



CADA News

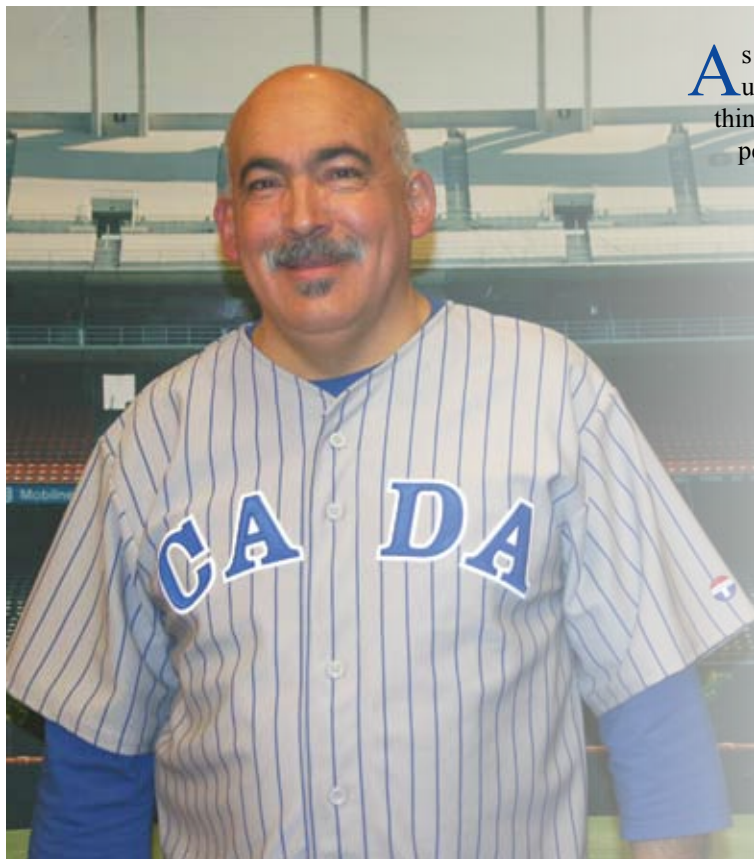
Learning, Leading, Living

Volume 107, Issue 2

FALL / WINTER 2007

CADA's Field of Dreams 2008 State Convention

50



As I reflect upon the theme of our upcoming convention, I can't help but think of how many of my professional and personal dreams have been enhanced or met through my association with CADA. I think of the many students whose dreams have been fulfilled in the fifty years of CADA's existence. I think about our collective dreams for humanity and how CADA with our mission of leadership development will forever leave its mark on our world. There isn't a better organization or a better state convention to help us continue our dreams.

So put on your traveling shoes or baseball cleats, start packing your gear and get ready to celebrate CADA'S Fiftieth Anniversary at the Grand Sierra Resort in Reno, Nevada from February 27th to March 1st. Please put these dates on your calendar, talk to your administrators,

and secure the funding to attend the best activities convention in the world.

We have an excellent line up of keynote speakers that will inspire you at just the right time, the beginning of our second semester when we feel as if we've worked a full year. We're very excited to present **David Garibaldi's** Rhythm and Hue performance art show on Wednesday evening, be ready to be inspired by **Chad Hymas** Thursday morning and **Bill Cordes** will certainly motivate you Friday morning.

We will have two All Stars, **Tyler Durman** and **Scott Greenberg** throwing out the ceremonial first pitch to start our convention Wednesday afternoon. Be prepared for our Opening Day Pre-Game Warm Up featuring **Phil Boyte** and **Earl Reum** Wednesday evening. Convention Presenters will take batting practice from none other than **The Original Mike Smith**. For our Saturday Speaker Showcase we have a triple play in the works for you featuring **Ruben Gonzalez** from Texas, **Guillermo "Willie" Lopez** from California and **Bob Tryanski** from Kansas. We are committed to bringing you the best speakers available, so you can invite them and their inspirational messages to your schools. In addition, we have over 100 workshops featuring your fellow CADA All Stars and many of our CADA sponsors. The sessions are designed for new/newer advisors and experienced veterans and specialty workshops including finance, standards testing motivation, media relations and administration to name just a few. We will also continue our two **Meet the Pros** Sessions and our **Curriculum Round Table** session. These sessions are fast paced and highly regarded for the quality and quantity of ready to use activity ideas and leadership lessons acquired in such a short time. Our presenters make up an All Star line up to rival all others.

For our New to Convention program sponsored by **WorldPass** we have a Triple header planned. Game One, Wednesday afternoon will provide you with an orientation to the

Why we go to the ball game...

- Inspiration
- Motivation
- Education
- Professional Development
- Training
- Personal coaching
- Workshops
- Meet the Pros
- Advanced Learning Seminar
- Resources
- Networking
- Fun

What to pack for the ball game...

- Baseball caps and shirts (honor your favorite team)
- Tennis shoes for Thursday night bowling
- Ladies (evening gowns or cocktail attire for Dinner Dance)
- Gentlemen (black tie optional for Dinner Dance/dress it up)
- An extra bag for your visit to the CADA Store and exhibit area
- Your enthusiasm for life and wonderful smiles

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In Memoriam - Floyd Moore

CADA's Second President

Historically we remember the leaders that came first, George Washington and the likes. In CADA Jack Moore is noted as the first president of CADA, but without the leadership and support of Floyd Moore (CADA's second president) many things that we hold dear would not exist. In August we said goodbye to Floyd, but he will never be forgotten. Following are a few thoughts and words from those that knew him best.

"Floyd was one of the most thoughtful and cooperative affiliate members that I worked with in my 25 years as Affiliate Coordinator. As the leader of the Jostens entourage and as the second CADA president, he had much to do to keep the early organization successful and growing. He never turned down a reasonable request, and some unreasonable ones, assist

the fledgling group to achieve its mission to serve California students through wholesome student activities.

He was a calm, generous and thoughtful man who appeared to be unflappable as he managed his business. One incident that occurred at an early convention in San Diego illustrates his calm and unflappable manner. Two of his sales reps, after an evening of excessive partying, became engaged in a display of bloody fisticuffs worthy of reality TV, which left them both in need of a visit to the ER. Floyd was the one who drove them to the hospital and then spent a good part of the night making sure they were cared for. The next morning at 7:30 he was on the convention floor making sure the Jostens booths were up and running. He did admit to being a bit tired, but he carried on in his own calm and dignified manner.

As I progressed up the administrative ladder, he always sent a congratulatory note of encouragement. He was a true friend, a thoroughly professional leader, a CADA person worthy of emulation by all, and a gentleman that we who knew him shall dearly miss. May he rest in peace."

Dan Finnegan

"There is so much to tell. Floyd introduced me to Mark Scharenbroich and I convinced Mark to speak at CADA (Took a lot of arm twisting) back in the 70's. The U.S. Government hired me to do Leadership Workshops in Korea, Japan, Singapore, Bangkok, Hawaii, Jakarta, Hong Kong, Philippines, Germany, England, Iceland, Quntanamo, Panama, Where ever we had Military bases, etc and the following week Floyd would

be there selling Jostens products. He was always promoting CADA and between us we got several of those states & countries to join. He would always donate materials and helped so many of the Josten's salesmen at the different schools. He put everyone else first and was consistently showing an attitude of gratitude. He always made people feel special and was always solving problems. He convinced Jostens of the importance of CADA, so they have always been generous to us."

Angela

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You might be a school employee if ...



Again, an e-mail finds its way into my mailbox, i just hope that Jeff Foxworthy really said this OR I may be giving bogus credit. If it's not i apologize to those that came up with this.

Subject: Jeff Foxworthy's Take on Teachers

YOU might be a school employee if...

- ... You believe the playground should be equipped with Ritalin salt lick
- ... You want to slap the next person who says, "Must be nice to work 8 to 3:30 and have summers off"
- ... It is difficult to name your own child because there's no name you can come up with that doesn't bring high blood pressure as it is uttered
- ... You can tell it's a full moon or if it going to rain, snow, hail Anything! Without ever looking outside
- ... You believe, "shallow gene pool" should have its own box on a report card
- ... You believe that unspeakable evils will befall you if anyone says, "Boy, the kids sure are mellow today."
- ... When out in public, you feel the urge to snap your fingers at children you do not know and correct their behavior
- ... You have no social life between August and June
- ... You wonder how some parents MANAGED to reproduce
- ... You laugh uncontrollably when people refer to the staff room as the "lounge."
- ... You encourage an obnoxious parent to check into charter schools or home schooling and are willing to donate the UHAUL boxes should they decide to move out of district
- ... You think caffeine should be available in intravenous form
- ... Meeting a child's parent instantly answers the question, "Why is this kid like this?"
- ... You would choose a mammogram over a parent conference
- ... You think someone should invent antibacterial pencils and crayons ... and desks and chairs for that matter!!!

Whatever it is, i'm sure we can all relate to one or even all of these thoughts and ponderers. If you have any you'd like to add to the list contact me at chylinski_p@auhsd.us and I will try to get you in the next newsletter.

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5 What We Need, What We Teach

During the convention last March at the Town and Country in San Diego, CADA joined forces with an Alliant Research team to see what Activity Directors do, want and need. Recently, the results were published to the CADA board and 2 of the key questions posed are listed below. If you didn't weigh in, how would you answer?

Top five leadership skills identified as most important

1. Learning to take responsibility (65%)
2. Time management (53%)
3. Goal setting (49%)
4. Interpersonal skills (48%)
5. Team building (43%)

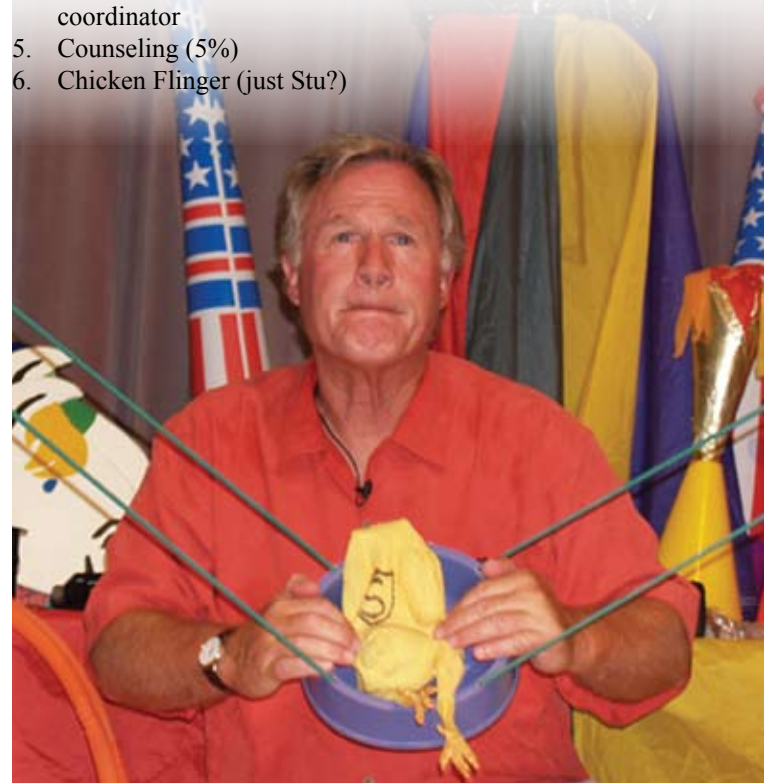
Top five activities used to teach leadership skills in youth

1. School event planning (98%)
2. The Associated Student Body / Council (92%)
3. Publicity for events (81%)
4. Student / staff recognition (80%)
5. Community service or volunteer work (79%)

Furthermore, as a group this is the way in which we represent California in rolls other than just Student Activities.

Additional Responsibilities of Advisor

1. Teaching courses (76%)
2. Administration (33%)
3. Coaching (23%)
4. Other (23%) - Department chair, athletic director, service learning coordinator
5. Counseling (5%)
6. Chicken Flinger (just Stu?)



7 Online Techniques to Increase Game Attendance

Although football season is over we can always use some tips to increase game attendance. These concepts were written with football in mind but they can be developed and transferred to any sport you are trying to rally support for.

1. Develop E-mail Marketing Campaign

Developing a great e-mail marketing campaign will drive people to your football games by keeping them continually informed and interested in the program. Here are a few tips for a successful football newsletter campaign.

- Provide Relevant Links: Incorporate relevant links into the newsletter. Provide some links within the football page of your school site. Newly posted blogs, articles, interesting forum discussions, schedules, podcasts, are some examples. Also, incorporate some interesting 3rd party resources. For example, parents may be interested in injury prevention, injury care, summer training, or hydration.
- Catchy Titles: Make sure the titles of your newsletters are memorable and exiting. Game headlines work great. A distinct look and personality should be portrayed in each title. Doing this will help recipients easily identify your e-mail.

- Establish a Schedule for Writing and Distributing: Establish a set frequency based on resources and the ability to produce relevant information. This makes budgeting and planning easier, and is required to hold people's attention and keep them looking forward to receiving your emails. For more info on email distribution frequency read my article, "Email Marketing for Sc-hools: Why and How."

2. Host Blogs/Forums

Blogs are a very effective way to promote events by keeping people continually informed and interested. It is important to reach a distinct audience with a blog, so create a separate blog on the football page rather than posting football

blogs on the school's main blog page. Remember to include pictures in your blogs for visual reference. Also, for a good resource for creating great blog content, visit <http://www.buildabetterblog.com>.

3. Integrate Wiki Pages

A Wiki page is a webpage given the capability to be edited by website visitors. Not many schools have wiki pages, which presents you with a great opportunity. Create a wiki page that is linked from the football home page. Coaches, parents, students, or anyone involved can post pictures, stories, and comments. This creates a sense of involvement that sparks interest and participation. The insightful content will also spark the interest of visitors not contributing to the wiki pages. Wiki pages communicate real, personal experiences and interaction, and invoke excitement. JotSpot provides a fully integrated wiki application that makes creating wiki pages a breeze. While most wiki pages are mostly text based, JotSpot allows you to create rich web-based spreadsheets, calendars, documents and photo galleries with ease. For more information on general wiki page creation, visit www.intersci.ss.uci.edu.

4. Post Regular Video and Podcasts

The excitement of your football games can be captured and communicated through rich media content. Collect audio and video files during exiting game moments and post them on the main page. Anyone can download the files and share them via ipod, e-mail, or MySpace post. Rich media goes a long way toward creating buzz. Be sure to provide links to good media content in your email newsletters. Also, remember to post new content regularly, otherwise the appeal is lost. In order to preserve talk and excitement, people must have something new to talk about.

5. Incorporate a Web Calendar

It's essential to integrate a web calendar into your football homepage. A web calendar allows visitors to quickly view upcoming games or other events. The real advantage of a web calendar is the ability to integrate an RSS feed (described below.) There are many web calendar applications out there. Trumba event calendars (www.trumba.com) are easy to use and boast a number of features. Google and Yahoo also offer free event calendars.

6. Establish RSS Feeds

An RSS feed is crucial for maximizing the effectiveness of the above components. RSS stands for "really simple syndication." By subscribing to your school's RSS feed, visitors can receive automatic updates on new website content. Upcoming games, new podcasts or video content, newsletter releases, blog posts, or relevant news should be put on your RSS feed homepage. An RSS feed can also be integrated with your web calendar or published on other web sites. In a time constrained world, people cannot regularly check your website for news and upcoming events. An RSS feed will keep your school at top of mind for potential event attendees. For more info on creating RSS feeds visit <http://www.wilsonweb.com>.

7. Consider Social Networking

You might not want to get too entrenched with social networking sites, but you don't want to get left behind either. Place someone in charge of keeping track of changes in technology so you can react strategically. Posting some of your better videos on YouTube and MySpace will allow for easy sharing. Post any good pictures on Flickr, a popular picture sharing social networking site. Doing these things might not directly affect event attendance, but will go toward creating a better web presence. By making this content easily accessible, there is a better chance it will become widely distributed.

By Lance Trebesch and Colt Lapham - lance@TicketPrinting.com
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State Convention Continued

We are "hitting the ground running"

Continued From Page 1

convention. We follow that up with Game Two, a Thursday morning breakfast session of personal coaching by CADA veterans. Game Three is scheduled for noon on Thursday with a special trip to the exhibits where our affiliates and sponsors await you with great products and services. If you are a new to convention advisor plan to arrive early Wednesday, February 27th as you don't want to miss Game One.

For our Advanced Learning Seminar we will again be featuring **Cami Hayes**, educator, activities director and top trainer, presenting Quantum Learning for Activities Directors. This is a great opportunity for both personal and professional development. Last year's attendees of the Quantum Learning seminar left the convention feeling inspired and extremely fortunate for their experience and for the many practical skills and strategies they acquired to help them be better leadership and classroom teachers. For a small tuition of \$50.00 you'll receive three hours of specialized training. This is definitely a home run event.

The **CADA Activities Director Certification Program** is ready for its sophomore season at the state convention. The CADA Task Force continues to refine their repertoire of pitches to make you not only an MVP on your campus but also a Cy Young Award Winner! They will be offering both the basic certification (Foundation for Student Activities) and elements of the advanced certification at this year's convention. Some of the strands are Laws and Accountability, Organizing Student Activities, Character Development, Leadership Development, School Culture and Climate, and Communications. Join this team, learn all the pitches and you're a sure to be an opening day starter. (See pre-convention brochure for tuition details)

Over 200 exhibitors will be decked out

in their baseball uniforms with their booths decorated in baseball themes awaiting you once again with all the latest in school gear, fund-raising programs, educational programs, photography services, entertainment activities and many other educational related services. They will greet you with many convention specials to help you and your students achieve the dream of improving your school community. To complete your convention experience a stop at the CADA Store is an absolute must. It will once again be stocked with all the latest activities and leadership training books. The service is friendly and the benefits are out of the park.

Congratulations!
Winners of a free
CADA 2008 Convention
single package entered during
the 2007 Convention on-line survey
were: Kristin Dawidczik from
Rosemont High in Sacramento and
Darlene Johnson from Channel
Islands High in Oxnard. You can
be a lucky winner next year by
simply responding to our
survey. Good Luck!

During off hours we will continue our Wednesday night Area Suites networking sponsored by **Lifetouch Studios**. On Thursday evening enjoy the **Coca Cola** Sandlot Reception, followed by **Herff Jones** Diamond Club Bowling and Dance night. On Friday night join the fun with our Fiftieth Anniversary Hall of Fame Dinner Dance sponsored by **Jostens**. The staging for our general sessions and Friday night dinner dance are sponsored by the incomparable **PEGLEG Entertainment**. Be ready enjoy to have a ton of fun during the off hours as you certainly deserve it.

Now all we need is you to make our convention the Grand Slamevent you expect. The CADA State Board is very excited to serve as your hosts at our **45th Annual State Convention** as we celebrate our **Fiftieth Anniversary** at **CADA'S Field of Dreams**. You'll be sure to return to your campuses equipped with all the tools to

help make your leadership and activities dreams come true.

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If your vision is for a lifetime, plant people. -- Chinese proverb

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PLAY BALL 2008

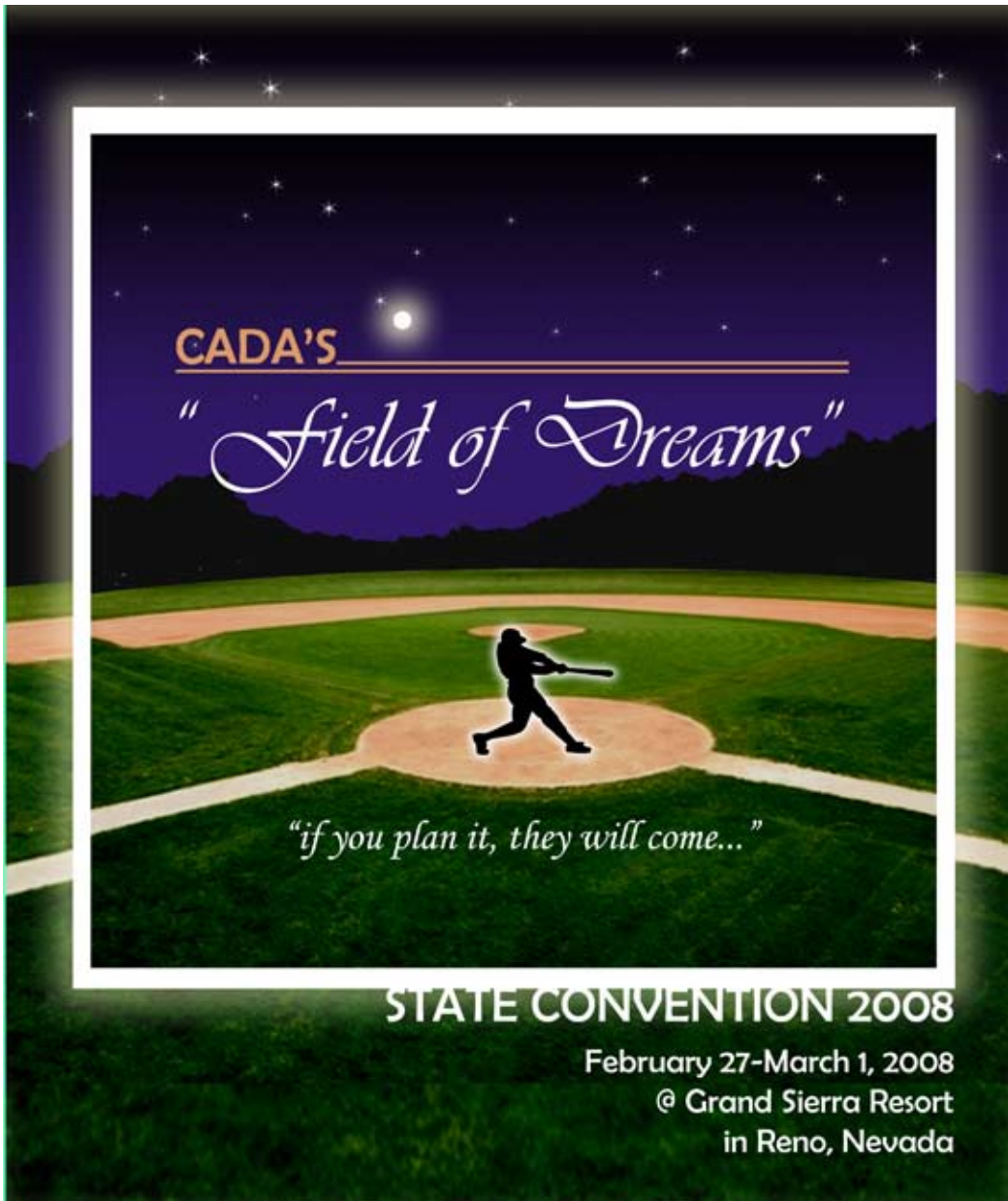
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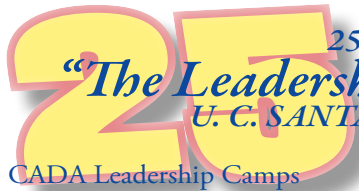
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- LEADERSHIP CAMP shirt
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ADVISOR SESSIONS

The advisor program, which is parallel to the student program, will cover topics designed to assist new and experienced advisors in developing the best plan to meet their individual school activity plans. Again this year college credit will be available for the full advisor program. (There is an additional fee for this credit.)

LEARN LEADERSHIP SKILLS

Workshops designed to develop effective leadership skills will be presented at each camp. Topics may include:

- Effective Meetings
- Communication
- Working with the Advisor
- Goal Setting
- Time Management
- Officer’s Responsibilities
- Student/Staff Recognition
- Fundraisers and Finances
- Proms and Homecoming
- Community Service
- Multi-Cultural Activities
- Publicity
- Rallies and Assemblies
- Conflict Management
- Noon-time Activities
- Elections
- Stress Management
- Challenge Course Activities
- Substance Abuse Prevention
- Problem Solving
- Tobacco Use Prevention
- Solving campus concerns
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- Environmental Awareness
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- Creative Yearbook Ideas
- New Games
- Project Planning
- Personality Styles

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STUDENTS NAMES ARE NOT NEEDED UNTIL EARLY JUNE

High School Rates

Regular Rate: \$/student.
 Full payment must be postmarked by June 1, 2008.
 Late Rate: \$/student after June 1, 2008. Special Advisor Rate: \$/advisor. Advisor will help with supervision as needed.

Middle School Rates

Regular Rate: \$/student. Full payment must be postmarked by June 1, 2008. Late Rate: \$/student after June 1, 2008. Special Advisor Rate: \$/advisor. Advisor will help with supervision as needed.

If there are no CADA members at your school, please contact CADA Central for current



membership fee structure, or contact Jack Zielger for further details. Membership in the California Association of Student Leaders (CASL) is included in the price of membership.

CONTACTS

Jack Ziegler—Camp phone number (530) 662-8533, Home (530) 666-0808, FAX (530) 662-8118, E-Mail: jziggie@aol.com
 John Gibson— School (661) 871-7221, Home (661) 871-7458, E-Mail: jgibson@khsd.k12.ca.us



08 Camp Dates

The CADA Leadership Camp staff has started to plan for the 2008 camp season. Our dates for the program held at University of California. Santa Barbara are below. At the CADA Convention, CADA “Field of Dreams”, from February 27—March 1, in Reno, we will be offering a Special Convention Rate Coupon to those members who attend. This coupon offers significant savings for your school so make sure to stop by the CADA Leadership booth in Reno.

CADA CAMP DATES FOR 2008

- U.C. SANTA BARBARA, HIGH SCHOOL • July 9 - 12
- U.C. SANTA BARBARA, HIGH SCHOOL • July 14 - 17
- U.C. SANTA BARBARA, HIGH SCHOOL • July 19 - 22
- U.C. SANTA BARBARA, MIDDLE SCHOOL • July 24 - 26

For more information contact **Jack Ziegler**
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$$\begin{aligned}
 1 \times 8 + 1 &= 9 \\
 12 \times 8 + 2 &= 98 \\
 123 \times 8 + 3 &= 987 \\
 1234 \times 8 + 4 &= 9876 \\
 12345 \times 8 + 5 &= 98765 \\
 123456 \times 8 + 6 &= 987654 \\
 1234567 \times 8 + 7 &= 9876543 \\
 12345678 \times 8 + 8 &= 98765432 \\
 123456789 \times 8 + 9 &= 987654321
 \end{aligned}$$

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 9 \times 9 + 7 &= 88 \\
 98 \times 9 + 6 &= 888 \\
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 9876 \times 9 + 4 &= 88888 \\
 98765 \times 9 + 3 &= 888888 \\
 987654 \times 9 + 2 &= 8888888 \\
 9876543 \times 9 + 1 &= 88888888 \\
 98765432 \times 9 + 0 &= 888888888
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 1 \times 9 + 2 &= 11 \\
 12 \times 9 + 3 &= 111 \\
 123 \times 9 + 4 &= 1111 \\
 1234 \times 9 + 5 &= 11111 \\
 12345 \times 9 + 6 &= 111111 \\
 123456 \times 9 + 7 &= 1111111 \\
 1234567 \times 9 + 8 &= 11111111 \\
 12345678 \times 9 + 9 &= 111111111 \\
 123456789 \times 9 + 10 &= 1111111111
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 1 \times 1 &= 1 \\
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This page is under construction. We are using a new program and with that comes special needs. All graphics need to be 300 dpi for the printing process to work. Needless to say at time of printing we haven't received all the logos yet. Please pardon our dust and support all CADA vendors.

Apologies to our Medallion Sponsors

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Paul Chylinski

Loara High School
1765 W. Cerritos Ave.
Anaheim, Ca. 92804
Chylinski_p@auhsd.us

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A quick note from your State President

Don't Forget! The CASL State Board has chosen 2 statewide community service projects for the year: The Elizabeth Glaser Pediatric AIDS Foundation and the Children's Hospital of Orange County (CHOC). We strongly encourage all schools to take part and support these worthwhile organizations through fund-raisers and informational sessions. For more information please check out their websites: www.pedaids.org and www.choc.org. We want to know what your school is doing, so please tell us what you did for the statewide service projects by e-mailing our State President, Kelsey Natsuhara at kelsey@knatsuhara.com. If you have any questions or ideas for service projects, please feel free to e-mail Kelsey as well.

Together,

California can make a difference!

It's a bird, it's a plane, it's... a student leader!

The 2008 annual CASL State Conferences is coming to San Jose next spring! This event will bring together over 1,000 student leaders from across the state of California to hear motivational speakers, exchange ideas, attend workshops, do a service project, "meet the pros" and have a "super" fun time exploring leadership! The theme of this year's conference is "The Power of Leadership," highlighting the superhero within all student leaders who take on the challenge of investing themselves in the lives of others through school and community. This next year the CASL Middle Level Conference will run from March 28 to March 30. The High School

Conference is from March 29 to March 31. Both conferences will be in San Jose at the Doubletree Hotel. Watch for Applications and other information at casl1.org. You will be able to sign up for "Meet The Pros", apply for positions on the CASL State Board, run for Area Director, apply to go on the NASC trip, and apply to have your school be recognized for it's Outstanding Activities Program. Seniors also have the opportunity to apply for the Dave Kneireim Memorial Scholarship in which two, One thousand dollar (\$1000) scholarships are awarded to seniors from CADA/CASL member schools. The scholarship is not necessarily based on the highest GPA but on the applicant's investment in the lives of people, through school and community. Don't miss out on this once in a lifetime event to represent your school on a state level. It's time to take leadership to the next level with the 2008 CASL State Conference, "The Power of Leadership!"

"Hit CASL Home"

Are you involved in CADA? Do you want your students to take leadership to the next level? This year, in addition to the CASL Leadership Days, the CASL State Board will be visiting several schools to present the CASL Road show, a mini workshop about the California Association of Student Leaders. To learn about the CADA Student organization and how to get involved in the State Conference, contact your local CASL representative who would love to make a stop at your school. Contact information for your CASL representative is located online at casl1.org. Lets promote student leadership in our state! Find out what the rave is all about with the CASL Road show.



The Buzzard, The Bat and the Bumblebee

THE BUZZARD

If you put a buzzard in a pen that is 6' x 8' and is entirely open at the top, the bird, in spite of its ability to fly, will be an absolute prisoner.

The reason is that a buzzard always begins a flight from the ground with a run of 10-12'. Without space to run, as is its habit, it will not even attempt to fly, but will remain a prisoner for life in a small jail with no top.

THE BAT

The ordinary bat that flies around at night, a remarkably nimble creature in the air, cannot take off from a level place.

If it is placed on the floor or flat ground, all it can do is shuffle about helplessly and painfully until it reaches some slight elevation from which it can throw itself into the air. Then, at once, it takes off like a flash.

THE BUMBLEBEE

A bumblebee, if dropped into an open tumbler, will be there until it dies, unless it is taken out. It never sees the means of escape at the top, but persists in trying to find some way out through the sides near the bottom. It will seek a way where none exists, until it completely destroys itself.

PEOPLE

In many ways, we are like the buzzard, the bat and the bumblebee. We struggle about with all our problems and frustrations, never realizing that all we have to do is look up.

CASL

CALIFORNIA ASSOCIATION OF STUDENT LEADERS

California Association of Student Leaders

Web / Media Director

Lauren Gragg
lgragg@san.rr.com

President

Kelsey Natsuhara
kelsey@knatsuhara.com

CASL State Coordinator:

Sandra Kurland
(619) 957-9107
sandrakurland@cox.net

Area D Co-Director

Claudia Lopez
hopedanicalopez@yahoo.com

Media Director

Aaron Benn
Aaronbenn1@yahoo.com

Area A Co-Director

Ashley Kimball
hoteldenouement@aim.com

Area A Co-Director

Kara Brodie
karebearbro@yahoo.com

Area B Co-Director

Brianna Santo
mauisurfchic31@aol.com

Area B Co-Director

Madison O' Neill
madisononeill@mac.com

Area C Co-Director

Justin Cozad
forjustinc@aol.com

Freshmen Representative

Stefan Fertala
fawnie14@hotmail.com

Freshmen Representative

Amanda Maffucci
bubblebuddee247@aol.com

Communication Director

Merik Mulcahy
MerikMulcahy@yahoo.com

Communication Director

Hansol Suh
Urban_Hansol@yahoo.com

Area D Co-Director

Grayson Huston
stargrayson@aol.com

Area E Co-Director

Roxy Abacherli
Abacherli@verizon.net

Area E Co-Director

Samantha Chew
Sammanthakaye@yahoo.com

Area F Co-Director

Ajay Bawa
abawa970@gmail.com

Area F Co-Director

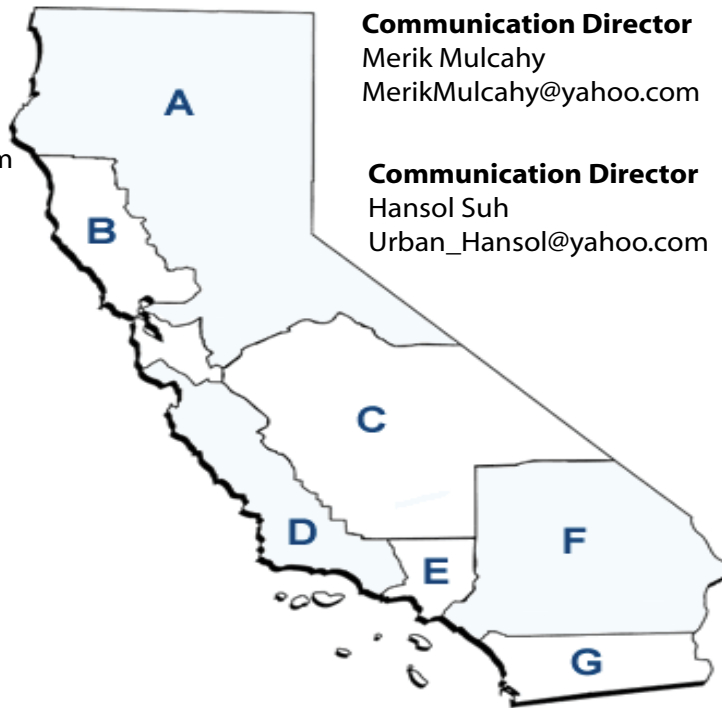
Teddy Tiab
teddt2@yahoo.com

Area G Co-Director

Tommy Padilla
Tommypadilla@yahoo.com

Area G Co-Director

Jacqueline Kim
jacqueline.kim@hotmail.com



State Conference Information

San Jose Double Tree

Middle School- March 28-30

High School- March 29-31

Registration and applications will be available in the fall so keep looking on the website for updates!



CASL1.org



Learning, Leading, Living

73rd NASC Conference June 2008 Texas

CALIFORNIA DELEGATION APPLICATION IS ON THE REVERSE SIDE

The 73rd Annual National Association of Student Council Convention is coming this summer to Northwest High School — Justin, Texas 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, 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 15, 2007 to:

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

Applicants will be notified by February 6th as to selection.

For further information:

J. Peter Cahn
(530) 219-0958

State Legislative Advocate
pcahn@cada1.org

Sandra Kurland
(619) 957-9107

LDC / CASL Coordinator
sandrakurland@cox.net

Visit the CASL web site at
www.casl1.org

Remaining trip costs will be due in payments on April 1st and May 1st.

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California Delegation Application for National Association of Student Council's 2008

Name _____ Year in School in 2008-09 _____
(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 _____

City _____ Zip _____

Personal E-mail _____ Home Phone _____

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

Alternative Email Address _____

School Name _____

School Address _____

City _____ Zip _____

Advisors name _____ School Phone _____

Student's Signature _____

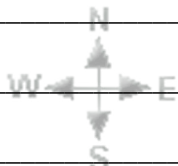
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Parent Signature _____

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 15 to J. Peter Cahn, PO Box 1554, Woodland CA. 95776, Attn: NASC

For further information
call Peter Cahn (530) 219-0958 JCa9@aol.com or
Jack Ziegler, (530) 666-0808 jziggie@aol.com
check the CASL website at www.casl1.org.

Remaining trip costs will be due in payments on or before April 1st & May 1st, 2008



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

Leadership Development Day Coming to a High School near you ...

Have you ever wondered what happens at a **CADA/CASL Leadership Development Day?** Well think now more, here is a typical schedule of events you could bring to your school.

9:00 Reg. & Music
Theme - Groups Dynamics / Inclusion

9:15 Welcome
Four Times Your Name
9:30 Group Intros

Wright Family
A-Z Leadership Card
Exclusion Circles
Mirror Hands / Observations
Clap, Clap, Boom!
Groups on Campus
Finger in Palm

Theme - Communication
10:10 PBJ
Make People listen to you /think before you talk

10:25 Juice Snack
Theme - Learning Perspective and From Others

10:40 Airplane Pairs
Greetings, Agree / Disagree - Listening/Opinions

Theme - Being yourself / Putting Self into Leadership
11:10 Dance

Peer Pressure / Risk Taking / Getting Involved

11:25 Check for Understanding
11:30 Lunch

Theme - Applying Principles

12:05 Prepare for Fashion Show
12:40 Newspaper Fashion Show
1:00 Cleanup
Learning Cycle Review

Theme - Evaluation
1:05 Group Share
1:15 Reflection
Index Card, Conclusion

Activity / Application

Four Times name: New Experiences / learn from them
Wright Family: Stop doing to start listening/big picture
A/Z Leadership: Widerange of leadership potential / opportunities.
Cards on Head: How do we treat

others / Do we really care?
(FACE, PLACE, RACE)
Why do we want to be a leader?
Exclusion Circles: How do we

feel to be connected?
Groups on Campus: Who are the people we are doing activities for?

Finger in the Palm: How do we handle so many things at once?
Plan, Organize, Accountability
Public Speaking : Think before you speak / influence on others

Airplane Pairs: Working together / learning from one another

Greetings Difference between genuine and real caring

Agree / Disagree: Listen to Perspectives / Don't have to agree, but listen! Support your ideas/ don't put down others

Dance: Get Involved - sometimes easy, sometimes difficult

Fashion Show: Apply all things taught today! Include and recognize everyone's contribution to the group effort.

Group Shares: What did you learn today?

Individual Evaluations: What are you going to do differently?

Now that you know what goes on, sign your school up to present one today. Contact Sandi Kurland at sandrakurland@cox.net

include more people?
Mirror Hands: Types of leaders / Compassionate, powerful, helper, controller
Clap, Clap, Boom!: How does it





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A leader not only stays above the line between right and wrong, he stays well clear of the gray areas.

-- G. Alan Bernard, pilot and manufacturer

Learning, Leading, Living



Seven Sportsmanship Rules

Tiger Woods has always credited much of his success to his father, Earl, because he taught him much more than how to hit a golf ball. Earl Woods died in 2006, but before he did, many of his life lessons were published in a book called *Start Something: You Can Make a Difference*. Here are our favorite seven:

1. You are a leader. Leadership is within each and every one of us. It doesn't mean you have to be a loud, "Follow me!" type; you can do it with quiet dignity. There are many ways to lead – by your words, your actions, your attitude.
2. Hitting a ball doesn't make someone a hero. Just because someone is famous doesn't mean you should look up to him. It's what someone does away from the game – in real life -- that qualifies him or her for role model status.
3. No one wins every time. We all want to win, but if you've given everything you've got and tried your best, there is nothing wrong with not being number one.
4. Lose like a winner. True winners know how to lose gracefully and treat winners with respect. As Tiger says, "I enter every tournament with the same thought: win. If I don't, I'm disappointed, but it doesn't take long to get over it, and I learn from the experience."
5. Showing off isn't the same as showing confidence. People who brag about how great they are aren't confident; they're insecure. Confidence gives you the ability to walk into a room and feel strong and comfortable, sure of who you are, without feeling the need to broadcast that you're better than everyone else.
6. Support your teammates. Remember the last time you struck out? The next time someone else has a bad day, a few nice words ("You can do it"... "Good try") can make a world of difference. Show others you value people over winning.
7. If you don't want all the blame, don't take all the credit. No one wants to hear you say, "If it weren't for me, we would have lost." Be proud of yourself, but let everyone feel proud, too. A true leader makes the whole team stronger.

This is Michael Josephson reminding you that Character Counts!



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"Post Season Opportunity"

NASC 2008 in Texas

This past June, I had the pleasure to accompany the CADA delegation to the NASC conference in Kansas. I learned first hand the value of this national leadership event. As a result of my observation and experience, I have pledged to promote student involvement at the national level. Each of us have a student that would benefit from the NASC experience. Help them be an all-star and add another dimension to your activities program. Now is the time to encourage and or select your students to participate. Applications are due January 15. Catch the NASC fever! If you have any question about next summer's NASC in Justin, Texas, contact Peter Cahn or Sandi Kurland.



Keep Them Dancing

Tips to Help Your Dances Go Well

I have had many schools request an e-mail that I sent back in December. I hope this can be of help in the upcoming school year. There has been a lot of talk and concern over freak dancing lately. When Aliso Niguel High School canceled their homecoming dance a few years back, freak dancing became national news. My name is Kenney Paul. I am the owner of AllStar Events & Venues (CADA Members since 1986), an event planning company specializing in high school events. I have been involved with over a thousand high school dances over the past 21 years. We currently help plan about 100 school events a year (proms, homecomings, winter formals, grad nights), both on and off campus. We have seen freak dancing creep into almost every school over the past five years. Let me share some thoughts and ideas that are working to help stop freak dancing at other area high schools.

THEME:

Choose a theme with dancing in mind. Will your theme effect the way your students behave? Some themes will help with the DJ's selection of music. Mission Viejo HS chose a Grease theme so we were able to mix in 50's music. Laguna Hills HS had a big band theme with swing music. Ayala HS had a eighties sadies with 80's dress and music. Disco themes work well. Choose a theme around a certain era that had great music. That music should be worked into the DJ's playlist. Certain themes could have a negative effect on dancing and dress. Woodbridge HS told students no costumes at a homecoming dance held a few days before halloween. That was the right choice as they would not have known what the students were wearing until they were standing in front of them. The way the student dress effects the way they act.

ACTIVITIES:

Add other activities to your dance. By doing so, areas are created that students can go to besides the dance floor. Even students that are not big dancers will have a great time. At Tesoro HS we brought in pool tables, air hockey tables, foosball tables and karaoke in a separate area. Mission Viejo HS had a pirate theme with a swinging boat carnival ride that was a hit. Segerstrom HS had a Monte Carlo theme with black-jack tables. Grad nights are so much fun because there are other forms of entertainment besides dancing.

OFF CAMPUS VENUES:

Most schools go off campus for their big events. Choose a venue that has added entertainment value and big dance areas. Ocean Institute has aquarium tanks and exhibits to view and an outdoor fire pit area. Discovery Center makes available interactive hands on exhibits. Joe's Garage makes available a private car collection worth millions of dollars. Some of our locations give you free bowling, pool tables, horse drawn carriages, or fireworks. Choose locations that give you more than just an area to dance. This opens up the dance floor more and adds more fun.

DJ:

This is one of the most important choices you can make to help control freak dancing. You need to find a DJ that is willing to listen to you and your requests along with the students. Make yourself known to the DJ before the dance starts and what you expect from him. A smart DJ learns fast that you are in charge. Be careful of DJ's with attitudes and students as DJ's. They can experience peer pressure in their music selections. Your DJ should issue warnings as you see fit. At gym dances that have a large number of student, you should try moving the DJ to the middle of the dance floor. This creates dancing on all four sides with no middle for the students to hide.



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MUSIC:

It is possible to play hip-hop music and rap and have no freaking. A good DJ will find a good blend of music that will appeal to all the music tastes of the students. Request a song list that you can fill out ahead of time. Put some responsible students in charge of choosing a good selection of music. You may even want to put together a do not play list. Most students know which songs are "freak songs." Put the responsibility on the students along with your DJ.

LIGHTING:

Dance lighting can effect how the students dance. Over the years dance lighting has become more intense and advanced. You can now get concert quality lighting for a reasonable cost. You should not synchronize your lights to the beat of the music. The heavy beat of the base with the flash of lights can cause a rave like trance. I recommend moving gobos, lights or lasers. This will increase the energy and the fun. You should set the appropriate amount of light on the dance floor before your event starts.

ZERO TOLERANCE:

Have your ASB students come up with their definition of appropriate dancing. Let all the other students know what is appropriate dancing and what is not. Be very specific. Have them sign a contract with rules allowing them to attend your dance. If your school holds a freshman dance, be ready to crack down early and often. They will leave knowing your expectations. Adult supervision always discourages freak dancing. Be ready to remove students not willing to conform to the standards set by their fellow students and leaders. Get parental support if needed. Encourage your student leaders to show support by dancing appropriate themselves.



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- WorldPass travel programs have received awards from the Disney Corporation, the State of California, New York Broadway, Space Camp and others. It is truly an award winning travel company.
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- WorldPass has a long history and track record with many CADA members of high value travel programs. Our references are almost unlimited!

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Making A Lasting Difference

By Lyn Fiscus

Student activity advisors are in the unique position of being able to affect all students on campus through their work with student leaders. The impact you have on the individual student leaders with whom you work can be significant and lasting, but others on campus are also reached through the programs your organization sponsors. You have the potential to make a lasting difference not only on the individual level, but also on your program and on the school and community.

Individual Level

The most lasting difference you can make is to teach the student leaders with whom you work how to be leaders. Be an advisor - facilitate their learning so they are the ones who plan and carry out the work of your organization under your guidance. Too many advisors get caught up in a product-oriented philosophy of activities, focusing on the end result of having the dance, or food drive, or whatever the activity is. This type of advisor will step in to tell students what to do and how to do it to ensure that the event happens, or even do the work him or herself.

The process-oriented advisor will let the student leaders figure things out, providing guidance and direction but allowing them to do the work themselves. The things they learn through planning and carrying out student activities will be invaluable to them as they go through adulthood, both in their careers and in their personal lives.

You can also make a lasting difference by encouraging your student leaders to consider education as a career. Talk about the difference you can make in people's lives by teaching. Let them see why you think it's a good career choice.

Program Level

Several things can be done on the program level to have a lasting impact:

Plan for continuity - establish a transition process that will enable you to keep building on your success, not starting over each year. Some elements of the transition process that should be included are:

- Officers should keep notebooks to hand on to their successors.
- Maintain project files each year on all projects - learn from the mistakes and

successes and be sure to record your evaluations on paper.

- Provide officer training and new member orientation.

Create a cycle of development by working with younger students. Provide leadership workshops for the elementary and middle level kids that are lead by your student leaders. It's a great opportunity for the high



school or middle level student leaders to show what they know and give back something to their school community. It will help start building the level of talent so that when the younger kids reach you they'll be a step ahead and you won't have to start from scratch with them.

Build a tradition of pride. Keep records from year to year of what was accomplished - say, 500 lbs of food was collected this year in the food drive - so that next year you can strive to improve. As part of the tradition, keep a permanent record in a public place - in a display case, on a plaque, painted on a wall, a banner hanging in the gym, etc. - and add to it every year. Who won spirit week? Who collected the most canned food? There should be a record of these accomplishments somewhere that can be

referred back to. Create lasting traditions by helping people feel a part of something bigger than themselves.

School and Community Level

Some ideas for making a lasting difference at this level include:

- Consider developing an alumni association to keep track of graduates and be able to tap into their expertise as they go into careers. Private schools often do this, but there's no reason why public schools can't also do it.
- Give a lasting gift to the school each year - add a bench to a courtyard, plant a tree, donate books to the library.
- Consider the service projects you undertake in the community. What are the service needs of your community, from infants through senior citizens?

You can make a lasting difference in the lives of people who need your help through the service projects your group undertakes. At the same time, you will build a strong connection between the school and the community.

When students graduate and move on with their lives, the things they look back and remember are often the activities they were involved in, not the classes they sat through. You can make a lasting difference in the lives of all the students on

your campus by thoughtfully providing a full year's worth of activities that create a positive school climate in which everyone plays a part. Decide how you will have a lasting impact on your school's climate with the activities you sponsor all year.

Lyn Fiscus is a former leadership teacher, student activities advisor, and editor of Leadership for Student Activities magazine. She currently manages Leadership Logistics, a company she founded in 2004, which provides writing, editing, training, and consulting services to support positive youth development. You can e-mail her at lyn@alliance4studentactivities.org.

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www.allianceforstudentactivities.org

New Convention Coordinator Announced ... Don Shaffer



Many of you may know this face, he is the current Past President of CADA as well as the man who brought us the "The CADA Film Festival in 2005" in Reno. Why then do we have him listed as the Convention Coordinator?

In the spring of 2007 current board member and convention coordinator Bill Smith, announced that he would be retiring from his position on the board. His goal was to find an intern within this convention year so that Bill would be able to mentor the new convention coordinator in the following years. We flew and announced the job description and position for three months last May, June and July. The executive committee screened all applications and narrowed it down to the top two candidates. Those two candidates were interviewed prior to the CADA Board meeting in October. Both candidates were given 45 minutes to answer a set number of interview questions. The decision was very difficult

due to the high caliber of candidates. The interview committee made a recommendation to the board and it was agreed to ask Don Shaffer to take on the role of convention coordinator intern. Don will follow the lead of current Convention Coordinator Bill Smith and the virtual passing of the baton will ensue. The CADA Board is very proud of the process we took to find the right person for the job and we would like to congratulate Bill Smith for doing such a classy job over the past 15 years. Also congratulations go to Don Shaffer for stepping up to the plate and taking on the very important volunteer role of Convention Coordinator.

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Learning, Leading, Living

Let Them Know They Matter

When experts are asked how to become a dynamic leader, they might respond with some of the following suggestions: "Appear confident when you enter a room," "Let people know that you are serious, smart, and determined," or perhaps with the simple advice, "Take control of the situation." However, the real secret of leadership is not showing the world how important you are, but allowing others to see how important they are to you. Like a magnet, we are drawn to those who allow us to be ourselves and who make us feel good about who we are. People respond to leadership when they feel like they matter. As leaders, we can accomplish this by practicing what I call the 3 "A"s:

Accept: This is an easy one, or at least it should be. When you accept a person, you allow them to

be who they are while you remain you. You don't have to want the same for yourself or compromise your own personal values. All you have to do is not force others to live up to your standard of how people "ought to be." It takes all kinds in this world. Sometimes the most unlikely character will surprise you.

Approve: If you'd like to reach someone then find something to approve of in them. It doesn't have to be big. It can be simple like the way they dress, their artistic ability, sense of humor, or even their cool new shoes. Even your worst enemy has something of which you can approve. And here's the really important part: let that individual experience your approval. Say it out loud. Let them know how great they really are.

Appreciate: When is the last

time you've been thanked too much? When is the last time you've been told "I Love You" too much? I am going to guess never. Everyone wants to be appreciated. Finding some way to show people that you care about them is sometimes all you need in order to break down the toughest barriers. I'm not talking about throwing them a parade. It can be as simple as a card, a thank you note, or remembering a detail about their life and asking them about it.

Okay, there is really one more "A." However, this one is not just a technique we practice; it is a change within ourselves. The last "A" is **Acknowledge**. Acknowledge that people are important. Don't just say it to yourself on the surface. You must believe it deep down inside. When a leader honestly believes that others are more

By Russ Peak

important than themselves, it changes the way they lead, the way they enter a room, and the way they shake a hand. You know people notice. People can tell how someone really feels about them. Follow these steps and you will indeed appear confident, smart, determined, and "in control" of the situation at hand. That's because being a dynamic leader isn't about us. Leadership is about serving those around us.



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For over a decade, Russ has dedicated himself to giving the students on your campus the ingredients to success as they laugh and discover that when you put your mind to it... **ANYTHING IS POSSIBLE!**

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Idea Exchange ... Do the Right Thing Week

At the beginning of the year we set out to do something different, something that really started us off on the right foot. During the summer our student body cabinet came up with an idea to get the word out to what the rules are on campus in a way that wouldn't be in your face and seem like we are demanding. The following is the original sketch for our week long schedule to what we set out to do ... at the end you'll find a review of what worked and what didn't.

MONDAY: Keep the Campus Clean Day

1. Recycling – Class Competition for the Day ... 4 cans from FBLA in front of the ASB room with class numbers on the outside of can
2. Trash Bag clean up ... Lunch Time Activity (no bleachers)
3. Introduction of Alex the Custodian and what he does
4. See if the three minute clean up bell can sound different

TUESDAY: Say it Right Day

1. Snap Bands that say "Oh Snap" handed out to the student body as they show up to school. During announcements we inform them of how to use the snap band. The idea is when they think or say a bad word they snap their wrist.
2. A Mad Lib type activity ... During announcements read a story that would have bad words in it but remove them ... read it "Oh, Blank" said Jimmy, then read the story with bad words in them except change the bad words to clean ones like "Oh, Golly" said Jimmy.
3. During lunch play the Walmart (ultra clean) version of songs.
4. During Lunch ... a discussion skit with appropriate words interjected from back stage.
5. On the Library a huge poster in which students vow not to use profanity "Pledge".

WEDNESDAY: Dress to Impress NOT to Depress Day

1. Dress up day where we encourage proper dress of the day
2. Fashion show in twos ... how to wear it right, how to wear it wrong. Have the guys dress in girls dress code violations and girls dress in guys dress code violations and then have them all come out dressed right.
3. "Fashion Police" ... compliment people wearing the right thing ignore folks that don't have the right thing. ONLY POINT OUT THE POSITIVE.
4. Paper Dolls ... use this idea for marketing the day ... do cut outs from magazines where you piece together your own outfits and looks.

THURSDAY: Keep on Time, Don't Be Tardy Day

1. Encourage administrators to do Tardy Sweeps and Lock Outs for Third Period (period after SSR for our school), make sure we announce it, and encourage teachers to remind them during SSR ... For the first one, this isn't a surprise we just want to make the point that they will happen (get administrators permission)
2. "No Tardy Shuffle" ... If you are on time to ALL periods based on Teacher Roll Sheets then you will be eligible for a special drawing that will be held during the Announcement on Friday ... Prizes with vary. TEACHERS NEED TO TAKE GREAT ROLL, NO ONE GETS A FREE RIDE.

3. Dress up like Hall Monitor – Nerd and walk around during lunch with Megaphone telling people not to be late.
4. Music at lunch all about time.

FRIDAY: Dance, Dance, Dance ... Don't Be a Freak Day

1. Back to School Dance 7 pm - 10 pm
2. "Freak-a-zoid" – 10 kids total, 5 at a time and kids get to be free and they go around and monitor the dance ... it's a student monitored dance. This shirt says "I'm a Freak-a-zoid" ... Let's introduce the idea at Lunch with the outfit.
3. No Freak posters will go up this day
4. Audio Skit on the Announcement about Freaking
5. Lunch time activity ... do not focus on negative but focus on positive dances like line dancing, salsa dancing, cha cha slide etc. Lessons will be given during lunch (set up some staging so instructors are visible)

ALL WEEK: Things for every day

- Put up district and school rules on the windows as we go
- Cool posters that center around one rule with graphics
- In class permanent poster with rules should be posted at this time and pointed out by teachers
- Administrators AND Sta need to be present throughout the week in support of all campus policies.
- All week teachers need to stand outside their doors in support of tardy policy and catching them "do the right thing" ... please comment when you see good things happening. Really need your help 3rd period on Thursday's tardy sweep.



Following the week, here were some of the comments that our ASB felt were positives and changes we could make.

Plus

1. Music to announcement on Snap Day
2. Mad Lib that we made over announcement
3. Fashion Show was fun
4. DJ was really into it, except for guy / girl split
5. Dance should have been longer
6. Decoration at Dance, Christmas lights looked great

7. Well organized

8. Day to Day posters were pretty cool on the windows

Changes

1. Put all posters up for the week, not day by day
2. Freak A Zoid thing didn't work out so well, details? Administrator?
3. Tardy Shuffle poorly announced and emphasized
4. Friday during lunch Freak A Zoid thing was poorly executed (Advertize them in announcements), they were not organized coming out.
5. Depending a lot on announcements ... we need more pass it on
6. If you're in ASB you should participate in all of it
7. Games need to involve outside ASB
8. More activities at dance, Put something under bounce house we had so there isn't as much dust
9. Dance at beginning was slow ... then picked up ... we (ASB) should dance at beginning.

Contact Information

Monica Anderson (Area D)

Nipomo High School
Nipomo, CA 93444
Manderson@lmsud.org

Patricia Holt (Area F)

Yorba Linda Middle School
Yorba Linda, CA 92886
Phacula@sbcglobal.net

Cindy Bader (Area B)

Terra Linda High School
San Rafael, CA 94903
cinbad@srcs.org

Patty Judge (Vice President)

Cesar Chavez High School
Stockton, CA 95212
pajpatty@aol.com

Pete Cahn (State Legislative)

Woodland, CA 95776
pcahn@cada1.org

Suzy Krzaczek (Area A)

South Tahoe Middle School
So. Lake Tahoe, CA 96150
Skrzaczek@hotmail.com

Paul Chylinski

(Communications Coord.)

Loara High School
Anaheim, CA 92804
chylinski_p@auhsd.us

Sandi Kurland (Leadership Development Coordinator)

(619) 957-9107
sandrakurland@cox.net

Mark Dutra (Area C)

Hanford Adult School
Hanford, CA 93656
mdutra@hjuhsd.k12.ca.us

Casey McKibben (Area G)

Olive Peirce Middle School
Ramona, CA 92065
cmckibbin@ramona.k12.ca.us

Tiburcio Garcia

(President Elect)

Sunny Hills High School
Fullerton, CA 92833
tgarcia@sunnyhills.net

Bob Martin (Treasurer)

Bakersfield, CA 93305
CadaCash@cox.net

Please route to the following people [] Activities Director [] Advisors [] Principal [] Other Admin. [] Yearbook [] Cheer Advisor [] NHS [] ASB President [] Key Club

Janet Roberts (Area E)

Chino Hills High School
Chino Hills, CA 91709
JanetRoberts@chino.k12.ca.us

Linda Westfall (Secretary)

Wildomar, CA 92595
lsurfwestfall@aol.com

Glenn Zimmerman (Ex Dir)

Alan Gale (Acct Man)
CADA Central
Santa Cruz, CA 95062
(888) USE-CADA
glenn@btfenterprises.com
alan@btfenterprises.com

Don Shaffer (Past President)

(Convention Coordinator)
Kramer Middle School
Placentia, CA 92870
DonShaffer@sbcglobal.net

Denise van Doorn

(President)

Bear Valley Middle School
Escondido, CA 92025
obwhan@cox.net

Jack Ziegler

(Leadership Camp/CASL)

Woodland, Ca 95776
JZiggie@aol.com

Bill Smith

(Convention Coordinator)

Brea, CA 92821
cadabill@sbcglobal.net

888.USE.CADA
www.Cada1.org
www.Cas1.org

Statewide Calendar of Events

December 3, 07	Area C Advisor Conference	July 2008	Stanford, High School Camp
January, 2008	Area E STARS Conference	August 2008	Stanford, Middle School Camp
January, 2008	Area E Mini Conference (S. Pasadena)	September 2008	South Lake Tahoe Adult Conference
January 15, 08	Deadline for NASC Student Delegation	September 2008	Area D Advisor Conference
January 2008	Early Reg. Deadline for CADA Convention	September 2008	Area E & F Advisor Conference
February 1, 08	Deadline - Outstanding Activities Program Award	October 2008	Area C High School / Middle School Conf.
February 2008	Area F Middle School Conference (Yorba Linda)	October 2008	Area A High School / Middle School Conf.
February 2008	Area D High School Conference (Ventura)	October 2008	Area F Mini Conference (Temecula)
Feb 27-Mar. 1, 08	CADA Conference * Reno Grand Sierra	October 2008	Area F Mini Conference (Yorba Linda)
Mar 28-30,08	CASL Middle School Conference * San Jose	November 2008	Area D Middle School Conference
Mar 29-31, 08	CASL High School Conference * San Jose	November 2008	Area G Student Leadership Conference
May 2008	Central Valley (Modesto) Student Conference	November 2008	Area B Student Leadership Conference
June 23-29, 2008	72nd NASC Conference * Texas	November 2008	Area F Student Leadership Conference
July 2008	UC Santa Barbara, High School Camp	November 2008	Area F Mini Conference (Rancho Cucamonga)
July 2008	UC Santa Barbara II, High School Camp	November 2008	Area E Student Leadership Conference
July 2008	UC Santa Barbara, Middle School Camp		

* The 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

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