of a school purchase order to cover all registration fees.

*Please note: School purchase orders can be uploaded to your chapter dashboard on www.calaged.org. In order to submit a purchase order on CalAgEd.org, log on to your profile, click on "my dashboard," and scroll down to State Orders. Click on "PO Upload" from the list of Open Balance Invoice/Orders. Purchase orders must be uploaded by **5:00pm on May 1, 2021**.*

2. School or cashier check or purchase order can be mailed to:

**California FFA Center
State FFA Conference Registration
P.O. Box 460
Galt, CA 95632**

May 1, 2021 – List of official voting delegates and attendees finalized on registration platform.

CONFERENCE EXPERIENCE

Registration includes access to:

1. Six live conference sessions
2. Guidebook mobile app
3. Conference workshops
4. College and Career Exposition
5. State Degree ceremony and recognition session
6. Keynote speaker
7. Conference theme presentation

AWARD FINALISTS

All award finalists will need to be registered as part of the chapter conference attendee list. Finalists will be recognized during conference sessions and will be Zoomed in to the respective sessions for their award area recognition. This includes proficiency awards, scholarships, star awards, career and leadership development event finalists, etc.

STUDENT WORKSHOPS

Universities and colleges will be conducting a number of energizing and thoughtfully created workshops for student attendees on **Friday, May 14 from 10am-12pm**. Registered students will engage with presenters and learn about topics relative to elevating their leadership abilities, the agriculture industry and their chapters and communities.

COLLEGE AND CAREER EXPOSITION

The conference will also include an interactive College and Career Exposition that will facilitate engagement between FFA members and leaders in industry and post-secondary education. The College and Career Expo will be jam-packed with learning opportunities and will occur on **Friday, May 14, from 1pm-4pm**. Additionally, the College and Career Expo will have materials and learning opportunities present throughout the conference.

ON AIR PLATFORM

On Air Events, the online platform used to house the State FFA Leadership Conference, comes with a number of features to ensure a useful, easily navigated experience for all members and guests. Key among those features is **gamification**, an accountability system that will allow teachers to make sure their students are attending workshops, the career expo and conference sessions. Want to know if your members are actually participating in the conference? On Air has that covered!

THANK YOU AND WE LOOK FORWARD TO A GREAT CONFERENCE!