



CADA NEWS

QUARTERLY NEWSLETTER FOR THE CALIFORNIA ASSOCIATION OF DIRECTORS OF ACTIVITIES

VOLUME 109, ISSUE 2

NOVEMBER/DECEMBER 2009



Gratitude
2010 Convention
CASL

CADA and Web 2.0
Member Spotlight
Leadership Development Days

LEARNING, LEADING, LIVING

A MESSAGE FROM THE PRESIDENT

2009 is coming to an end and 2010 is fast approaching. What will be in store for education? What new trends and strategies will be introduced? Where will technology take us? Will we reach our APIs? Seems we struggle for answers and direction. Wouldn't it be grand to have some consistency and feelings of control? If you are taking advantage of CADA, I can guarantee you will gain momentum to leap into 2010 with confidence!



CADA has provided support for activities directors since 1958--over 51 years! Member benefits are numerous and continually evolving. Our diverse programs provide stability for student activities across the state. Benefits abound!

- Annual CADA convention, "The Spirit of New Orleans," taking place in Reno in March 2010
- Annual CASL conference, "Leadership...Taking You Places," held in Irvine in April 2010
- Leadership Development Days & Area Student Leadership conferences
- Advisors' conferences
- Networking opportunities
- Websites: new and improved CADA1.org, CASL1.org, and CADAleadershipcamps.org
- CADA Summer Camps in Santa Barbara
- CADA Leadership Standards Manual
- Certification program
- Podcasts and social networks (Twitter & Facebook)
- Connections with affiliates and sponsors who provide us supplies and products for student activities

24 years ago I was introduced to CADA. My students and I have been able to meet the daily challenges of student activities and maintain enthusiasm for each day. CADA provides the support needed. CADA provides the consistency. CADA provides more than words can describe. Are you taking advantage of CADA?

See you at *The Spirit of New Orleans!*

Patty Judge

President 2009-2010



How Can I Pay to Attend the CADA Convention?

- Associated Student Body Funds can legally pay for your registration, hotel, travel and substitute. Training the activities director is a legitimate cost of doing business.
- School site and district budgets can also pay for CADA.
- Tobacco Use Prevention Education Program (TUPE) - <http://bit.ly/tupefunds>
- School Improvement Funds (SIP) Title 1 (under the category of Safe and Orderly Environment)
- Title IV (Drug Free Schools), Title V (Innovated Programs), Pupil Retention Block Grant, or Staff Development Monies
- Some districts may have carry-over funds in their Discretionary Block Grant that was awarded in late 2006-07 school year
- Stimulus funds earmarked for professional development
- And if all else fails, remember that this can be a personal tax write-off if you pay for it yourself. Remember that if you are paying for CADA yourself that you may be able to take personal necessity days and some districts cover substitutes to allow for visiting other programs. Since you'll be networking with hundreds of people with other programs this may be a way to have your substitute covered.

COOKING UP HOT ACTIVITIES AT AREA C STUDENT CONFERENCE

The Area C student conference was held at the International Agri-Center in Tulare. "Cooking Up Hot Activities" was the theme and we stressed improving Campus Culture and Climate. Both high school and middle school students were served. Mike Smith kicked off the event with an inspiring keynote address. Three rounds of sessions and workshops followed and the culminating session was the premiere of the new Motivational Media production, "One Day." Advisors had a swap session and Peter Cahn and John Gibson represented the Certification Committee and several advisors worked on the certification process. We were very pleased that our attendance remained strong this year as almost 1,200 students participated. We are also pleased to announce the election of our new Area Coordinator, Lauretta Eldridge. Lauretta replaces Radon Fortenberry, who was just recently appointed the new CADA State Treasurer.



Year-End High School & Middle School Trips & Disneyland® Leadership Event



USA Student Travel proudly presents Northern California year-end celebration programs for High Schools and Middle Schools. Choose from two exciting theme park destinations: Six Flags Discovery Kingdom and Santa Cruz Beach Boardwalk. USA Student Travel also proudly presents the 11th annual *Disneyland®* Leadership Program. This is a unique leadership experience with Students from across the nation. Our nationally recognized presenter Norm Hull will educate, show and have the students participate in techniques that will enhance their individual skills extensively.

Year-End Trips: HS & MS



All Programs Include—

- Enter Amusement Parks anytime during the day for rides and attractions with general public
- 6:00pm to 12 midnight Private Park Event for Students-only with Rides, Dinner, and Dancing
- Private event — Safe, Secure, Sober
- Call for Add-On options

High School program dates: May 14, 21, June 4

Middle School program dates: May 28, June 4

Disneyland® Leadership



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Leadership date: February 19, 2010

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A TIME FOR US TO COME TOGETHER IN "THE SPIRIT OF NEW ORLEANS"

by **Cindy Bader**, CADA President-Elect

You may have noticed that this year the convention brochure is emphasizing what we do in a decidedly direct fashion. As activities directors we know our programs address school culture and climate. We are proud that we have a hand in creating safer schools. We are acutely aware that our programs directly affect student attendance and student performance in a positive way. We are excited that our ASB works hard to create opportunities for students to gain skills and develop socially and to help students bond with the school community.

Our programs promote social-emotional learning programs that reduce such things as alcohol and marijuana use as well as aggressive behavior. Our programs increase cognitive skills test scores and academic motivation and graduation rates. It's time to make some noise and now more than ever, it's important that we help people recognize the benefits of our activities programs. Please use the brochure to your advantage. Show your principal the information in the brochure (note the bright red pull quote boxes), and share it with your superintendent and school board.



The pre-conference on Wednesday from 9:00 a.m. to 12:00 p.m. is a safe school seminar. With 1 out of 4 students on any given high school campus being the victim of bullying, hazing or harassment, this seminar is not just timely, it's necessary. Advanced registration is required for this free session.

The Professional Learning Communities strand (PLC) is new this year. Sessions presented within the PLC strand are designed to have potential for school-wide improvement.

Those new to the convention will enjoy the first ever Concierge Room where they will enjoy a bit of refreshment as they are given ideas on how to get everything they can out of their four days at "The Spirit of New Orleans."

All these wonderful new aspects of the convention and the keynote speakers haven't even been mentioned. Jason Ryan Dorsey is known as the Gen Y Guy and he's been on *60 Minutes*, *20/20*, *The Today Show* and *The View*. Dr. Earl Reum has been in the student activities business for well over 60 years and for the first time at a CADA Convention he will be giving the keynote address and sharing his rich experiences with us. And *Rachel's Challenge* keynote speaker, Darrell Scott, Rachel Scott's dad, will inspire us to create the kinds of school communities our students and staff deserve.

Make your plans right now to join us at *The Spirit of New Orleans*. Missing the convention this year is not an option.

Did you miss the Convention 2010 Brochure? All ready to register? Log on to:

cada1.org

and click on the **State Convention** link

In addition to the new information on the brochure we have a few changes in the program. One added attraction is the new "Sixty Tips in Sixty Minutes" session. YES, you will walk in the door with your Premier Agenda (included in your convention registration bag) where you'll find a special place for taking notes, and you'll walk out in one hour with 60 important tips on the following topics:

- **Team building**
- **Ethics for student leaders**
- **Creating positive relationships**
- **Successful school-wide activities**
- **Training your student leaders**
- **Justifying your activities program in this and any economic climate**
- **Money matters connected with student activities**
- **Caring for your activities director spouse (so bring your significant other)**

DEVELOPING SKILLS AND CHARACTER AT AREA A CONFERENCE

There is something to be said for eight hundred nineteen middle school students singing "Waddilyatcha" in unison, or to dance around while singing about Joe who works at the button factory. That was the scene this fall as Area A executed another great area conference for high school and middle school students. With over one thousand one hundred students over two days, Area A was able to demonstrate great activities and educate many students from throughout Northern California.

This year's conference featured the speaking talents of Mike Smith who keynoted both events. With the help of many area board members, state board members, area members, and CASL, the conference ran amazingly well. There were workshops on team building, *Character 24/7* (a new teen character program from Character Counts and the Josephson Institute), rally planning, anti-bullying, and advisor workshops to network new advisors with experienced advisors.

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A big thanks to everyone who helped make the CADA Area A conference a big success. Having exceeded our numbers from last year we feel that the conference has continued to meet the needs of our area as we strive to service the schools, students, activities directors and administrators who have come to rely on us for support and training.



NCYLS

Northern California Youth Leadership Seminar



NCYLS is an amazing, three-day seminar that inspires community responsibility and cultivates critical thinking, communication and leadership skills in high school sophomores.

Nominate your student today for the 2010 Seminar!

Go to www.californialeaders.org or call 408-710-9452 for more information.



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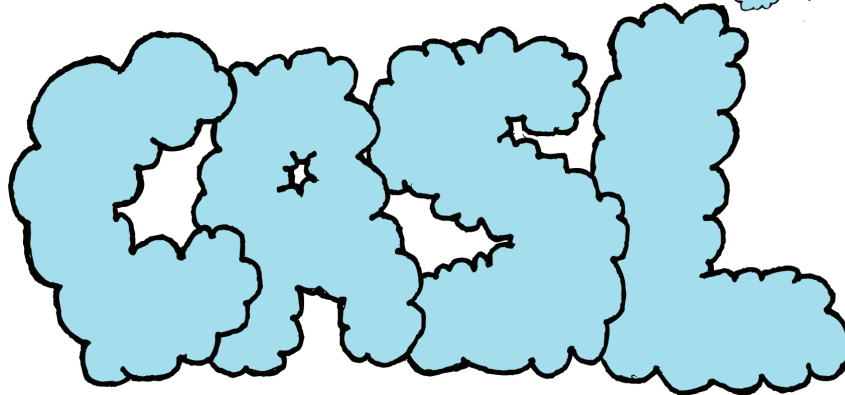
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MIDDLE SCHOOL CONFERENCE

APRIL 15TH - 17TH, 2010

HIGH SCHOOL CONFERENCE

APRIL 17TH - 19TH, 2010



Hosted at the
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FOR FURTHER INFORMATION, CONTACT
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LEADERSHIP DEVELOPMENT COORDINATOR
(619) 957-9107
sandrakupland@cox.net



LDD

LEADERSHIP DEVELOPMENT DAYS

More dates are added each month!
Check out www.casl1.org, plus become a fan at

www.facebook.com/casfan

| Date | Event | Area | Location |
|---------|----------------------------|------|------------------------------|
| 12/3/09 | Leadership Dev Day | F | Las Flores Middle School |
| 1/12/10 | Leadership Dev Day | F | TeWinkle Middle School |
| 1/14/10 | Leadership Dev Day | G | Bear Valley Middle School |
| 1/28/10 | Leadership Dev Day | A | Marina Village Middle School |
| 1/29/10 | Leadership Dev Day | A | Cooley Middle School |
| 2/2/10 | Leadership Dev Day | E | South Pasadena School |
| 2/4/10 | CASL Regional Conference | F | Yorba Linda |
| 2/10/10 | Leadership Dev Day | F | Paige Middle School |
| 2/11/10 | Leadership Dev Day | E | Chino Hills High School |
| 2/17/10 | Leadership Dev Day | A | Ygnacio Valley High School |
| 2/18/10 | Leadership Dev Day | A | Holmes Jr. High School |
| 4/15-17 | CASL State Conference (MS) | | Irvine Marriott Hotel |
| 4/17-19 | CASL State Conference (HS) | | Irvine Marriott Hotel |

CADA / CASL Leadership Development Days “Taking Leadership to the Next Level”



As an organization, CADA/CASL is proud to provide an incredible training opportunity for your middle school and high school student leaders with Leadership Development Days. The training takes place at a host site facility (MS or HS) and is delivered in a unique style while working in small groups of school student leaders, utilizing experiential activities and the related applications to teach specific skills and enrich group dynamics. The curriculum centers on skills related to:

- Team building
- Prioritizing
- Learning through experience
- Challenges to include more students in the leadership base
- Discovering individual’s strength
- Determining how to change the culture and climate of your campus in a positive way.
- Communicating
- Risk taking
- Evaluation



“My high school students all served as facilitators and had a great time, learned a lot and could not say enough good things about the day. Their parents have even told me how much they told them about the experience too!! Yesterday was one that my leadership students will always remember.”

Margaret Noroian, North Salinas High School

CADA / CASL Leadership Development Days

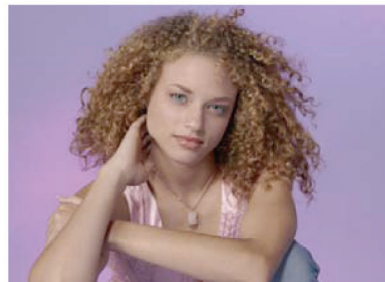
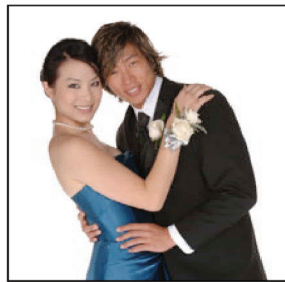
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EXCUSES!**
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From Achieving Greatness!

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Inspiring Youth Speaker: Derek W. Clark

Derek is a former High Risk Foster Child, 13 years in system, survivor of Severe Child Abuse, was diagnosed as Mentally Handicapped, was going to be institutionalized because of severe behavioral problems, erratic behavior and violent tendencies. Foster Parents, Teachers, Social Workers later realized he was wrongly diagnosed as he developed. The Story of Derek's life is truly amazing. Abandoned early in his childhood and plunged into the harsh and uncertain depths of the county foster care system, he has spent his life coping with hardship and overcoming adversity. Even against unbelievable odds, Derek never gave up.

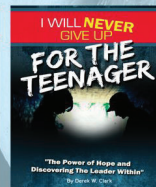
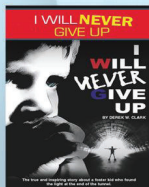
Today, Derek is an Inspiring Motivational Speaker, Author of the critic acclaimed autobiographical book series "I Will Never Give Up" which has the highest rating of Five Stars from the American Authors Association. He is a recording Artist, Singer/Songwriter, Successful Business Owner, Married for 15 years, 4 incredible children and Loves Life.

Summary of Derek Clark's Uniquely Uplifting Keynote and Workshop:

When Derek speaks, it is from his passionate soul. He brings along his guitar and drum beats to sing the journals of his life. He believes that music is one of the purest ways to touch and communicate with the hearts of the audience. He speaks on the subject matter, living a life of no excuses and taking responsibility for the direction of your life. He will share with you his formula on how he turned his disadvantages into an advantage.

Reserve Derek For Your Next Assembly

Contact Information: Derek Clark
Phone Number: 209.505.0872
Email: Derek@IWillNeverGiveUp.com
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HIGH SCHOOL
JULY 12-15

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HIGH SCHOOL
JULY 17-20

U.C. SANTA BARBARA
MIDDLE SCHOOL
JULY 22-24

We will again be offering the Early Arrival option the night before each camp. This year we will have a limited number of beds for this option.

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A FEW WORDS OF GRATITUDE: STUDENTS SAY "THANK YOU" TO DEDICATED TEACHERS

by **Justin Boudreau**

When I met Gloria in 1998, she was a teacher/ASB Advisor who had more years of teaching experience than I had life experience. She took me under her wing during my first year as a teacher. I had to decide whether to keep teaching, or take a risk with a new career. She looked at me and said: "You have too much to offer the world to stay in this small town, go change the world." Those words really stuck with me as I chased my dream to become a motivational speaker.

Six years later, I called Gloria to say thanks.

I remember being nervous and unsure how I would say thank you to her. When she answered, my fear instantly disappeared and I was able to speak from my heart. I told her how I was living my dream job, and that her words had helped me. I told her that I was grateful for the impact that she made on my heart and my life. She began to cry. Then she shared: "Justin, I cannot believe you are calling today out of all days. Today was the first day of school for teachers (no students) and I came home wondering if I should just retire. I feel like a dinosaur amongst the staff. I don't know if I have what it takes to inspire students..."

I politely cut her off and asked: "Gloria, who will invite the first year teachers to eat lunch with students in your room instead of the staff room? As for the students, they not only hear your words, they feel your heart."

She ended our conversation by saying: "I believe that everything happens for a reason, and your call today might be a sign that I need to teach at least one more year."

Gloria retired last year (2009) with 39 years of changing lives.

I invited student leaders of CASL to share their gratitude with ASB advisors. Here are a few of their comments:

"I am grateful for **Marilyn Webster** because she helped me understand the true meaning of servant leadership; realizing that what we do is not for ourselves, but for the betterment of others."

- Stefan Fertala

"My ASB advisor **Geniel Moon** is one of the most dedicated people I know. She is constantly working

late and aiding us so we can do the best we can not only within ASB but life as well. She is a true inspiration and I am more than grateful."

- Lauryn Mascarenas

"I'm grateful for my ASB advisor, **Mr. Fernandez**, because he taught me that, no matter how great you are, you must work harder to do better. With Mr. Fernandez, every activity is about raising the bar."

- Stephen Colon

"I am so grateful for my advisor **Sandi Martin**. She is more than an advisor. As a supportive friend, a cautious guardian, and a challenging teacher, she does everything she can to help me reach my goals and be happy in life."

- Roman Alcocer

"**Denise Van Doorn** is a inspiration to all leaders. With her enthusiasm and great wisdom she has helped me and many others reach our goals and beyond. I would be helpless without her."

- Makenna Hopwood

"**Mary Jane Smith**, the ASB advisor at RCHS, is the glue that holds our ASB class together; her grace, leadership example, and her humor push both myself and our ASB class to stay passionately devoted to excellence. She is a strong woman whom I have grown to know and love. She has shaped me into the leader I am today, I am so grateful for her."

- Jamal Edwards

"**Mrs. Janet Roberts** has made such a positive impact on my life. Her dedication and pure love for student leadership has taught me so much about myself and how to truly care about making all the students on our campuses feel a part of their school. I am so grateful to have been able to learn from such a passionate individual."

- Bradley Cruce

"My Advisor **Ms. Meghann Lukach** has taught me so many things; she jumped into this new job and manages everything that comes her way with a nice friendly smile on her face. She constantly reminds me daily that everything we do is for the students, I am so thankful for her and appreciate her greatly :)"

- Audrey Zazuetta

"I am grateful for my junior high school ASB advisor who encouraged me to reach for goals I never imagined accomplishing. Because of him, I became a part of the CASL Board and achieved some of my proudest accomplishments while working with the most inspiring people I have ever met."

- Kara Brodie

"**Mr. Wimberg** and **Miss Dickinson** taught me important life skills that I will never forget, and they inspire me everyday. They were amazing examples of passion, empathy, happiness, integrity, and trustworthiness."

- Katherine Manley

"I am so grateful for **Mr. Duenas**, he's the best ASB advisor I could have ever hoped for. He's fun, energetic and he always makes time to get to know you as a person. He knows your strengths and your weaknesses and he gives you advice on how you can be the best you can be. He has very unique ways of teaching leadership skills. He is one of the many people in my life that made an impact on my life. I will never forget his kindness and the others whose hearts he touched."

- Ashley Price

"**Ms. Cambra**, my ASB Advisor, is always backstage and is often left unrecognized for her hard work. She deserves praise and thanks for her organization and strong willpower to accomplish the tasks she sets her mind to."

- Brita Rustad

"I honestly don't know if I would have survived high school ASB without my activities director, **Ms. Reindel**, the new **Mrs. Ward**. She's been there since my freshman year and is always willing to offer a shoulder to cry on, and laugh at my many quirks. Mrs. Reindel is like no other and I'm grateful that she's a part of my life."

- Jacklyn Uweh

I realize that educators are being asked to do more with fewer resources. Yet, you continue to give more than ever before. Thank you, Justin.

"SHARK ATTACKS" BUILD POSITIVE SCHOOL CULTURE

by **Denise van Doorn**, Area G Coordinator

A parent of one of my students donated a large stuffed shark. You know the kind that you win at a carnival and need two seats in a vehicle to bring it home? Well, we took that shark and created a ransom note for it along with a set of directions and secretly put it into one classroom after hours. The note on the ransom said, you have just been attacked by a shark. In order to free yourself from harm you must take a photo with your class using the attached disposable camera.



Next you must attach some item that relates to your personality or character. You have 72 hours to secretly send the shark to another room. The last classroom to take the last photo must send an all school email so that I can come pick it up. When the last photo is taken, I go and get the shark along with the camera, then develop the film and post the photos on our website and or staff lounge, etc.



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CADA CONVENTION SCHEDULE SHAPES UP AN EARLY LOOK AT "SPIRIT OF NEW ORLEANS"

The 2010 CADA Convention, "The Spirit of New Orleans," is just around the corner. Register early to take advantage of the best pricing! Here is a glimpse at the tentative schedule:

Wednesday, March 3

- 9:00am – 12:00 pm Safe Schools Seminar
- 1:00 – 6:00 pm Affiliate Registration and Set Up
- 1:00 – 7:00 pm Member Registration
- 1:30 – 3:50 pm Certification Orientation
- 1:00 – 5:00 pm New Advisors Concierge Room
- 3:00 – 6:00 pm CADA Store Open
- 3:00 – 4:50 pm Sessions 1 and 2

Six Stages of Group Development
Mastering the Metaphor

Once Upon a Time: Story-Telling Skills For Teachers

- 4:50 - 6:45 pm Dinner on Your Own
- 5:00 – 6:00 pm Presenters Reception
- 6:45 – 7:15 pm French Market Meet and Greet
- 7:30 – 8:45 pm Opening Night General Session – Keynote Jason Dorsey



9:00 pm – 12:00 am

Networking Session sponsored by LifeTouch

Thursday, March 4th

7:30 am -1:00 pm

General Registration & Speaker Desk



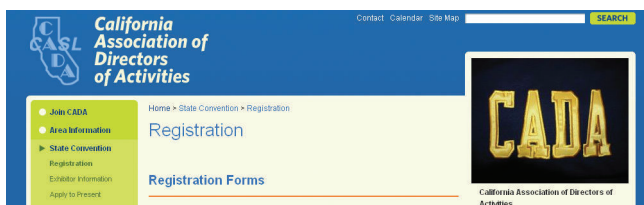
7:30 – 8:45 am

**New to Convention Continental Breakfast & Coaching
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- 8:00 – 11:30 am Affiliate Registration and Set Up
- 9:00 – 10:30 am Second General Session
Keynote – Earl Reum
- 10:30 – 3:30 pm CADA Store
- 10:50 – 11:50 am Awards Reception - Presidential Suite
- 10:50 – 12:20 pm Sessions 3 and 4

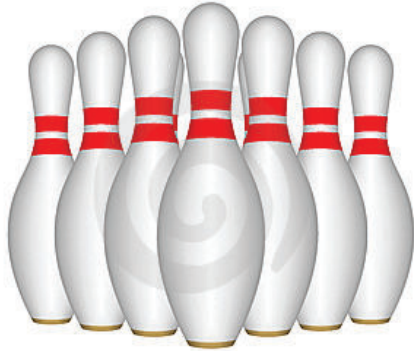
- Flash Forward Financing System
- 10-Minute Lessons
- Leadership/ASB Notebook in Digital Form
- ASB Tech Made Easy
- New Ideas for Your Homecoming Court
- ASB Accounting
- California Food Regulations
- Organizing Your Leadership Program
- Leadership in the Movies
- Youth Voice: Students Making a Difference
- Service Learning 101
- PRIDE -- All about Achievement through Recognition
- Friday Fundays X! / Spirit Rally Ideas

- 11:30 am – 12:30 pm New to Convention Exhibits
- 12:30 – 2:30 pm General Membership Exhibits
- 2:30 – 4:00 pm Companions Hospitality
- 2:45 – 4:00 pm Meet the Pros



**Register now for the 2010 Convention at
<http://www.cada1.org>**

2:50 – 3:30 pm Session 5 and 6
 The Odd Couple / You and Your Administrator
 Activities Amidst Adversity
 Building School Culture
 Casey's Pledge / Alcohol Prevention
 Are You Freakin Kidding Me?
 Analyze This / Evaluation Systems
 Move em or Lose em / Teambuilders, Energizers
 Club Advisor/Officer Meeting
 Ultimate Dodge Ball
 Graduation and The Senior Year...and ways to avoid senioritis!
 Leadership Class Organization
 Taking Your ASB From Good to Great
 Crazy Crowd Pleasers / Spirit Activities
 4:35 – 6:00 pm Area Meetings
 6:00 – 9:00 pm Dinner in the Exhibit Hall



9:00 pm – 12:00 am
Herff-Jones Party / Bowling

Friday, March 5th

7:15 – 8:15 am Fun Run
 8:00 am – 10:30 am Registration & Information Desk
 7:30 – 8:30 am Past Presidents Breakfast
 8:30 am – 4:00 pm CADA Store
 (Closed During General Session)
 8:00 – 8:40 am Session 7 - PLC Strand
 Dealing With Freaking
 Turning Your Rallies into a Celebration
 Balloon Basics
 Learning and Leading / Service Learning
 Life is a Carnival- Are you "masquerading" your best?
 Academic Recognition & Activities...integrating Renaissance
 into other School Programs
 From the Other Side
 If You Can Mock, You can Rock
 Spirit Leading Survival Tips
 Create and Maintain your Budget
 Using Music in the Classroom
 I Will
 Leadership Retreat
 Cajun Spirit
 9:00 – 10:00 am 60/60 General Session (NEW!)
 10:30 am – 12:00 pm Third General Session
 Endnote – Rachel's Challenge
 Exhibits
 12:00 - 3:30 pm

12:00 – 4:00 pm Election Voting
 12:15 – 1:15 pm VIP Luncheon
 12:15 – 1:30 pm Leadership Camp "Think Tank"
 3:40 – 4:50 pm Curriculum Roundtables
 3:50 – 4:40 pm Session 8
 The First Seven Days
 Developing Individual Students and School Culture
 They Did What? Yearbook & Newspapers in the news (and how
 you can avoid them)
 Renaissance to Build School Culture
 Middle School Leadership Class Organization
 Saving Your Sanity by Building Your HSLeaders!
 Saving Your Sanity by Building Your HS Leaders!
 Fiscal Sense: The Relationship of the ASB Director and ASB
 Bookkeeper
 Using Music in the Classroom
 Teen Truth
 The Traveling Junk Show
 4:50 - 6:00 pm Area Networking in Suites
 7:00 - 9:00 pm Reception and CADA Dinner
 9:00 – 12:00 am Dance with Jostens' Dessert

Saturday, March 6th

9:00 – 10:10 am Meet the Pros
 9:30 – 10:10 am Keynote Follow-up
 10:20 – 11:20 am Certification Celebration
 10:20 – 11:20 am Sessions 8 and 9
 11:30 am – 12:30 pm Closing Luncheon



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THE TECHNOLOGY REPORT

CADA EMBRACES SOCIAL NETWORKING

As technology and resources grow, so does CADA's desire to serve and support our members. The needs of our time and at our schools are changing, and CADA is working to meet those needs through technology. The fundamental question that is guiding the CADA Board in our endeavor is, "What is it that we do at our state conference and area conferences that we can continue to do with our members year round?" There is a demand for resources and materials that will support schools and educators in doing good things for kids at every level.

Social Networking and Web 2.0

Over the past few months, CADA has branched out utilizing Facebook and Twitter as a means to communicate to our membership and provide new resources. At the same time, CADA is introducing a new blog that will offer everything from how to get videos from YouTube so you can use them at school, to success stories of ASB students, to lesson ideas in the classroom. Over time, these resources will expand, and can be used more and more to provide daily quotes, a lesson, an online resource, or anything else that might help you in your day-to-day activities. Over the next year, you will see an increasing CADA presence in "Web 2.0" applications. Web 2.0 refers to applications that are two-way, that facilitate and foster interactive information and media sharing, rather than a "one-way street" of information. We as CADA members are some of our own best resources, and our goal for CADA1.org is to increase that interaction and sharing among members.

Podcasts and Video

Speaking of interaction and sharing, CADA is producing podcasts with interviews from prominent speakers and other CADA members who offer tips and ideas that you can use in your classroom immediately. In the future, there will be even more podcasts and video podcasts that demonstrate the best lessons and ideas from activities directors from all over the state of California. We are going to try and extend this further by offering up videos on both YouTube and TeacherTube as not everyone is able to access YouTube on their school network.

Join the Network

Right now, CADA is sponsoring a drive to see which area has the most spirit. If you take a look at Facebook and the area fan pages, you will see about thirty to seventy fans on each page, give or take. CASL has over

1,300, so CADA can certainly make similar strides. You can join the California Association of Directors of Activities fan page and then join your area fan page. We want to see who has the most spirit by area! At the CADA State Convention in Reno, we will be utilizing both Twitter and Facebook for fun games and contests, as well as to inform you about all the exciting activities going on at the convention. While nothing can compare to the face-to-face networking available at our CADA events, these online social networks are just one more resource for CADA to support our members year-round.

What Do I Do Now?

If you're just using our web resources for the first time, you're in for a treat. There's a lot of great stuff out there! Here's a good way to start:

LOG ON to our website, CADA1.org. To get the most out of the website, log in as a member using your CADA member ID and password.

Click on the **RESOURCES** link on the left side of the CADA homepage. Here you will find links to our new CADA blog, the CADA podcasts, a calendar of all CADA events, and more!

Next it's time for **TWITTER**. Check out all our updates at <http://www.twitter.com/CADALeaders>. You can view our Twitter page without becoming a Twitter member. However, if you sign up to join Twitter, you can become a "follower" of @CADALeaders and you'll have the option to get updates sent straight to your mobile phone as a text message. If you are signing up as a brand-new Twitter member, you can ensure maximum privacy by checking the box labeled "Protect my tweets."

Finally, it's time for **FACEBOOK**. Once you become a Facebook member, do a search for the "California Association of Directors of Activities" and become a fan. Then, do a search for "CADA Area A," "CADA Area B," or whichever area you want to stay in touch with. Become a fan of your area for the latest local updates.

Have questions or ideas?

E-mail Matt Soeth, the Technology Coordinator at tech@cada1.org.



SUPPORT STUDENT ACTIVITIES WHILE YOU SHOP!

Need to buy a new school camera to take pictures of all your great activities this year? Doing holiday shopping for your friends and family? When you shop through CADA's new *Amazon.com* link, a percentage goes to CADA. By shopping through this link, each purchase you make helps support student activities, helps bring great programs, support, and networking opportunities to our members, and helps keep your cost of membership down. Start shopping today at:

<http://www.cada1.org/Amazon>



SCHOLARSHIP MONEY AVAILABLE FOR YOUR STUDENTS

The **CADA Memorial Scholarship** is a \$200 scholarship available for students to use toward attendance at one of the following: the NASC Conference, the CASL State Conference, and CADA Leadership Camp.

CADA and USA Student Travel are proud to sponsor the **Dave Knieriem Memorial Scholarship**. Dave Knieriem was committed to improving the lives of people through involvement in both school and community, and it is these qualities that we look for in selecting scholarship recipients. Two \$1,000 scholarships will be awarded to high school seniors from CADA member schools.

Applications for all these scholarships are available by clicking on the Scholarship link at:

<http://www.casl1.org>

The deadline for the CASL Scholarship is December 11, 2009. The deadline for the NASC and CADA Leadership Camp scholarships is February 15, 2010. The deadline for the Dave Knieriem Scholarship is March 1, 2010.

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CADA Member Spotlight



Jose Duenas
Balboa Middle School

How long have you been involved in education? In activities?

Fifteen years in education, and thirteen of those years as an activities director.

What do you teach?

Besides activities, I teach algebra and physical education. In the past I've taught seventh grade English, ESL, seventh grade world geography, eighth grade US history, and beginning computers.

What do you see as the role of student activities in our schools?

The activities director's role at school is to support the clubs and organizations on campus, and to provide accessibility to leadership resources for them. I see activities as an outlet that allows those students who may not do well in their core classes-

-as a way to promote positive experiences for them.

Tell us about your involvement with CASL.

I have been involved with CASL, and have been serving on the board since 1999. I see CASL as a reflection of CADA. CADA adult members assist current and upcoming activities directors, and older CASL students do that for younger student leaders. CASL allows students to further their leadership education beyond their own high school.

You take your students to summer leadership camp and to the CASL state conference. Why?

I think it's a great experience for my students to see how schools in other parts of the state of California handle activities and solve problems. Rather than hear me all the time, my students are hearing the same message of leadership from other parts of our organization. The CASL state conference is great specifically because my kids see what student leaders are like at the high school level. They see those high school CASL leaders fulfilling their dreams and presenting for the state organization, and can then decide if they want to pursue leadership when they move on to high school.

Whose leadership inspires you?

The one person who has been the most, and I have to emphasize

THE MOST influential of all the people has been Don Shaffer. Don was the one who initiated me to getting involved in leadership camps, and he was the one who asked me to be on the CASL State Board.

What is the first thing that a visitor to your classroom would notice?

A structured, regimented, systematic approach to the subject at hand. Algebra and activities are similar in many ways. Most answers in math, as most goals in activities, are basic and finite. However, there are many ways to get to that goal, to get to that answer. Each individual, if given the opportunity to explore different routes, will find their way to that answer. Depending upon how you want to get to that goal, it can be quick and simple, or it can be more complex. In both math and activities, there are little tricks of the trade, avenues to make the work less frightening, and ways to make it fun.

What advice would you give to a brand new activities director?

Embrace activities as part of the learning process for the whole child. Activities are important, and understand there are those in CADA who have already gone through what you are presently going through. One thing that I've learned is that communication with other activities directors is vital for your own longevity.

What's next for Jose Duenas? What's on the horizon? What are you excited about?

I hope that in ten to fifteen years, I can still feel the love for what I do, still feel like this organization that I'm a part of continues to have the foresight and ability to change as times change, without losing sight of our goals: to ensure that activities are an integral part of the academic careers of all our students.

Anything else we should know about you?

I'm just very lucky to be part of an organization that supports activities and activities directors. Sometimes it feels like we put forth much work with little gratitude, but that's why we have CADA--so we can realize that we are all here for one purpose. Yes, we are putting in countless hours, but we are not alone.

Teresa Gern, principal of Balboa Middle School, said this of Jose:

Jose is an integral part of Balboa and its culture. He goes above and beyond on a daily basis to make Balboa a special place for students and staff. His energy has no bounds! He is one of the first staff to arrive and the last to leave. If something is needed by a student or staff member, Jose knows only one answer, "How can I help and what do you need?" Whenever students at our neighboring high school have a minimum day, high school students try to sneak on campus to see one teacher, more than any other teacher, Jose Duenas. Jose is caring, respectful, conscientious, hard working, and just an all around fabulous guy! He makes Balboa great!



Jose, with his wife Terri, gearing up for CADA Camp, July 2009

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CADA Mission Statement
To promote and support
leadership development
and student activities.

2009-2010 STATEWIDE CALENDAR OF EVENTS

The most up-to-date calendar is always available at cada1.org



CADA State Convention
March 3-6, 2010
Grand Sierra Resort
Reno, NV
Registration info at cada1.org



CASL State Conferences
HS: April 15-17, 2010
MS: April 17-19, 2010
Irvine Marriott Hotel
Registration info at casl1.org



CADA Leadership Camps
HS I: July 7-10, 2010
HS II: July 12-15, 2010
HS III: July 17-20, 2010
MS: July 22-24, 2010
UC Santa Barbara
cadaleadershipcamps.org

