



# CADA News

Volume 106 No.1

*“Learning, Leading, Living!”*



*Message from our President ...*

## *Don Shaffer*

CADA continues to move forward in our quest of promoting and supporting leadership development and student activities. As we grow as an organization in numbers, we are looking at ways to be more effective in bringing resources to you that will enhance your efforts at school. The launching of the CADA renewed web page ([www.CADA1.org](http://www.CADA1.org)) in our partnership with ASBDirector.com will provide more information and usable materials to support you. The CADA online store renews its stock with the latest leadership materials and the CADA Board is spending significant time at board meetings looking to the future to anticipate how the organization can continue to develop more, effective leaders and resources for activity directors.

We appreciate our sponsors, contributing to CADA, sponsorship is at a all-time high under the coordination of Glenn Zimmermann at CADA Central. The support especially of our  
*(Continued on page 11)*



CADA is “Reving it Up” for the upcoming State Convention. World Class Keynoters, Meet the Pros, Over 80 sessions, 200+ Exhibitors, Networking, Receptions, New Director Programs, Dinner/Dance, Elections, Leadership Training, CADA Book Store & Inspiration.

**More information on Page 9**  
**Make plans early for the San Diego, Town & Country**

**Attention Eligible Members:**  
**DEADLINE** for nomination for **CADA Vice President** is **November 1, 2006**. Get your nomination in early.

Contact:  
**Don Dagné (Past President)**  
Clifton Middle School  
226 South Ivy Avenue  
Monrovia, CA 91016  
(626) 471-2600  
FAX (626) 471-2610  
drbanana11@aol.com

### *Inside this issue:*

<i>Leadership Camps</i>	2
<i>Insurance Update</i>	6
<i>Service Projects</i>	7
<i>Convention Update</i>	9
<i>Student Voting Project</i>	12
<i>Case of Responsibility</i>	13
<i>Phone Tips</i>	14
<i>Appreciation Tips</i>	17
<i>Quantum Learning</i>	19

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

## *A Lesson in Perfectionism*

*A large rose-tree stood near the entrance of the garden: the roses growing on it were white, but there were three gardeners at it, busily painting them red. Alice thought this a very curious thing, and she went nearer to watch them...*

*'Would you tell me,' said Alice, a little timidly, 'why you are painting those roses?'*

*'Why the fact is, you see, Miss, this here ought to have been a red rose-tree, and we put a white one in by mistake; and if the Queen was to find it out, we should all have our heads cut off, you know.'*

~ Excerpts from Alice's Adventures in Wonderland by Lewis Carroll

Customers and clients are drawn to excellence, companies are profitable when they attain excellence, and leaders are deemed successful when their teams achieve excellence.

However, a leader's pursuit of excellence can degenerate into fixation on failure-free work, also know as perfectionism. Like the Queen of



Hearts in Alice's Wonderland, a leader can become unreasonably intolerant of mistakes, unable to accept even the smallest errors, and impatient when execution is anything other than quick and flawless.

In her recent article "Maintaining a Mindset of Excellence (Not Perfectionism)," Jamie S. Walters notes the damaging qualities a perfectionist leader portrays to his or her employees, and she writes about the transition away from perfectionism.

An exacting and overly demanding leader demeans and intimidates those they supervise by being:

- ❌ Critical
- ❌ Impatient
- ❌ Unapproachable
- ❌ Unforgiving
- ❌ Stressed
- ❌ Unwilling to celebrate success



*(Continued on page 2)*

## ... Perfectionism continued

Walters recommends steps to break free of perfectionist pitfalls:

### ☞ Identify what's most important

Leaders tending toward perfectionism magnify the importance of small tasks and simple procedures. In the heat of the moment, a leader would be wise to recognize the relative insignificance of most of their employees' shortfalls. Proper perspective can defuse a leader's anger over minor mistakes.

### ☞ Set clear and realistic expectations

Employees feel hopeless when given unworkable assignments, and they become discouraged when their leader holds them to impossibly high standards. Much frustration can be avoided when a leader communicates goals with clarity and a firm grasp on reality.

### ☞ Be on guard against perfectionist triggers

By gaining awareness of pet peeves and perfectionist triggers, leaders can filter out

negative behaviors prevent their perfectionism from dragging down those they lead.

For the full text of "Maintaining a Mindset of Excellence (Not Perfectionism)" by Jamie S. Walters, visit The CEO Refresher at <http://www.refresher.com/ljswmindset.html>

"This article is used by permission from Dr. John C. Maxwell's free monthly e-newsletter 'Leadership Wired' available at [www.maximumimpact.com](http://www.maximumimpact.com)."



## CADA/CASL Leadership Camps—Rodeo

Once again CADA/CASL Leadership Camps brought about a summer like no other to our student leaders. For over 20 years CADA has been training student leaders and their advisors during the summer at Stanford University and University of California at Santa Barbara, and the number of trained leaders keep on growing.

From the keynoters to the interest sessions, the training was diverse and uplifting. Mike Smith continued his run as camps kick off speaker. Keith Hawkins spoke from the heart on things leadership based while Judson Laipply enthralled the students with his talk and his 6 minute history of dance ... his dance has become the most downloaded video on many websites. Always offering his knowledge, Stu Shaffer, CADA Past President, continued to awe the crowd with his traveling junk show. With rotations that focused on Goal Setting, Communication, and Teambuilding, our students got a well rounded education. The camp program would like to thank our medallion sponsors: WOW Special Events, for helping with the Pre-Camp festivities

in Santa Barbara, Audio Dynamix for supplying the sound system, All Action Awards for all our pens and goodies, Jostens with the help of the speakers, IZA Design for the shirts, Pegleg Entertainment for helping with

Pre-Camp festivities in Middle

offer more lessons packed into a small amount of time. Santa Barbara once again recorded the largest CADA camp ever with almost 400 students. We would like to thank our staff for all of their efforts with our students:

J.P. Nyberg (Past President), John Gibson (Past President),



CADA/CASL soaring to new heights in leadership

Schools and Stanford, Plan-it Interactive for the games and Coca Cola for their continued support.

Thanks to the organization of Jack Ziegler, Leadership Camp & CASL Coordinator as well as Past President, our Middle School and High School Camps keep on growing stronger as we

Monica Anderson, Toosje Lamoreaux (Camp Steering Committee), Paul Chylinski (Communications Coordinator), Kathleen Smith, Susan Moerder, Todd Arrowsmith, Allison Gadeke, Ron Ippolito, Tim Hopper, Suzy Krzaczek, Don Shaffer (President), Stu Shaffer (Pate President), Pete Cahn (Past

President), Bob Collins, Patricia Holt (Area F Coordinator), Sidonie Rhodes, Diann Edens, Jody Nyberg, Kelsey Gaines, Stephanie Clark, Anna Ripken, Margie Reed, Derek Lamoreaux, Carmen Lamoreaux, Rain Lamoreaux, Shonna August, Bill Battaglia, Farrah Rigo, Jose Duenas, Allison Gadeke, Eileen Beckley, Joe Hurtado, Steve Gallagher, Bill Bowen, Tim Hopper, Jan Hayes-Rennels, Jim Johnson, Jo Forsyth, Shannon Hurtado, Kim Fisher, Verne Johnson, Kim Lawson, Lisa Joralemon, Patrick Maurer, Tanya Rianda, Jason Kaylor, Lisa Walters, John Lucero, Charley Williams, Ashley Wirth, Bill Pinol, Bob Vincent, Ron Jones, Kathy Pinol (Past President), Janet Roberts, Mary Jane Smith, Vince Ferry, Jamie Mumau, Alex Villalobos, Sandy Spaulding, Jack Ziegler (Past President), Al Gaines, Mike Orton, Jessica Razo, Laura Gallion, Mohammed Al-Kalby, Glenn Zimmermann (Executive Director)

5 camps later we all survived the summer and we hope your school year is the best it can be. With all that CADA Camp spirit deep in your toes, there is no doubt.

For more information contact Jack Ziegler at [JZiggie@aol.com](mailto:JZiggie@aol.com).



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## Beautifully stated...

*As we grow up, we learn that even the one person that wasn't supposed to ever let you down probably will. You will have your heart broken probably more than once and it's harder every time. You'll break hearts too, so remember how it felt when yours was broken. You'll fight with your best friend. You'll blame a new love for things an old one did. You'll cry because time is passing too fast, and you'll eventually lose someone you love. So take too many pictures, laugh too much, and love like you've never been hurt because every sixty seconds you spend upset is a minute of happiness you'll never get back. So send this to all of your friends.*

*Don't be afraid that your life will end, be afraid that it will never begin.*

~anonymous~



# CASL

## Rhythm of Leadership

**Middle Schools**

**Friday, March 30 - Sunday, April 1, 2007**

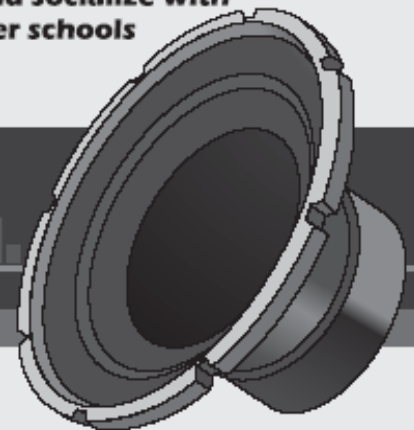
**High Schools**

**Saturday, March 31 - Monday, April 2, 2007**

**FEATURING:**

- Two Keynote Presentations**
- Interstate Student Sessions**
- School Leadership Strands**
- School Dinner Dance**

- CASL Statewide Community Service Project**
- Student-led workshops and activities**
- Opportunities to meet and socialize with students from other schools**



**California Association of Student Leaders**

[www.CASL1.org](http://www.CASL1.org)

# CASL 2007

**san diego town and country resort**





## THE ROAD AHEAD, 2007

The California Association of Directors of Activities Presents

## *Rev it Up with CADA*

The 44<sup>th</sup> Annual CADA State Convention

**Join us in San Diego at  
the Town and Country Resort  
and Convention Center  
February 28 - March 3, 2007**

Your ride leader Denise van Doorn will take you on a journey to rev up your leadership skills and fuel your enthusiasm for promoting and supporting leadership development and student activities.

Leadership is a journey; make sure you are ready to ride!

**RIDE LEADER:** Denise van Doorn [obwhan@cox.net](mailto:obwhan@cox.net)

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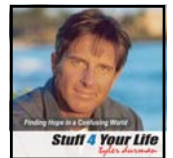
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 Email: dave@btfenterprises.com





# Somerton Student Insurance

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**CADA** has selected Somerton Student Insurance as their Broker. Somerton is a respected authority on Student Insurance and known as plan administrators and general agents whose focus is students, athletics, and International and Study Abroad programs. Somerton will assure that you have the expertise, products and services you need to succeed at your disposal. We have placed the General Liability and Member's Liability with Great American Assurance Company and K and K Insurance Group, Inc. and the Accident Policy with Guarantee Trust Life Insurance Company.

General Liability and Medical Accident policies cover specific reported events. Certificates are issued from the January General Liability policy (as opposed to the July Members Liability policy). Coverage is provided for Spectators and Participants for all reported and approved events.

General Liability covers CADA for third party claims up to **\$1,000,000** per occurrence where the third party is alleging that CADA has been negligent. Excess Liability provides the same coverage as the General Liability but adds an additional \$1,000,000 on top of the

underlying GL policy (refer to policy for limitations). The coverage includes CADA premises liability (individual office location for claims such as slip-and-falls) as well as rented/leased premises which are in CADA control during camps, conferences or workshops. This policy includes coverage for Volunteers but only while acting at the direction of and within the scope of volunteer duties for CADA; and Managers or Lessors of Premises that have been leased to CADA with respect to the CADA's use of that part of the premises leased to you or which you have otherwise been permitted to use. Below are the limits of coverage.\*

- General Aggregate Limit (Other than Products/Completed Operations) **NONE**
- Commercial General Liability, Per Occurrence **\$1,000,000**
- Bodily Injury and Property Damage **\$1,000,000**
- Products and Completed Operations, occurrence and aggregate limit **\$1,000,000**
- Personal and Advertising Injury **\$1,000,000**
- Participants Legal Liability **\$1,000,000**

- Damages to Premises Limit (rented to you) **\$ 300,000**
- Medical Expense Limit (any one person) **\$ 5,000**
- Non-Owned and Hired Auto Liability **\$1,000,000**

The Members General Liability policy offer the **\$1,000,000** per occurrence and covers the members of CADA while they are performing the duties of Activity Directors under CADA with these same limits.

The Medical Accident policy through Guarantee Trust Life (GTL) covers participants, coaches and staff for reasonable medical expenses for treatment of an accidental injury incurred. Treatment must start within 60 days of the accident and all expenses must be incurred within 52 weeks from the date of accident. The policy includes an Accidental Death and Dismemberment Benefit. This is an Excess policy that does not cover treatment of service that is available under other insurance available to the Insured Person.\*

Any questions regarding this policy please contact CADA Central directly.



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# Service Projects

## From the CASL Mailbox

Do you ever wonder what kind of difference you made on a service project? During the CASL State Conference all the delegates had a hand in doing just that, Phillip Hon (CASL Board Member the last 3 years) was in charge of the CASL Service Project this past year and this was the correspondence that followed.

Dear Gillian August-Thorp, Deron Thorp, and members of SHIP AID,

On behalf of the California Association of Student Leaders, we wanted to thank you for all the assistance you guys provided in helping us complete our Literacy Project. You helped us achieve our goal and put together a more than successful service project by helping us donate the 2000+ books to a foreign nation. We really appreciate not only that you are accepting the books to benefit the African country of Lesotho, but also are grateful that you coordinated with us, and worked into your schedule the pickup of all of those books. You have helped show the conference attendees that they can have the power to make such a phenomenal difference worldwide, even if it is just by donating one single book. We wish you much success in the future and are glad there are organizations like yours truly making a difference in this world. Perhaps our organizations will once again work together in the future.

Best Wishes,  
Phillip Hon  
CASL Communications Director

P.S. I passed along your contact information to the CASL board to the seniors who were interested in making the trip to Lesotho. I am not sure if any of them followed up on it, but there were some who were extremely interested. If you have any more information about that you could send to me I would be happy to forward it on to those members.

P.S.S . If in the future when you make the donation of books to the country of Lesotho, if you have the opportunity to take pictures of the donations we would love to get copies of them. So if you obtain any pictures or anything relating with the project if possible please send them to me, or the CASL State Coordinator Jack Ziegler at [jziggie@aol.com](mailto:jziggie@aol.com), so we can show all the student leaders in California.

### And the reply Phillip received...



Hi Phillip,  
My apologies for the late response to this email.  
We would also like to thank you for organizing the collection and donation of the large quantity of books. I



can assure you that the books will be received with great enthusiasm by the books and library facilities in Lesotho. We have already coordinated with a large number of Peace Core volunteers, as well as numerous schools within Lesotho.


We hope to have the shipment sent out in the next month. We have experienced a few logistical delays in ensuring that the shipment will be received without problems on the Lesotho side, therefore, it has taken a bit longer than originally anticipated. Nevertheless, I will send you a follow-up email when the shipment is sent, and again when it is received. This will be an exciting time, and we certainly will want to share the progress with the CASL students and leaders.

Regards,  
Deron T

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# Rev It Up with CADA Convention



Denise Van Doorn, President Elect and Tiburcio Garcia, VP

Vrooom! Vroooooom! Vroooooom! Get your motor runnin' into high performing schools by attending the 44th Annual CADA Convention in San Diego.

Rev It UP with CADA is the theme and it will REV UP your activities program by providing you with professional development from across the state. This four day conference is beyond what you can get from any other conference. You will hear three inspiring **keynote speakers**, you will chose from over 100 supercharged **workshops**, and you'll meet with **exhibitors** personally to build the relationships you need to make your programs successful. This year's convention will foster collaborative, inclusive leadership, and a roadmap for a highly energized ride into the journey of leadership.

Highlights of your ride include favorites like **Meet the Pro's**, **Curriculum Roundtables**, and a popular sessions called **Personal Coaching** with Phil Boyte. Along with great workshops and lessons supported by the **CADA Leadership Standards**, you will pack up a suitcase full of leadership tools and support materials from the over 200 exhibitors. This year we are excited to debut the brand new Grand Exhibit Hall at the Town and Country Resort and Convention Center.

Take your leadership teaching skills to the next

Think ahead . . .to apply to present a **"Meet the Pros"** session, with speakers presenting five time for 12 minutes per rotation or the newest CADA session entitled **"Curriculum**

**Roundtables"** which will be leadership development lessons being presented in the Meet the Pros format. Compensation is \$100 per session. Application Deadline is end of September, apply on [www.cada1.org](http://www.cada1.org).



level by attending one of four **Advanced Learning Seminars**. These sessions are limited to 50 attendees. \$50 tuition gives you an opportunity to enjoy three hours of instruction provided by top presenters, authors and educators. You will take away a compilation of information and skills needed to implement them. Registration for these incredible sessions is on a first come first served basis on the CADA website ([www.CADA1.org](http://www.CADA1.org)) by credit card only! Hurry to get on track for these ALL CHROME sessions! This year we will present Tom Jackson with his books "Activities That Teach", Cami Hayes with Quantum Learning for Activity Directors, and Micah Jacobson with "Open to Outcome".

Don't miss the networking, skill building, inspiration, motivation and education that you can only get in one place every year for activity directors and support teams on your campus. Build that collaborative environment

and bring a team of talent from your campus to REV UP your campus!

**THE ROAD AHEAD:**

- ☞ Advanced Learning Seminars on line \$50 tuition [www.cada1.org](http://www.cada1.org)
- ☞ Professional Development
- ☞ Collaboration and inclusive leadership
- ☞ Inspiring Keynoters: Mark Scharenbroich, Jim Cathcart and Scott Greenberg
- ☞ Personal Coaching Facilitated by Phil Boyte
- ☞ A raffle for a HARLEY DAVIDSON Motorcycle ... stay tuned for more information

Winners of a free 2007 Convention from the 2006 Convention online survey ...

- Mary Jones at Manetca High
- Janet Boyer at Milpitas High



## THE ROAD AHEAD, 2007

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# Rev it Up with CADA

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Leadership is a journey; make sure you are ready to ride!

**RIDE LEADER:** Denise van Doorn [obwhan@cox.net](mailto:obwhan@cox.net)

## *Congratulations to Our CADA Trained Schools*

We would like to congratulate and thank all the schools that attended CADA Leadership Camps this summer. Below you'll find a list of schools and advisors that attended camp. If you have any leadership type questions, give them a call, they have the skills to help.

They are listed: **School \* Advisor**

### **UCSB I High School Camp**

Loara, Paul Chylinski; Paradise, Kathy Thomas; Cathedral, Br. Jesus Lara, FSC; Sanger, Ron Scott; Arroyo Grande, Shannon Hurtado, Caruthers, Tyson Lowry; East Bakersfield, Dan Gregor; Exeter, J.P. Nyberg; Knight, Tammie Furman, Rubidoux, Vanessa Douty; Sierra, Vicki Clason; Arvin, Mary Alice Orrin; J Serra, Chris Plaia; Paramount, Elsa Reynoso; Mary Star of the Sea, Erik Rakowski; Tehachapi, Sharon Sterk; Chino Hills, Janet Roberts; Helix, Jeff Wenham; Monte Vista, Adam Krzywicki; Valencia, Vince Ferry; Downey, Gordon Weisenberger; Foothill, Teresa Hutson; Rancho Cucamonga, Mary Jane Smith; Antelope Valley, Kristi Speir; Stockdale, Stella Kidd; Burbank, Wendy Miller; Quartz Hill, Jeff Culver; Mater Dei, Hector Medrano; Bishop Union, Sonja Pratt; Esperanza, Cindy Campbell; Palm Springs, Mike Murphy

Antelope Valley, Kristi Speir; Stockdale, Stella Kidd; Burbank, Wendy Miller; Quartz Hill, Jeff Culver; Mater Dei, Hector Medrano; Bishop Union, Sonja Pratt; Esperanza, Cindy Campbell; Palm Springs, Mike Murphy

### **UCSB II High School Camp**

Garces, Anne Styles; Hinsdale Central, Chris Wilbur; Washington Union, Kevin Harris; Templeton, Tawny Brackeen; Casa Grande, Sharon Roberts-Cagle; Vista Murrieta, Michael Pattison; West Hills, Tanya Perich; Ayala, Deborah Weiss; Ceres, Linda Cooper; Eastside, Lyndsay Rouzer; El Capitan, Sandy Martinez; El Diamante,

Judy Oto; Littlerock, Pete Getz; Madera South, Julie Zimmerman; Canyon, Jan Hayes-Rennels; Central Valley, Reed Yancey; Golden Valley, Laura Beers-Dannerth; Murrieta Valley, Geniel Moon; Orange Glen, Ben Gravenkamp; Taft Union, Eric Newton; Fallbrook Union, Josh Way; Pioneer, Jon Newsom; Pitman, Julie Gwin; Coronado, Sandy Ferguson; La Puente, Diori Jones; Saugus, Robert Belue; West Ranch, Todd Arrowsmith; Carmel, Anne-Marie Lang Rosen;

Garza; Edison, Lori Hashisaka; Franklin, Caroline Raynor, Karen Parks; Hanford, Kim Dodd; Holy Names, Karen Vigna; Irvington, Kristina Palos; Kennedy, Abra Motta; Lassen, Jeff Guess; Lick, Julissa Huerta; Lincoln, Allison Gadeke; Loretto, Nancy Wallior; Madera, Sarah Murrieta; Marin Catholic, Lynn Maloney; Marist School, Jenni Norris; Milpitas, Janet Boyer; Monache, Dave Koontz; Nipomo, Jim Johnson; Oak Park, Brenda Pasqua; Pau-Wa-Lu, Mena Dedmon; Pioneer,

Panfilio; Forster, Amanda Soboleski; Granada, Boel Wille; Kent, Hilary Kasbergen; Kolb, Lavees Best; Kraemer, Don Shaffer; L.A. Academy, Alicia Romero; Ladera Ranch, Maggie Burdette; Los Cerritos, Laura Hensley; Mary Putnam Henck, Katherine Caldwell; Mesa, David Osterbauer; Murray, Robin Campbell; Newhart, Jamie Gruenewald; Paulding School, Monica Anderson; Redwood, Jeff Rickert; Rio Norte Jr., Ron Iplito; Sequoia, Barbara Johnson; Sierra Vista, Lilly Coronado; South Pointe,

Randy Heredia; Thompson, Will Spahr; Toro Canyon, Gabriel Fajardo; Yorba Linda, Patricia Holt

### **Stanford Middle School Camp**

Bear Valley, Denise Van Doorn; Black Diamond, Juanita Dailey; Cabrillo, Mary Anne Bowles; Christensen, Penny Dahl; East Avenue, Kathy Gabel; Edward Harris, Jr., Michelle Singer; Harden, Dufault; Hawkins, Krista Beltran; Jefferson,

Don Pratz; Junction Ave., Cindy Levinsky; La Entrada School, Steve Gallagher; Mae Hensley Jr., Carol Bridges; Muir, Maureen Forney; Pioneer, Phil Angel; Price, Eileen Beckley; Rincon Valley, Ola King-Clay; Rio Tierra Jr., Karlene Bittler; Russell, Maggie Doherty; Sierra, Allison Gadeke; Slater, Sandi Martin; Tenaya, Adrienne Kimball; Venado, Aling Bogosh; Waterloo, Bruce Goetz; Westborough, Angela Kenton; Wicklund Elem., Anna Ripken; Willow Glen, Kimberlee Lawson

Any questions regarding how you can get your kids to camp, contact **Jack Ziegler @ [JZiggie@aol.com](mailto:JZiggie@aol.com)**.



**Leadership Students from Pitman High School**

Mt. Whitney, Judy Oto; Redwood, Nick Miller; Rancho Cucamonga, Mary Jane Smith; Brawley Union, Jeff Wise; Central - West, Kelly Hope; Jurupa Valley, Tim Hopper; Patrick Henry, Scott Thomason; Monte Vista, Andrea Greco; Tranquility, Harlan Awbrey; Mayfair, George Martinez; Highland, Dan Morrow; Central - East, Martha Baldes; Canyon, Brent McKee

### **Stanford High School Camp**

Analy, Andrew Del Monte; Atwater, Deborah Spitzer; Avenal, Mrs. Marquardt; Bear River, Constance Ammon; Benicia, Mary Wheat; Cesar Chavez, Patty Judge; Don Bosco Tech Institute, Luis

Amy Hernandez; Ponderosa, Jeff Burghardt; Providence, Sr. Una Feeny; River Valley, Cyndi Simmons; San Lorenzo Valley, Aron Conger; Santa Maria, Lisa Walters; Santa Teresa, Micheal Reed; Scotts Valley, Dayna Fisher; Steele Canyon, Drew Stewart; Willow Glen, Melissa Foster; Winters, Polita Gonzales; Yreka, Deann Taylor; Yuba City, Kim Webb; Union Mine, With Eldorado

### **UCSB Middle School Camp**

Arroyo Seco Jr., Shonna August; Balboa, Jose Duenas; Burton, Dave Huchingson; Colina, Shane Frank; Cope, Karen Skoog; Diamond View, Paula





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### *Don Shaffer continued*

(Continued from page 1)

Platinum Level Sponsors, Coca-Cola, Herff-Jones, Jostens, Lifetouch, Pegleg Entertainment and World Pass Travel have allowed us to go above and beyond in our presentations and programs. These are truly partnerships that enhance our organization.

Edward James Klesse in his book Student Activities in Today's Schools: Essential Learning For All Students cites many studies in support of the benefits and actual necessity of developing leadership skills for maximum student achievement. Consider some of these statistics as we plan not just the events, but rather

the leadership development that will come through the activities students will be involved with during the year.

*"The best students excel in academic intelligence as well as successful intelligence, which involves translating good thinking into effective action. To be academically intelligent, you don't necessarily need to act. The criterion for successful intelligence, however, is real-world accomplishments – not a test score. Getting good grades and high test scores is not a bad thing, but is not the only thing that matters."* (Steinberg, 1996)

*"... activity programs are extremely cost effective, requiring only 1-3 percent of a school's overall budget.*

*Young people learn lifelong lessons as important as those taught in the classroom in such activities as student council, sports music, speech, drama and debate. Participating in these activities often predicts a student's later success in college, career and becoming a contributing member of society"* (Males, 1998)

*"Students who participated in several activities had greater academic achievement and expressed greater satisfaction with their high school experiences that students did not participate."* (National Federation, 1998)

These stats are not really news to those of us that see the leadership development of students on a daily basis, but they are also a reminder that as we put together the seemingly endless calendar of events, our

focus needs to remain on the reason we are doing all that we are doing . . . for the enhancement of our student's educational experience and the leadership development of those involved.

I invite you to be a part of the Area Conferences and both the CADA and CASL State Conferences that will enhance your students and your own leadership experience. Take advantage of the opportunities at the state convention including the Advanced Learning Seminars, the Personal Coaching Sessions, the Curriculum Roundtables and myriad of new workshops that help you take leadership to the next level. Don't miss the opportunities provided to be supported in this journey!



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## ***STUDENT VOTING PROJECT CREATED TO INCREASE CIVIC ENGAGEMENT IN OUR SCHOOLS***

Secretary of State Bruce McPherson and Superintendent of Public Instruction Jack O'Connell have joined forces to address a growing concern about waning student engagement in civic and governmental affairs. They have inaugurated the Student Voting Project (SVP), a bipartisan effort to increase student knowledge of democratic principles and processes, so that our young people will become the well-informed, active and engaged citizens that are so critical to sustaining a healthy democracy.

CADA/CASL has been invited to participate as a member of the SVP Advisory Committee and will provide recommendations and guidance on the project.

The SVP is planning two programs for this fall. First, as you may know, there is now a federal requirement,

enacted in 2005, designating September 17<sup>th</sup> of each year as "Constitution Day." Schools are required to "hold an educational program on the United States Constitution" on that day. This year, September 17<sup>th</sup> falls on a Sunday, so the SVP is encouraging schools to hold their educational activities on Tuesday, September 19<sup>th</sup> and is providing resources schools can use for these activities or lessons. Encouraging an understanding of and appreciation for the United States Constitution is a cornerstone of efforts to increase participation.

Second, while knowledge of constitutional principles is a good first step, there are other reasons that many young people are not participating in the election process. The SVP will promote voter education efforts among California students to ensure that they know not just *why* they should

be involved in the democratic process but *how* they can make a difference. To help young people become familiar with the voting process, the SVP is conducting a Student Mock Election on October 24<sup>th</sup>. Students will have the opportunity to make their choices known for Governor, the U.S. Senate and state propositions.

The SVP was formed on the belief that activities like Constitution Day and the Student Mock Election can make a difference and add meaning to the principle of the "consent of the governed" as it applies to our students.

You can help by encouraging schools to participate. For more information, contact the Student Voting Project at 916/657-2166 or [http://www.ss.ca.gov/elections/voter\\_ed.htm](http://www.ss.ca.gov/elections/voter_ed.htm)





# With Rights Come Responsibilities



The Original Mike Smith

I attended the National Student Council Conference in Philadelphia this summer and it was wonderful experience. I got to see the "We the People" show at the National Constitution Exhibit Hall. It caused me to think about who we are and what we do.

Last year I asked Bob Tryanski who works a lot with the Freedoms Foundation if a Bill of Responsibilities had been written and he sent me this from them. I believe this might be the year of Responsibility. A year to see what we think 230 years after we were founded as a nation of laws. Lots of us talk about our rights, perhaps it is time to talk more about our responsibilities.

With Rights come Responsibilities—As Americans, we must accept responsibility with the gift of security of our rights. As the Founding Fathers of our nation set down the Bill of Rights, the first ten amendments to the US Constitution, to establish certain rights of American citizens, the Freedoms Foundation has outlined responsibilities of American citizens in a free society:

**Preamble.**

Freedom and responsibility are mutual and inseparable; we can ensure enjoyment of the one only by exercising the other. Freedom for all of us depends on responsibility by each of us.

To secure and expand our liberties, therefore, we accept these responsibilities as individual members of a free society:

1. To be fully responsible for our own actions and for the consequences of those actions. Freedom to choose carries with it the responsibility for our choices.
2. To respect the rights and beliefs of others. In a free society, diversity flourishes. Courtesy and consideration toward others are measures of a civilized society.
3. To give sympathy, understanding and help to others. As we hope others will help us when we are in need, we should help others when they are in need.
4. To do our best to meet our own and our families' needs. There is no personal freedom without economic freedom. By helping ourselves and those closest to us to become productive members of society, we contribute to the strength of the nation.

5. To respect and obey the laws. Laws are mutually accepted rules by which, together, we maintain a free society. Liberty itself is built on a foundation of law. That foundation provides an orderly process for changing laws. It also depends on our obeying laws once they have been freely adopted.
6. To respect the property of others, both private and public. No one has a right to what is not his or hers. The right to enjoy what is ours depends on our respecting the right of others to enjoy what is theirs.
7. To share with others our appreciation of the benefits and obligations of freedom. Freedom shared is freedom strengthened.
8. To participate constructively in the nation's political life. Democracy depends on an active citizenry. It depends equally on an informed citizenry.
9. To help freedom survive by assuming personal responsibility for its defense. Our nation cannot survive unless we defend it. Its security rests on the individual determination of each of us to help preserve it.
10. To respect the rights and to meet the responsibilities on which our liberty rests and our democracy depends. This is the essence of freedom. Maintaining it requires our common effort, all together and each individually.

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## Phone Practices

*Make a good impression when handling incoming calls*



Sometimes, a ringing phone can seem like an interruption or an inconvenience. Just remember: Even if it's the 40th call you've answered today, it may be the caller's first.

Think of the telephone as your organization's lobby: It's the first place a customer visits. If you were to walk into a company and found the lobby noisy, disorganized and staffed by people who ignored you, what would you think of the organization? You probably wouldn't be excited about the prospect of doing business there.

The same is true for your customers. Today, for most businesses, the first customer contact comes over the telephone. So make sure your "electronic lobby" is warm and inviting.

Follow these tips to get off on the right foot with customers:

☞ **Have an objective in mind before answering the phone.** As odd as it sounds, never answer a phone just because it's ringing. If your objective is nothing more than to project a positive image for your organization or enthusiasm for your job of serving customers, that's good for openers. An upbeat, enthusiastic response lays an excellent foundation for the rest of the call.

☞ **Avoid shortcuts.** If the day has been especially hectic, you may be tempted to trim down your standard greeting. Don't. The person calling could be your organization's next big customer, so don't settle for anything less than the "royal treatment."

☞ **Speak as if you were talking to a friend.** Use some inflection in your voice; make it rise and fall in volume and tone. No one likes to listen to a monotone. And lower your pitch a bit. When you speak in a low tone, you convey sincerity and confidentiality.

☞ **Acknowledge interest in the caller.** As you listen, sprinkle supportive comments throughout the conversation. When appropriate say "I see," "I understand" or "I agree."

☞ **Eliminate lazy speech habits.** Don't slur your words or say "Yeah" when you mean "Yes." Project a crisp, efficient image to the customer.

☞ **Turn negatives into positives.** Whenever a customer asks you for something you can't provide, reply with a positive statement. *Example:* Instead of saying "You will have to speak to Bob Smith in the



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marketing department," say "I'd be happy to transfer you to Bob Smith in the marketing department. He handles that information." No one wants to be told they "have" to do something. Customers want to know that you're happy to help them.

When you answer incoming calls, you're the gateway to your organization. How you handle yourself speaks volumes to customers.

### TIP OF THE WEEK

A welcoming, professional outgoing message will go a long way toward putting callers at ease when they reach your voice mail. Remember to speak in your natural tone of voice. Smile as you record your message—that will make your voice sound warmer and friendlier.

And don't forget to quality-check your message. Once you've recorded your message listen to it and record it again, if necessary, until it conveys exactly the right tone and information.

*Source:* Making Every Call Count: Best Practices for Business Telephone Communication. For more information <https://secure.briefings.com/TrainingResources/Reports/phone.asp>  
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# NASC June 2007 Overland Park, Kansas

## CALIFORNIA DELEGATION APPLICATION IS ON THE REVERSE SIDE

The 72nd Annual National Association of Student Council Convention is coming this summer to Kansas City and this event will bring together over 1600 students from around the world to gain new perspectives and insights on student leadership issues.

The interaction of top student leaders from around the country makes this an

extraordinary conference opportunity. About forty students from around the State will represent California in this once in a life time event.

The state delegation will travel together prior to the conference, building a team and family spirit and becoming a cohesive group prior to experiencing the conference.

### You could be one of the California Delegates!

The cost of this trip not to exceed \$1200.00 for the eight days. This includes all air, rail, or other transportation, all hotel / room accommodations in addition to the home stays during the four nights of the conference, all meals, transportation to all events, admissions, taxes, gratuities,

conference shirts and trade items, supervision by credentialed CADA/CASL advisors as well as the conference staff.



Submit a copy of the application and no more than one page on your reasons for wanting to represent your state and include a \$250 deposit (refunded if not selected) no later than January 16, 2006 to:

**J. Peter Cahn**  
PO Box 1554  
Woodland, CA 95776  
ATTENTION: NASC

Applicants will be notified by February 6<sup>th</sup> as to selection. For further information:

**J. Peter Cahn (530) 219-0958**  
CADA State Leg Advocate  
pcahn@cada1.org  
**Jack Ziegler (530) 666-0808**  
CASL Coordinator  
jziggie@aol.com  
OR visit the CASL website  
at [www.casl1.org](http://www.casl1.org)

Remaining trip costs will be due in payments on April 1<sup>st</sup> and May 1<sup>st</sup>.

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# California Delegation Application for National Association of Student Council's 2007 Convention

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(The name as it appears on your driver's license or student ID card)

First Name for Name Badge if Different from Above \_\_\_\_\_

Male \_\_\_\_\_ Female \_\_\_\_\_ Shirt  size: S M L XL XXL Birth date \_\_\_\_\_

Mailing Address \_\_\_\_\_

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If you do not have a personal email, please list an email address where you could still receive notices and updated information

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School Name \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Advisors name \_\_\_\_\_ School Phone \_\_\_\_\_

Student's Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Parent Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Advisor Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Submit this application and no more than one page on your reasons for wanting to represent California and a \$250 deposit by January 16 to J. Peter Cahn, PO Box 1554, Woodland CA. 95776, Attn: NASC



For further information call Peter Cahn (530) 219-0958 [pcahn@cada1.org](mailto:pcahn@cada1.org) or  
Jack Ziegler, (530) 666-0808 [jziggie@aol.com](mailto:jziggie@aol.com)  
Or check the CASL website at [www.casl1.org](http://www.casl1.org).

Remaining trip costs will be due in payments on or before April 1<sup>st</sup> & May 1<sup>st</sup>, 2007

**TEAR THIS PAGE OUT OR XEROX A COPY  
THIS IS THE APPLICATION**



## Appreciation is Appreciation

Most children have experienced it at least once—the glee of ripping open a Christmas gift turning to horror as the child is confronted by the ugliest sweater in the world. The kind of sweater with reindeer stitched on the front and glitter sprinkled across it—the last sweater on earth a self respecting kid would ever wear in public.

Generally, these dreadful sweaters are gifts from well-meaning grandmothers who intend to make the child happy, but are regrettably not attuned to the child's wishes and desires.

Sadly, employees often receive similarly irrelevant tokens of appreciation from equally out of touch managers. Rather than an honor, many efforts to recognize employees are seen as jokes or embarrassments by the ones receiving them. Fast-food coupons, cheap trophies, and engraved plaques

fall miserably short in their goals of encouraging and motivating employees.

Andy Holloway examines how to adequately appreciate employees in his article for Canadian Business magazine entitled "In Praise of Praise: Employee Recognition." As Holloway points out, proper gestures of gratitude enable managers to lift employee satisfaction

while reducing turnover.

While receiving a hideously unattractive sweater was never fun, at least you knew grandma was thinking about you and expressing her love as best she could. Far worse, imagine a birthday passing by

without a single call or gift from family. Few feelings are worse than those of being forgotten or ignored, yet that's precisely the experience of employees across America.

Under appreciation is a pandemic sweeping through workplaces in the United States. Holloway cites a 2004 study by Gallup in



which a whopping 65% of American employees report getting no recognition for their accomplishments at work. According to Gallup, poor performance by overlooked or alienated employees translated into a \$300 billion dent in the U.S. economy in the year 2000.

How can managers pass along praise that is genuine and well-received? Holloway makes some recommendations:

☞ Personalize your praise

While cash bonuses are good, a round of golf or a day at the spa communicates gratitude personally by recognizing the favorite pastimes and hobbies of an employee.

☞ Be specific with your praise.

Highlighting specific behaviors or achievements shows more thankfulness than blanket statements and generalized praise.

☞ Present praise with care.

Think through and intentionalize your delivery of praise. Oftentimes what is said is not as important as how it's said.

For more suggestions to properly praise your people, go to the Canadian Business Online at:

[www.canadianbusiness.com](http://www.canadianbusiness.com)

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### REST & RELAXATION

**He that can take rest is greater than he that can take cities. ~ Benjamin Franklin**

**There is more to life than increasing its speed.  
~ Mohandas K. Gandhi**

**Tension is who you think you should be. Relaxation is who you are. ~ Chinese Proverb**

**Men cannot see their reflection in running water, but only in still water. ~ Chuang Tzu**

**What is without periods of rest will not endure.  
~ Ovid**



**Southern California**  
**Gary Sammon**  
**(949) 443-9925**

**Northern California**  
**Mark Burket (510) 372-1501**



## *A Message from the Board in Regards to Coca-Cola*

Aug, 2006

Dear CADA Members

Just recently Jennifer Wilkie from Coca-Cola called to inform me that Coca-Cola will not be renewing their Sponsorship Agreement with CADA when it expires in July of 2008.

Coca-Cola has been a strong supporter of CADA programs for over 45 years. During the last 15 years they have been a Platinum Medalion Sponsor, contributing \$30,000/year.

With recent legislative bills passing and Districts placing additional constraints on what is allowed to be served on their campuses, Coca-Cola Bottling Company has been severely financially impacted by these changes. However, Coca-Cola also recognizes why these constraints have been put in place. In order for the Board to have a better understanding of how the beverage climate has changed in K-12 schools, I am including a portion of the Coca-Cola National Press Conference Announcement that Jennifer provided which will shed some light on the new direction that the Soft Drink Industry is taking with regards to beverage and portion sizes in schools:

**"Coca-Cola Enterprises has adopted the Alliance for a Healthier Generation School Beverage Guidelines which were announced on May 3, 2006 by former President Clinton and Governor Huckabee of Arkansas, co-chairs of the Alliance for a Healthier Generation, as well as the American Heart Association, American Beverage Association, The Coca-Cola Company, and other members of the Soft Drink Association. These new industry-wide guidelines refine our existing school beverage policy by helping students reduce calories consumed and increase calories burned in the school setting by removing full-calorie soft drinks and decreasing serving sizes in schools. Coca-Cola Enterprises played a leadership role in the development of these guidelines and we are committed to encouraging our school customers to adopt them.**

**Working with the Alliance for a Healthier Generation, we believe these guidelines build upon our commitment to help administrators, teachers and parents help students make informed beverage choices in the school setting. This approach of limiting calories within the school environment acknowledges our industry's long-standing belief that school wellness efforts must focus on teaching kids to consume a balanced diet and be physically active. These guidelines also present a key opportunity for our system with brand and package innovations, and we are working closely with The Coca-Cola Company to develop the appropriate portion sizes and new products to fully support this policy."**

The Bottling industry as a whole is supporting this movement and is encouraging distributors to replace soda with juices, milk and water on our campuses. According to Jennifer, over the past several years, volume in K-12 schools has declined in double digits, hence fiscally impacting its business.

As Coca-Cola has been a stellar sponsor over the years, we need to continue to support their endeavors and treat them with the utmost appreciation during these final two years of their commitment and beyond. This is a scenario that we have reluctantly realized was an option over the past few years. Since Coca-Cola has an existing Agreement with CADA, they have agreed to continue to honor its Platinum Sponsorship until our contract expires with them in 2008. Therefore, we will receive \$60,000 over the next 2 fiscal school years (\$30,000 for 2006-2007 and \$30,000 for 2007-2008). I appreciate them notifying us at this juncture as this will give us time to adjust our budget accordingly

Finally, Jennifer assured me that Coca-Cola still believes in our program and will continue to support the local schools as business permits, but because of the financial impact to the school market as a "whole" they had to re-evaluate their investments in the K-12 segment across the entire country.

If you have any questions please give me or Don Shaffer, CADA President, a call.

Thanks  
Glenn Zimmerman  
CADA Executive Director





# The Quantum Learning (QL) Model

By Bobbi DePorter: President of Learning Forum

Our President Elect, Denise Van Doorn was talking to some people at NASC about Quantum Learning and not being all that familiar with it she came home and did a little searching. This stuff sounds like what we are doing in the activities programs of California in the area of supporting academic endeavors of the activities programs at or schools, "Let's get it into the Convention", she said.

Quantum learning is about bringing joy to teaching and learning with ever-increasing 'Aha' moments of discovery. It helps teachers to present their content a way that engages and energizes students. This model also integrates learning and life skills, resulting in students who become effective lifelong learners – responsible for their own education.

Quantum Learning begins with a strong foundation built on the principles of the 8 Keys of Excellence. It holds the beliefs that:

*All people can learn people learn differently, learning is effective when it is joyful, engaging and challenging.*

The 8 Keys of Excellence include:

- 1.Integrity,
- 2.Commitment,
- 3.Failure Leads to Success,
- 4.Ownership,
- 5.Speak with Good Purpose,
- 6.Flexibility,
- 7.This Is It!,
- 8.Balance

The 8 Keys of Excellence can be integrated into all subjects and grade levels. The 8 Keys are best implemented when parents and community leaders support and reinforce the Keys.

The Quantum Learning framework for student learning is expressed in 5 Tenets of Learning ...

**Everything Speaks:** Everything, from surroundings and tone of voice to distribution of materials, conveys an important message about learning.

**Everything is On Purpose:** Everything we do has an intended purpose.

**Experience Before Label:** Students make meaning and transfer new content into long-term memory by connecting to existing schema. Learning is best facilitated

when students experience the information in some aspect before they acquire labels for what is being learned.

**Acknowledge Every Effort:** Acknowledgment of each student's effort encourages learning and experimentation.

**If It's Worth Learning, It's Worth Celebrating!:** Celebration provides feedback regarding progress and increases positive emotional associations with the learning.

Quantum Learning creates an empowering atmosphere of trust, safety and a sense of belonging. Establishing engaging, focused traditions creates a sense of belonging and safety and is an effective strategy for classroom management, focusing attention and motivating students to increase participation in learning. Each school day begins with a morning routine and purposeful first statement. These routines are designed to immediately focus students and create resourceful learning states.

### Quantum Learning Design Frame

The QL Design Frame that drives the presentation and facilitation of content was formulated from many years of research on effective delivery methods and is the structural frame upon which content is designed to ensure student mastery. The elements (that are aligned with Dr. Georgi Lozanov's learning cycle) are:

**Enroll**—Use teacher moves that capture the interest, curiosity and attention of the students.

**Experience**—Create or elicit a common experience, or tap into common knowledge to which all learners can relate.

**Experience before Label** creates schema on which to build new content.

**Learn & Label**—Present, sequence and define the main content. Students learn labels, thinking skills and academic strategies. Students add new content to



their existing schema.

**Demonstrate**—Give students an opportunity to demonstrate and apply their new learning.

**Review and Reflect**—Use a variety of effective, multi-sensory review strategies and empower students to process their new content through reflection.

**Celebration**—Acknowledge the learning. It cements the content and adds a sense of completion.

Quantum Learning creates a supportive physical environment that enhances and reinforces learning.

Ideal learning environments include proper lighting, purposeful color, positive affirmation posters, plants, props and music. These elements are easy to include in one's classroom, and students enjoy learning more in a comfortable setting.

The key is to create empowering school environments that build engaging and dynamic communities of learning. The results are enhanced teacher capacity and increased student achievement.

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## CADA Statewide Calendar of Events\*

<b>September 16&amp;17</b>	South Lake Tahoe Adult Conference	<b>January 19, 07</b>	Early Reg. Deadline for CADA Convention
<b>September 18, 06</b>	Area D Advisor Conference	<b>February 1, 07</b>	Deadline for applying for Outstanding Activities Program
<b>September 25&amp;26</b>	Area C High School / Middle School Conf	<b>February 8, 07</b>	Area F Middle School Conference
<b>September 30, 06</b>	Area E & F Advisor Conference	<b>February 15, 07</b>	Area D High School Conference
<b>October 3 &amp;4, 06</b>	Area A High School / Middle School Conf.	<b>Feb 28-Mar. 3, 07</b>	<b>CADA Conference * San Diego</b>
<b>November 16, 06</b>	Area G Student Leadership Conference	<b>Mar 30-Apr 1,07</b>	<b>CASL Middle School State Conference</b>
<b>November 20, 06</b>	Area B Student Leadership Conference	<b>Mar 31-Apr 2, 07</b>	<b>CASL High School State Conference</b>
<b>November 20, 06</b>	Area F Student Leadership Conference	<b>May 10, 07</b>	Central Valley (Modesto) Student Conference
<b>November 21, 06</b>	Area E Student Leadership Conference	<b>June 23-27, 2007</b>	71st NASC Conference * Kansas
<b>January 15, 07</b>	Deadline for NASC Student Delegation	<b>June 25-29, 2008</b>	72nd NASC Conference * Texas

\* Area Coordinator is the contact unless otherwise noted, see above numbers for information

For more detailed information check the web site at [www.cada1.org](http://www.cada1.org)