



# CADA News

*Learning, Leading, Living*

Volume 107, Issue 3

WINTER 2008



## CADA's Field of Dreams 2008

*State Convention*



If you have not registered to attend CADA's 45th Annual Convention or made reservations to travel to the Grand Sierra Resort in Reno to help us celebrate CADA's **Fiftieth Anniversary** get off the bench and do it now. We want you in the starting line up, no bench warmers in this game. The CADA State Board, your hosts for this annual event is awaiting your arrival in Reno, Nevada. We have put together four days of inspiration, education, training, and it goes without saying CADA fun. We have a fabulous line up of keynote speakers that will provide you with the inspiration and motivation we all need just before the busiest time of our year. Need I say more, you need to be in Reno from February 27-March 1, 2008. You, your students and your school community will be enriched by our fabulous line up of Workshop, Meet the Pros, and Curriculum Roundtable presenters. We start off with our stage set up from **Pegleg** and our lead off hitters **Tyler Durman** and **Scott Greenberg** on Wednesday afternoon at 3:00 pm, followed by our Pre-Game Warm Up featuring **Phil Boyte** and **Earl Reum** at 6:15. That is just the start, Thursday through

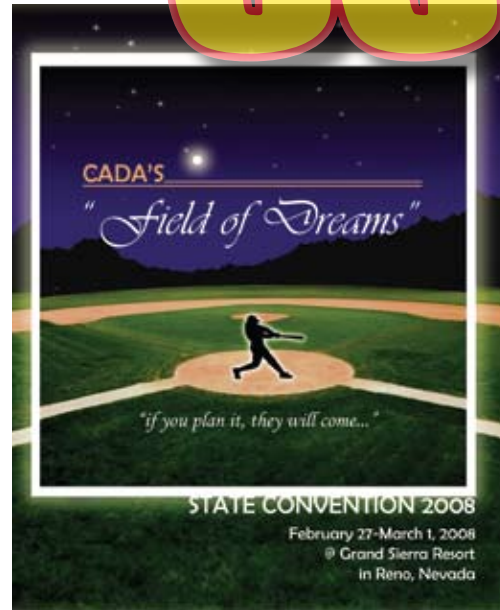
Saturday you'll have approximately 110 All Star workshops to choose from, plus two Meet the Pros sessions, one Curriculum Round Table session, and a speaker showcase featuring **Guillermo "Willie" Lopez**, **Ruben Gonzalez** and **Bob Tryanski**. You are guaranteed to take home ready to use lessons and activities that will improve your overall game. To make your convention

experience complete don't forget to attend all the general sessions where you'll be awed by **David Garibaldi's Rhythm and Hue** Performance on Wednesday, inspired by **Chad Hymas** on Thursday and motivated by **Bill Cordes** on Friday. The Saturday luncheon will recap the convention and we'll be introducing the theme for Convention 2009 in San Diego. Touching all the bases requires that you attend all our evening events, Wednesday night Networking with **Lifetouch**, Thursday evening the **Coca-Cola** Sandlot Party in the exhibit area, followed by the **Herff Jones** Diamond Club Party featuring bowling and dancing and the **Jostens** Dessert on Friday at CADA's 50th Anniversary "Hall of Fame" Dinner. There is no experience comparable to a CADA Convention, get on the winning team.

**Special Programs:**  
**NEW TO CONVENTION – TRIPLEHEADER**  
**sponsored by WorldPass**

If this is your first time attending a CADA Convention

*Continued on page 15*



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## *It's a "Circuit" Out There - Spotlight on Area Conferences*



Scott Greenberg



Micah Jacobson



Phil Boyte



Tyler Durman

Each year the "circuit" for the Area Conferences begins. Area C hits it right out of the gate in September and then Area A in October, followed by D, G, F/B and lastly E just before Thanksgiving. If you have ever had the chance to attend one of these conferences, then you know what a difference they make in a student leader's life, you realize that they don't just walk away with rejuvenation in their eyes following Homecomings throughout the land; The kids walk away with a sense of pride and accomplishment for all they do, they walk away with the understanding that they are normal, and that they now understand what their advisors are talking about when we come back from the Advisor retreats or State Convention.

We as Advisors also seem to find those ideas or events that help us get through the November and December hump. Just being able to talk to others like us while kids are in session or attending the advisor only groups helps out that much more. However, beyond all that sits another group of individuals that attend these conferences - the presenters. For a few months out of the year they swap their biological family with the CADA family. They travel as a group of gypsies throughout California waking up at the Disneyland Resort for Area F and then falling asleep at the Pacific Palms Resort in Area E. They may find themselves having breakfast with Tyler

Durman and then dinner with Phil Boyte. They could have a lunch conversation with Norm Hull in Ventura and then a bowl of tortilla soup and a soda with Scott Greenberg in Del Mar. And throughout their time of running into Mike Smith, Russ Peak, Stu Shaffer and a myriad of other speakers throughout California, they begin to wonder if they are at the Del Mar Fairgrounds or the Pacific Palms Resort or was it the Ronald Reagan Library? Beyond the paid professionals you will also run into Area Coordinators and Activities Directors that move from place to place sharing their wisdom and stories throughout the land ... From Yolo to Fresno.

This always struck me as an odd profession and my wife to this day scratches her head and says "where are you going again?" I know she understands the importance of the job and all joking aside knows where I'm going yet more importantly what it means to me as well as others to be able to share my knowledge. But living life out of a suitcase has its ups and downs as the true professionals can attest to.

Yet with all this fun going on from September to November some still choose not to show to these conferences and share in the time that I look forward to each year. From this writer's point of view lays the bigger question? Why? Is it the money? Is it the time? Is it the unknown? I guess being in this game for almost 20 years, to neglect attending an area conference or summer camp program never seemed like much of an option to me. They fill up a cup from a surrogate family and to not attend would be like missing the family Thanksgiving dinner (Often times just as dysfunctional).

Happy Holidays surrogates ...



**We know  
where, when  
and who but  
why do they  
do it? How do  
they do it?**



*Learning, Leading, Living*

## Questions on E-Checks answered by J Peter Cahn

There are many issues that come to for front as we as an organization try to help our members. Some solutions we come up with are easy, others bring up new questions and new issues. I have been asked to provide information regarding the legality of having an ASB use on-line E-Checks, in this case to register for the CADA convention.

There is nothing in either CA laws or codes or Federal laws or codes that prohibit a school site student governance organization utilizing E-Check. There may be school districts who have established their own rules regarding the method of payment. I had a conversation earlier this afternoon with Michelle Dodge representing FCMAT who confirmed this opinion.

There are some stipulations which need to be followed.

1. All necessary approvals must be obtained prior to making payment. This would include, but not limited to, student approval of the expenditure, signed purchase order, approved check request through normal channels.
2. Proper controls should be followed to assure the purchase and payment are properly recorded.
3. All normal safeguards are in place including authorized signatures.
4. The bank account accessed is the usual account already approved by the district's governing board. ie: the ASB bank account.
5. An original check is written to correspond with the E-Check and has the authorized signatures.

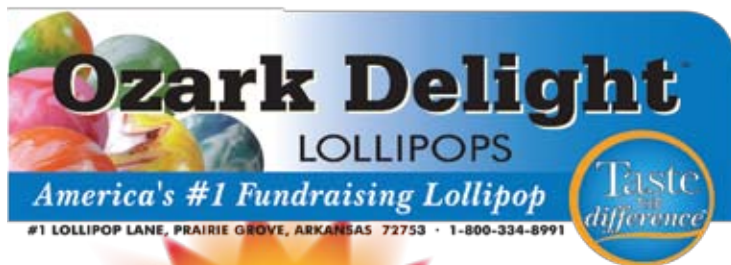
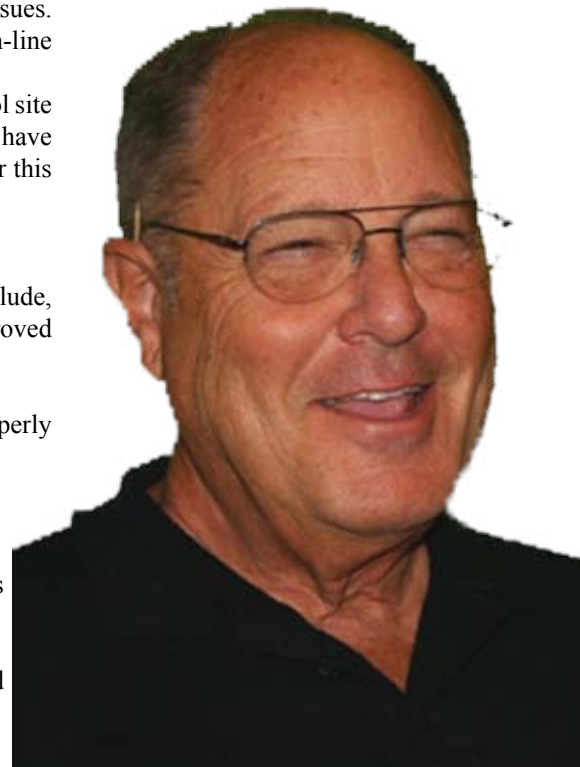
The ASB check is voided and maintained with the receipt for the E-Check and all other normal back up material.

Again, there appears to be nothing in law to prohibit using on-line E-Checks given all regularly approved procedures are followed. A school district might have their own regulations which would be more restrictive than state or federal laws or codes.

As always, I suggest that if your district states that something is not allowed due to state or federal code, you ask for a copy of that law or code as support for what's being said, it is just good practice.

So now you know . . . any other questions can be sent to J. Peter Cahn at JCa9@aol.com OR pcahn@cada1.org, put CADA Question in the subject line for the SPAM blocker OR Junk mail filter kicking in.

J. Peter Cahn  
 Coordinator of Special Projects  
 California Association of Directors of Activities



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# Earthquake Facts

*(and yes Snopes approved)*

- The largest recorded earthquake in the United States was a magnitude 9.2 that struck Prince William Sound, Alaska on Good Friday, March 28, 1964 UTC.
- The earliest reported earthquake in California was felt in 1769 by the exploring expedition of Gaspar de Portola while the group was camping about 48 kilometers (30 miles) southeast of Los Angeles.
- The average rate of motion across the San Andreas Fault Zone during the past 3 million years is 56 mm/yr. (2 in/yr.). This is about the same rate at which your fingernails grow. Assuming this rate continues, scientists project that Los Angeles and San Francisco will be adjacent to one another in approximately 15 million years.
- Moonquakes ("earthquakes" on the moon) do occur, but they happen less frequently and have smaller magnitudes than earthquakes on the Earth. It appears they are related to the tidal stresses associated with the varying distance between the Earth and Moon. They also occur at great depth, about halfway between the surface and the center of the moon.
- Although both are sea waves, a tsunami and a tidal wave are two different unrelated phenomena. A tidal wave is a shallow water wave caused by the gravitational interactions between the Sun, Moon, and Earth. A tsunami is a sea wave caused by an underwater earthquake or landslide (usually triggered by an earthquake) displacing the ocean water.
- The hypocenter of an earthquake is the location beneath the earth's surface where the rupture of the fault begins. The epicenter of an earthquake is the location directly above the hypocenter on the surface of the earth.
- The greatest mountain range is the Mid-Ocean Ridge, extending 64,374 km (40,000 mi) from the Arctic Ocean to the Atlantic Ocean, around Africa, Asia, and Australia, and under the Pacific Ocean to the west coast of North America. It has a greatest height of 4207 m (13,800 ft) above the base ocean depth.
- It is estimated that there are 500,000 detectable earthquakes in the world each year. 100,000 of those can be felt, and 100 of them cause damage.
- It is thought that more damage was done by the resulting fire after the 1906 San Francisco earthquake than by the earthquake itself.
- A seiche (pronounced SAYSH) is what happens in the swimming pools of Californians during and after an earthquake. It is "an internal wave oscillating in a body of water" or, in other words, it is the sloshing of the water in your swimming pool, or any body of water, caused by the ground shaking in an earthquake. It may continue for a few moments or hours, long after the generating force is gone. A seiche can also be caused by wind or tides.
- Each year the southern California area has about 10,000 earthquakes. Most of them are so small that they are not felt. Only several hundred are greater than magnitude 3.0, and only about 15-20 are greater than magnitude 4.0. If there is a large earthquake, however, the aftershock sequence will produce many more earthquakes of all magnitudes for many months.
- The magnitude of an earthquake is a measured value of the earthquake size. The magnitude is the same no matter where you are, or how strong or weak the shaking was in various locations.
- The intensity of an earthquake is a measure of the shaking created by the earthquake, and this value does vary with location.
- There is no such thing as "earthquake weather". Statistically, there is an equal distribution of earthquakes in cold weather, hot weather, rainy weather, etc. Furthermore, there is no physical way that the weather could affect the forces several miles beneath the surface of the earth. The changes in barometric pressure in the atmosphere are very small compared to the forces in the crust, and the effect of the barometric pressure does not reach beneath the soil.
- From 1975-1995 there were only four states that did not have any earthquakes. They were: Florida, Iowa, North Dakota, and Wisconsin.
- Most earthquakes occur at depths of less than 80 km (50 miles) from the Earth's surface.
- The San Andreas fault is NOT a single, continuous fault, but rather is actually a fault zone made up of many segments. Movement may occur along any of the many fault segments along the zone at any time. The San Andreas fault system is more than 1300 km (800 miles) long, and in some spots is as much as 16 km (10 miles) deep.
- The world's deadliest recorded earthquake occurred in 1556 in central China. It struck a region where most people lived in caves carved from soft rock. These dwellings collapsed during the earthquake, killing an estimated 830,000 people. In 1976 another deadly earthquake struck in Tangshan, China, where more than 250,000 people were killed.
- The deepest earthquakes typically occur at plate boundaries where the Earth's crust is being subducted into the Earth's mantle. These occur as deep as 750 km (400 miles) below the surface.
- Alaska is the most earthquake-prone state and one of the most seismically active regions in the world. Alaska experiences a magnitude 7 earthquake almost every year, and a magnitude 8 or greater earthquake on average every 14 years.
- The majority of the earthquakes and volcanic eruptions occur along plate boundaries such as the boundary between the Pacific Plate and the North American plate. One of the most active plate boundaries where earthquakes and eruptions are frequent, for example, is around the massive Pacific Plate commonly referred to as the Pacific Ring of Fire.
- In 1663 the European settlers experienced their first earthquake in America.
- Human beings can detect sounds in the frequency range 20-10,000 Hertz. If a P wave refracts out of the rock surface into the air, and it has a frequency in the audible range, it will be heard as a rumble. Most earthquake waves have a frequency of less than 20 Hz, so the waves themselves are usually not heard. Most of the rumbling noise heard during an earthquake is the building and its contents moving.
- When the Chilean earthquake occurred in 1960, seismographs recorded seismic waves that traveled all around the Earth. These seismic waves shook the entire earth for many days! This phenomenon is called the free oscillation of the Earth.
- The San Andreas Fault was named in 1895 by geologist A.C. Lawson. He named it after the San Andreas Lake, a sag pond through which the fault passes about 20 miles south of San Francisco. He likely did not realize at the time that the fault ran almost the entire length of California!



# FIELD *Field of Dreams - Feb. 27 - Mar. 1, 2008*

*Tentative Conference at a Glance (Just to get you thinking)*

## Wednesday, February 27th

- 1:00 – 6:00 pm Affiliate Reg and Set Up  
 1:00 – 7:00 pm Member Registration  
 2:00 – 3:50 pm AD Certification Program  
 3:00 – 6:00 pm CADA Store Open  
 3:00 & 4:00 pm Session 1 & 2  
 Bite-Sized Wisdom - Tyler Durman  
 Teaching Like Michelangelo: How to Sculpt Young Leaders Into Magnificent Works of Art - Scott Greenberg  
 4:00 – 4:50 pm New to Convention  
 4:50 – 6:15 pm DINNER ON YOUR OWN  
 5:00 – 6:00 pm Presenters Reception  
 6:15 – 7:15 pm **Opening - Earl Reum & Phil Boyte**  
 - For New and Experienced Advisors  
 7:30 – 8:45 pm Opening General Session  
 Hall of Fame/ Earl Ruem Award  
 Keynote - David Garibaldi  
 9:00 pm – 12:00 am Networking / LifeTouch

## Thursday, February 28th

- 7:30 am - 1:00 pm General Registration  
 7:30 – 8:45 am New to Convention Continental Breakfast Orientation by World Pass Travel  
 8:00 – 11:30 am Affiliate Registration  
 8:00 – 8:50 am Networking for Companions  
 9:00 – 10:30 am Second General Session  
 VP/Shull Award/Moore Award  
**Keynote - Chad Hymas**

- 10:30 am – 3:30 pm CADA Store  
 10:50 – 11:50 am Awards Reception  
 10:50 – 12:20 am **Session 3 & 4 Topics**

- MS Leadership Class Org. - Ken Barber  
 Renaissance for Rookies – Jennifer Duston  
 Revolutionize Your ASB - Julie Myers  
 Organizing Your Leadership Class and Forms You Can't Live Without - Tom "TR" Robertson  
 Experienced Advisors  
 Star Rallies to Improve Test Scores – Eileen Beckley & Esther Tokihiro,  
 BATTER UP (Leadership Lessons from Baseball Movies) - Ron Jones  
 Fun Leadership Lessons – Lauri Norcross  
 Public Speaking- Here's Looking At You! - Tanya Rianda  
 Promoting your dances and events with out posters/Thinkingout side of the box - David Sporn  
 Funky, Fresh, Fun Spirit Ideas OR Teachers and Students: ONE TEAM! – Kirk Uejio  
 Special Workshops  
 Breaking Down the Walls – Phil Boyte  
 Session 3 Only  
 This is your Brain...on Leadership! - Kristin Grimm  
 Contagious Leadership- Russ Peak  
 The Traveling Junk Show - Stu Shaffer  
 11:30 am – 12:30 pm Exhibits  
 11:40 am -12:20 pm Special Workshops  
 Legal Aspects of Student Activities – Peter Cahn  
 12:30 – 2:30 pm Exhibits  
 1:00 – 6:00 pm Information Desk  
 1:20 – 4:20 pm Advanced Learning Seminar  
 Quantum Learning - Cami Hayes  
 2:45 – 4:00 pm Meet the Pros  
 2:50 & 3:40 pm **Session 5 & 6**  
 New Advisors  
 C.A.R.E. For Your ASB...Tips for New Advisors – Mary Jane Smith  
 The Nuts and Bolts 1: Controlling your ASB Finances – June Campbell, Mark Douglas, & John Thompson

- Time to Go Fishing – Rebecca Kaspar & Ron Spiker  
 Friday Fundays IX - Rick Kent & Kevin Lorch  
 Experienced Advisors  
 Crazy Crowd Pleasers - Shelly Henderson  
 Improving School Climate with Time to Teach strategies - Barbara Hensley  
 Campus Cliques and Cultures - Joanne & Larry Laird  
 Teen Truth: An Inside Look at Bullying & School Violence – JC Pohl  
 Home Run Renaissance Rallies - Kyle Svoboda  
 Casey's Pledge (Against Drunk Driving) – Allyson Tucker  
 Special Workshops  
 "The Odd Couple" You and Your Administrator – CADA Task Force  
 Link Crew: Sustaining Your Program All Year Long - Lori MacDonald, Sandy Spaulding and Corissa Stobing  
 So You Want to Be An Activities Director - Richard Parkhouse  
 Topic - Mike Smith  
 4:35 – 6:00 pm Area Meetings  
 5:45 – 6:30 pm Awards Room  
 6:00 – 9:00 pm Coca-Cola Sandlot Party  
 9:00 pm – 12:00 am Herff-Jones Diamond Club Party & Bowling

## Friday, February 29th

- 7:30 – 8:30 am Fun Run  
 8:00 am – 10:30 am Registration  
 8:00 – 9:30 pm Past Presidents Breakfast  
 8:30 am – 4:00 pm CADA Store  
 8:30, 9:10 & 9:50 am **Session 7, 8 & 9** Topic  
 New Advisors  
 Home Run Leadership Assignments - Bill Battaglia  
 Home Run Leadership Activities – Sandy Ginger  
 Let the Leaders Do Their Jobs! - Robby Halford  
 Elect Them, Select Them, and Hold Them Accountable: Surrounding Yourself With Great Student Leaders - Ron Ippolito, - 7/8  
 Experienced Advisors  
 Noon Time Activities & Dances - Jeff Cornelius - 7/8  
 Take Home Lessons to Add Academic Standards to Your Leadership Class – Patricia Dornan - 8/9  
 From the Other Side-How to Get Involved in ASB (for those who are not ASB directors) – Diann Edens – 7/9  
 Yellow Ribbon Week - Kevin Fairman 7/8  
 Expanding Ur HS Leadership Program – Mariane Griffin & Sara Stafford – 7/8  
 10 Ways To Get Admin. Support for Your Activities Program - Matt Hannan - 8/9  
 Leadership in the Movies – Jim Hullivan  
 A Guar. Home Run - Shelley Lang 7/9  
 "Mock Rock" Have Fun Raising Funds – Terry Tanimoto 8/9  
 Class Advisors – Using Them as Co-Activity Directors – Deborah Weiss 7/8  
 Senior Activities – Deborah Weiss - 9  
 Special Workshops  
 Under the Inclusive Rainbow - William Barnes  
 Goal Setting Secrets of a Three-time Olympian – Ruben Gonzalez 8/9

- The Partnership of the ASB Director and ASB Bookkeeper – Darlene Johnson 8/9  
 The ABC's of Dealing with the Media – Bill Meagher 7/8  
 When Bad Things Happen to Good Schools – Bill Meagher - 9  
 Organizing High School Blood Drives - Mavis Schutz 7/9  
 Tnks for the Memories – Bob Tryanski 7/8  
 Cheerleading 101 - The Dos and Don'ts of an Advisor – Judy Wilson 7/9  
 9:00 – 10:20 am Affiliate Meeting  
 10:30 am – 12:00 pm Third General Session

## Keynote – Bill Cordes

- 12:00 - 3:30 pm Exhibits  
 12:15 – 1:15 pm VIP Luncheon  
 12:15 – 1:30 pm Leadership Camp "Think Tank"  
 3:40 – 4:50 pm Curriculum Round Tables  
 3:50 – 4:40 pm **Session 10**  
 Leadership Fun Through Music, Movement, and Motivation - Danny Batimana  
 Middle School Leadership Class - Bill Bowen  
 Peanuts and Cracker Jacks, "Play and They Will Come" – Mary Cook  
 ASB Finance Office 101 – Colleen Hayashi, Cindy Campbell & Fran Whitney  
 HOME RUN HULA! - Art Fillazar  
 Everyone Does Everything Leadership Class – Lorraine Martinez-Ohlson  
 Administration of Successful Student Activities – CADA Administrative Task Force  
 "Choices" - Guillermo "Willie" Lopez  
 "Lessons from a Turtle" – Tyler Durman  
 Proless Teambuilding Games – Scott Greenberg  
 4:50 - 6:00 pm Area Meetings  
 7:00 - 8:00 pm Stadium Reception  
 8:00 – 9:00 pm "Hall of Fame" Dinner  
 9:00 pm – 12:00 am Dance with Jostens' Dessert

## Saturday, March 1st

- 8:30 – 10:30 am CADA Store  
 9:00 – 10:10 am Meet the Pros facilitated by Connie Weeks  
 9:30 – 10:10 am Keynote Follow-up - Bill Cordes  
 10:20 – 11:20 am AD Certification Program  
 10:20 & 10:55 am **Session 11 & 12** – Speaker Showcase  
 "Youth at Risk & Social CPR" Guillermo "Willie" Lopez  
 Becoming Unstoppable – Success Secrets of a Three Time Olympian - Ruben Gonzalez  
 I Have A Dream, Too! - Bob Tryanski  
 11:30 am – 12:30 pm **Closing**  
 Outstanding Activities Programs  
 LifeTouch Recap Video



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25th Annual CADA/CASL LEADERSHIP CAMPS - 2007

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**CADA Leadership Camps**

... are a great setting to develop personal and interpersonal skills  
 ... help to ensure future success in high school, college and the 21st century work force  
 ... are staffed by professional and credentialed educators  
 ... have been training California student leaders for 24 years

**CADA/CASL CAMP CAN HELP YOUR STUDENTS TO BECOME ...**

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- WELL-ROUNDED TEAM PLAYERS
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- EFFECTIVE COMMUNICATORS
- SUCCESSFUL PRESENTERS
- VISIONARY PLANNERS

**SPECIAL CASL/CADA MIDDLE SCHOOL CAMPS AT U.C. SANTA BARBARA AND STANFORD**

This unique middle school camp program will allow your younger leaders to gain valuable experience in leadership. Middle school students will be organized into councils under the guidance of credentialed CADA staff members assisted by CADA trained CASL student officers. CADA/ CASL Middle School Camps are limited to those grade levels (6th through 8th grade). **We do require an advisor or responsible adult attend with your delegation.**

**EXPERIENCE INCLUDES**

- Leadership Handbook - 280 pages
- Camp Video - High School Camps & Middle School Camps
- LEADERSHIP CAMP shirt
- CADA/CASL Leadership Certificate

**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
- Diversity
- Interpersonal skills
- Environmental Awareness
- Public Speaking
- Creative Yearbook Ideas
- New Games
- Project Planning
- Personality Styles

**RATES FOR 2008  
 APPLY NOW  
 AND SAVE  
 MONEY!**

**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.

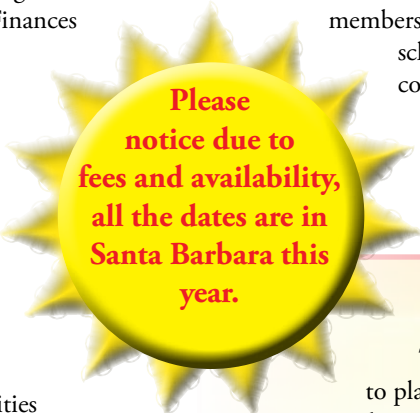
If there are no CADA members at your school, please contact CADA Central for current



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](mailto:jziggie@aol.com)  
 John Gibson— School (661) 871-7221, Home (661) 871-7458, E-Mail: [jgibson@khsd.k12.ca.us](mailto: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**  
 Phone: 530-662-8533 E-Mail: [jziggie@aol.com](mailto:jziggie@aol.com)

# PLAY BALL 2008

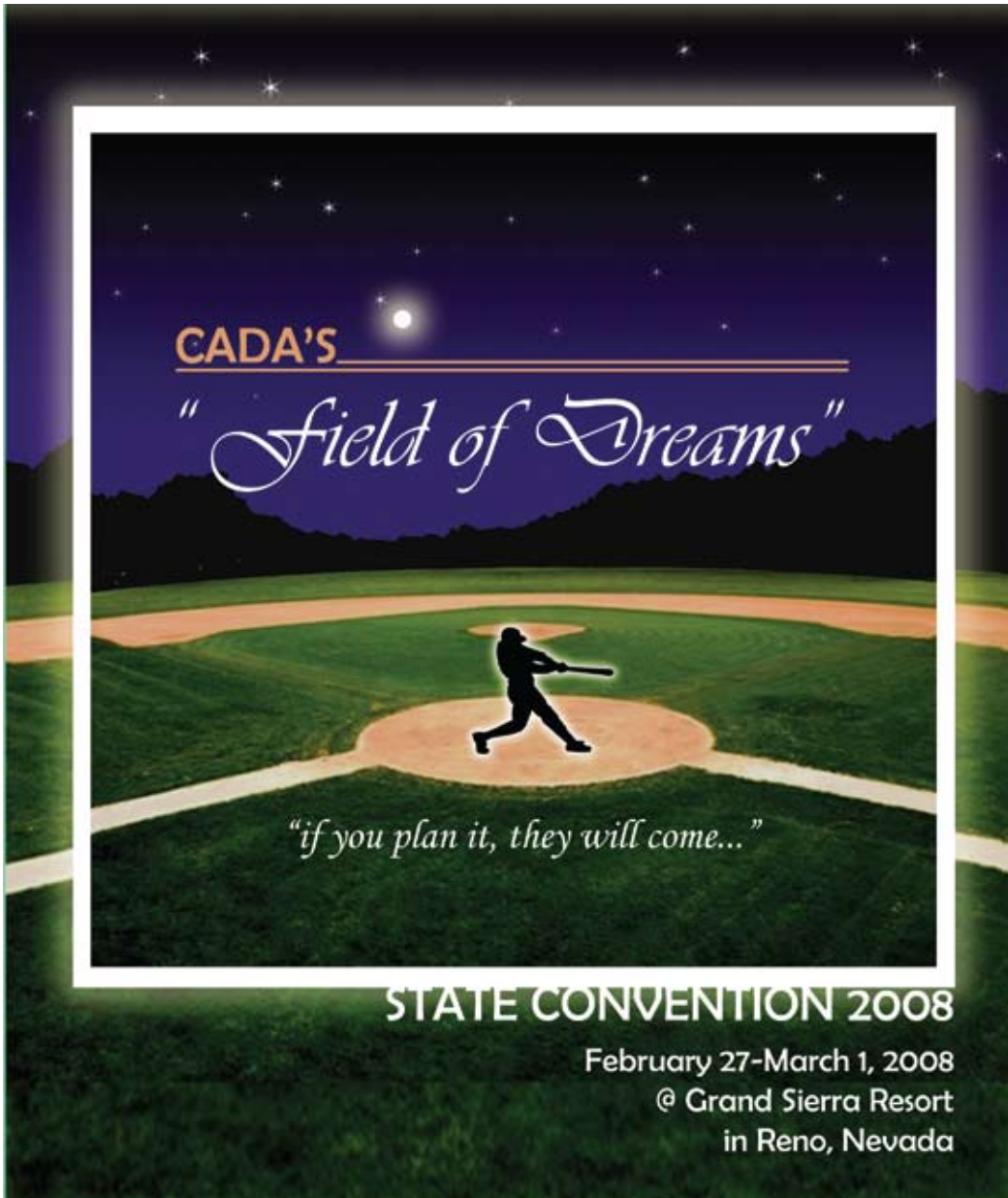
*The California Association of Directors of Activities Presents*

## CADA's "Field of Dreams"

the 45th Annual CADA State Convention  
THIS IS THE 50th YEAR OF CADA

**Join us at**

**The Grand Sierra Resort, Reno**  
(Formerly the Reno Hilton)  
**February 27 - March 1, 2008**



**STATE CONVENTION 2008**

February 27-March 1, 2008

@ Grand Sierra Resort  
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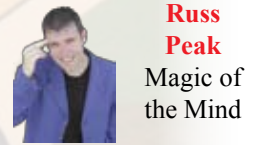
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## QUICK TIPS

Start now to set personal goals for the new year

As the end of the calendar year approaches, it's time to take a realistic look at your groups performance during the past year. It's critical to determine how well you handled your customers' various problems and concerns.

Customer issues may fall into several major categories, but the important thing is to discern which problems you were able to handle alone and which ones required assistance from someone with more knowledge and experience in your organization.

This can be a very difficult process because all of us would like to think that we are very good at what we do, and it's easy to forget the things we don't do as well. So take a close look at yourself. Then follow these steps to assess your performance:

- Review notes on some of the past year's experiences with your customers. Be sure to look at the events from the customers' viewpoints. To quickly show whether or not customers were satisfied, create a rating system. For example, N=Not Satisfied, S=Satisfied, VS=Very Satisfied.
- Review the customers who were not satisfied with your performance and why. Even though someone else in the company may have satisfied them later, you should consider how you could have handled each situation better.
- Review the customers you satisfied without anyone's assistance. Consider the exact steps you took to accomplish that, but then ask yourself if the same-or better-results could have been obtained in a more efficient way.
- Finally, review the customers that were very satisfied with your performance. Be sure to consider all the details of the encounter. Those details will become a part of your model for success when satisfying customers in the upcoming year.

The information you glean from this self-review process will help you plan your personal goals and objectives for next year. It also will help you discover your shortcomings, giving you something to work towards as you reach for success. Setting personal goals and objectives can prepare you to take on greater responsibilities. Keep pushing to improve your skills so you can better serve your organization . and your customers.



## QUICK TIPS

How would your customers rate your service?

As Alexis sat in a diner drinking her morning coffee, she observed two waitresses serving their customers. Both efficiently performed their jobs and their customers received ample attention. Just as she

thought about how good those waitresses were, she overheard Waitress A say to another waitress that her customer was a real pain.

Alexis noticed that Waitress B looked for ways to satisfy her customer, even offering him a third coffee refill. Always intuitive, Alexis pulled out a pen and on a napkin she began to rate the waitresses on a scale of 1 to 5, with 5 as the highest. She soon thought "I wonder how my customers rate the service I provide them?"

Alexis realized that while both waitresses satisfied their customers, Waitress B was a 5, because she exceeded her customer's expectations every time she refilled his cup and smiled. Alexis guessed that Waitress B's customer would not only return but also would tell his friends and co-workers about his experience at the diner. She gave Waitress A a 3.25 because although her service was acceptable, her attitude wasn't really focused on customer satisfaction. And even though her customer didn't hear her negative remarks, he probably sensed her annoyance.

Look at yourself in the mirror

As Alexis watched the two waitresses, she rated her own performance. She thought about the changes she needed to make to improve her ability to provide outstanding customer service, and she vowed to start making those changes immediately.

Take a look in the mirror after you read this. All of us can improve our performance if we try to understand how our customers perceive us. Just as Alexis watched and rated the two waitresses, she was very aware that customers are always watching and rating her-maybe not on paper, but in their heads.

How would you have rated the waitresses? Would you agree with Alexis? How would your customers rate you? How would you rate the service you provide?

Ask for help if you need it

Never hesitate to ask your supervisor for help as you work to improve your service skills so that

you exceed your customer's expectations. Remember, your supervisor's goal is to satisfy you as if you were her internal customer-so that you both satisfy your external customers. Rating yourself now and making the adjustments will ensure continuous customer satisfaction.

# CASL

CALIFORNIA ASSOCIATION OF STUDENT LEADERS

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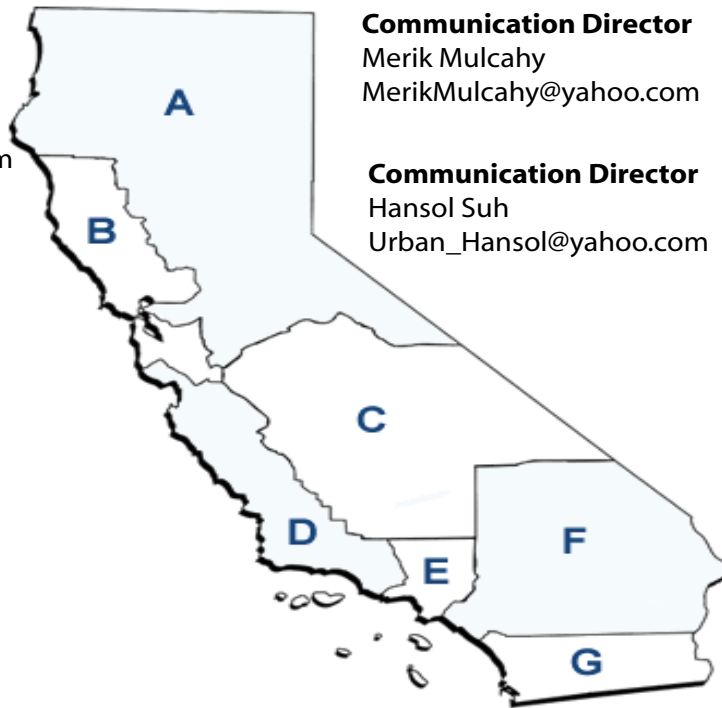
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## State Conference Information

**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**



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# 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](http://www.casl1.org)

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

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

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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 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  
Sandra Kurland (619) 657-9107 sandrakurland@cox.net  
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

## GENERAL SESSION KEYNOTERS

### DAVID GARIBALDI- OPENING NIGHT GENERAL SESSION: WEDNESDAY, FEBRUARY 27 AT 7:30 PM

\*Plan to arrive early for a great seat to see this Grand Slam Event.



David Garibaldi's RHYTHM AND HUE is a Performance Art Show that has been described in three words as Music, Color, and Energy. He creates six foot portraits of pop icons, historical figures, rock stars, sports figures and more. Each painting is created in a matter of minutes to music. Performances by David Garibaldi have included celebrities, CEO's, politicians, pro athletes, and audiences around the world which consist of concerts, private parties, and corporate meetings. He has been featured on various networks like MTV, NBC, UPN, PBS, in addition to worldwide publications. Rhythm and Hue is not just art in concert entertainment, but a means to highlight David's talent as a motivational speaker. "I use Rhythm and Hue as a platform to inspire lives and that is the reason I do this," says David, he also adds "We all need inspiration sometime, and no matter what age group attends my shows, they all leave the same.....inspired.

### CHAD HYMAS- SECOND GENERAL SESSION: THURSDAY, FEBRUARY 28 AT 9:00 AM



Chad Hymas will not only inspire, motivate and move us, but will create an experience that will forever touch our hearts. At the age of 27, Chad Hymas's life changed instantaneously when an accident left him a quadriplegic. Since that time Chad has been recognized by the state of Utah as the Superior Civilian of the Year. As a member of the National Speakers Association Chad travels as many as 150,000 miles a year speaking to hundreds of professional and civic organizations such as Wells Fargo, Blue Cross Blue Shields, Hewlett Packard, AT&T, Utah JAZZ, Coca Cola, American Express, Prudential Life and others. Chad and his wife are proud parents of three children. As a world class wheelchair athlete, Chad enjoys basketball, wheelchair rugby, hang gliding and snow skiing. Chad is the author of the regionally best-selling book, Soaring to New Heights. The Wall Street Journal calls Chad Hymas one of the 10 most inspirational people in the world.

### BILL CORDES- THIRD GENERAL SESSION: FRIDAY, FEBRUARY 29 AT 10:30 AM



Bill Cordes is back by popular demand. As a showcase speaker and presenter at last year's convention he received high accolades for his energy, enthusiasm and substance. He is in the starting line up, swinging for the fences. As a speaker, consultant and author, Bill has keynoted programs for conventions, conferences, schools and universities nationwide. He is the author of the YOGOWYPI Factor, and has co-authored Teen Power Too, Teen Empower, Teen Power through Christ, Teen Power and Beyond and Lead Now or Step Aside. In his programs, Bill combines humor, enthusiasm and draws on his extensive life experience from being a former school teacher, college instructor, coach and television talk show host. Bill and his wife Karla have four children. Their oldest is a sophomore at the University of Kansas and their youngest recently graduated from the University of Potty Training.

### CLOSING SESSION SATURDAY, MARCH 1, AT 11:30 AM

Don't miss the final session of CADA'S Field of Dreams. Join us at the closing luncheon where we'll recap the 2008 CADA State Convention featuring the Lifetouch video presentation of the week's events. You'll be treated to a superb lunch and get a sneak preview of next year's State Convention to be held in beautiful San Diego as we introduce the theme for CADA 2009.





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## Convention Continued

*Continued from page 1*

we have a special series of events just for you. Please plan to arrive early on Wednesday, February 27, as Game One of our Tripleheader begins at 4:00 PM. CADA veterans will host this orientation session to familiarize you with all aspects of the playing field (what to do and see while at the convention) and you'll have an opportunity to win great door prizes. Game Two will take place on Thursday morning at 7:30 AM with a Personal Coaching Session designed to familiarize you with all the support programs CADA has to offer, along with an opportunity to ask seasoned veterans questions respective to middle or high leadership and activities programs. Game Three will be your private one hour tour of the exhibit area. You'll get to see all the wonderful products and services our affiliates and sponsors have to offer minus the big crowds later in the convention. Don't forget to arrive early on Wednesday to start your convention experience with an extra base hit.

### Advanced Learning Seminar – Thursday, February 28

“QUANTUM LEARNING” is back to provide you with a special training session designed to make you an MVP on your campus. This session is limited to the first 50 attendees. \$50.00 tuition gives you an opportunity to enjoy three hours of instruction that will enhance your skills as a classroom and leadership teacher. Registration for this inspiring session is on a first come, first serve basis so register today at [www.cada1.org](http://www.cada1.org).

### Special batting tips:

Bring your favorite baseball shirt, hat or uniform to wear to the Sandlot Party Thursday.

Bring tennis shoes for bowling at the Diamond Club Party on Thursday.

Ladies bring an evening dress for the Dinner Dance on Friday.

Gentlemen, remember it is black tie optional for the Dinner Dance on Friday.

See you in  
Reno



# Thoughts & Quotes

*Stuff To Ponder and Wonder*

*Often the difference between a successful man and a failure is not one's better abilities or ideas, but the courage that one has to bet on his ideas, to take a calculated risk and to act.*

**--Dr. Maxwell Maltz**

*The most absurd and reckless aspirations have sometimes led to extraordinary success.*

**--Marquis De Vauvenargues**

*You can increase your brain power three- to fivefold simply by laughing and having fun before working on a problem.*

**--Doug Hall**

*Alone we can do so little; together we can do so much.*

**--Helen Keller**

*I've learned that recognizing employees-doing right by those who do right – is one of the best things I can do for my elves and reindeer ... and for myself as well.*

**--Santa Claus**

*... never forget that getting big things done all year long isn't about magic. It's about leadership.*

**--Santa Claus**

*Quotes courtesy of [www.walkthetalk.com](http://www.walkthetalk.com)*



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## The Secrets of Servant Leadership

By Dr. John C. Maxwell

After Princess Diana was killed in a tragic car accident, 2 ½ billion people tuned in to watch her televised funeral. Not only Great Britain, but the entire world, mourned her death. What accounted for the public's emotional attachment to Princess Di?

Certainly, royalty and beauty attributed to Princess Diana's popularity, but something else connected her to the hearts of people across the globe. Looks and lineage may have landed her on magazine covers, but Princess Di had an endearing quality that gave her even greater appeal. Princess Diana was beloved because she was a servant leader.

For centuries, royal families epitomized self-serving leadership. Comfortably removed from the day to day



troubles of those in their kingdom, they enjoyed opulent wealth and absolute power. Princess Diana broke the stereotype. She leveraged her popularity to lend support for AIDS research, to care for those with leprosy, and to ban land mines. In fact, the force of Diana's compassion was so influential that Time Magazine named her one of the 100 Most Important People of the 20th Century.

### Five Practices That Help Leaders Serve Others

In their valuable book, *The Secret*, Ken Blanchard and Mark Miller shed light on the practices that enable leaders, like Princess Diana, to serve others. In this edition of *Leadership Wired*, I'd like to pass on their ideas to you.

#### 1. See the Future

Leaders have a compelling vision for the future stirring inside of them. The vision makes plain a leader's identity, direction, and pattern of behavior.

To affect the future, a leader spreads values throughout an organization. These values are core beliefs that become the cornerstones of organizational culture. A wise leader publishes the values so that they can be repeated, recognized, and rewarded.

A leader cannot delegate the responsibility to see the future. They may share the responsibility, but ultimately, it's the leader's job to make time today to ensure the direction of tomorrow.

*continued on page 19*

*Learning, Leading, Living*

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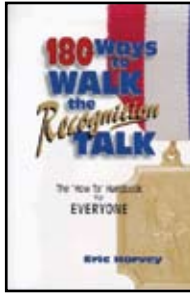


*Happy Holidays from the Grand Canyon*

## Snapshot of Daily Motivation from Walk the Talk

### Today's Topic: The Power of Recognition

Here's a short, two-question survey that you'll probably be able to answer without investing much think time:



1. Ever feel unappreciated or under recognized for the good work you do?
2. Ever miss opportunities to recognize the people you work with (direct reports, peers, AND bosses) for the good work that they do?

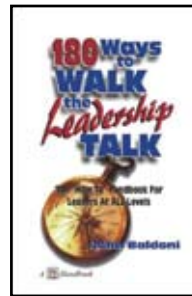
If you're like most folks, there's a good chance your two answers were DUH! and OOPS! (a.k.a., yes and yes). Of course, all of us occasionally feel taken for granted. We know firsthand how lousy that feels. And when we fail to give the recognition our coworkers desire, we pass along that same lousy feeling. We do it not because we're bad people, but because we're human ... and we sometimes

lose sight of what's truly important. But we all have an opportunity to change that.

We need to understand that there are personal benefits to be gained by recognizing others; there IS something in it for each of us. We not only feel good by making others feel good, but we also improve our own lot by encouraging the positive attitudes and behaviors that eventually make life easier for us. And don't forget "The Law of Reciprocity": What Goes Around COMES around!

### Today's Topic: What Makes a Good Leader?

Leadership is the behavior we exert when we take responsibility for our actions and their consequences. It's the voice within us that calls out and says, "Take charge!" It's the challenge we face when we assume responsibility for guiding others. Leadership is



often the difference between success and failure. It's what separates the doers from the observers. And it's what gives direction to individuals and organizations. Without leadership, we are lost.

Despite the old adage, the truth is that leaders are made, not born. Leadership is developed by learning and refining a set of skills – skills that anyone, including you and me, can learn and develop.

Good leaders have learned how to:

- Listen and Learn from others
- Energize the organization
- Act for the benefit of everyone
- Develop themselves and others
- Empower others to lead
- Recognize achievement

Focus on these "Big Six" and you will become a more effective and respected leader ...

*courtesy of [www.walkthetalk.com](http://www.walkthetalk.com)*

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*Learning, Leading, Living*

*continued from page 17*

**2. Engage and Develop Others**

To create the future a leader envisions, he or she must have the right people, in the right roles, fully engaged to their work. Everything that you will accomplish as a leader ultimately hinges on the people you have around you. As the Law of the Inner Circle says, "A leader's potential is determined by those closest to him or her."

Sadly, many people's talents languish on the job because they are disengaged. Likely, the greatest waste in business is human potential. Leaders pull out the potential inside of their people by inspiring and motivating. They are quick to offer opportunities for growth, be mentors, or equip their employees with resources.

**3. Reinvent Continuously**

Great leaders reinvent continuously on a personal level. They are always interested in ways to enhance their own knowledge and skills. The very best leaders are learners.

They realize that if they stop learning, they will stop leading. A leader sets the tone of the organization. If they cease growing personally, then the majority of those they lead will become stagnant as well.

Reinvention is critical to survival. The solutions to problems of the past are inadequate to address the demands of today. Leaders must have fresh, innovative thinking and new ideas to respond to the challenges the organization faces.

**4. Value results and relationships**

When it comes to results and relationships, the best leaders take a both/and approach. A focus solely on results demoralizes the team, while an overemphasis on relationships undercuts the bottom line due to conflict avoidance and an absence of accountability. The greatest leaders make friends and profits.

Leaders earn relational capital, and put it to work to gain results. As the Law of Connection states, "leaders touch a heart before they ask for a hand."

**5. Embody Values**

All genuine leadership is built on trust. Leaders build trust when they establish, articulate, model, and enforce values. In short, they walk the talk.

If I say customers are important, my actions had better support that statement. If I choose to live as if customers are not important, people will have reason to question my trustworthiness. And in the final analysis, if I am deemed untrustworthy by my people, I will not be trusted – or followed as a leader.

**REVIEW: Five Practices That Help Leaders Serve Others**

1. See the Future
2. Engage and Develop Others
3. Reinvent Continuously
4. Value Results and Relationships
5. Embody Values

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## 2008 Statewide Calendar of Events

January, 2008	Area E STARS Conference	September 2008	Area D Advisor Conference
January, 2008	Area E Mini Conference (S. Pasadena)	September 2008	Area E & F Advisor Conference
January 15, 08	Deadline for NASC Student Delegation	October 2008	Area C High School / Middle School Conf.
January 2008	Early Reg. Deadline for CADA Convention	October 2008	Area A High School / Middle School Conf.
February 1, 08	Deadline - Outstanding Activities Program Award	October 2008	Area F Mini Conference (Temecula)
February 2008	Area F Middle School Conference (Yorba Linda)	October 2008	Area F Mini Conference (Yorba Linda)
February 2008	Area D High School Conference (Ventura)	November 2008	Area D Middle School Conference
Feb 27-Mar. 1, 08	CADA Conference * Reno Grand Sierra	November 2008	Area G Student Leadership Conference
Mar 28-30,08	CASL Middle School Conference * San Jose	November 2008	Area B Student Leadership Conference
Mar 29-31, 08	CASL High School Conference * San Jose	November 2008	Area F Student Leadership Conference
May 2008	Central Valley (Modesto) Student Conference	November 2008	Area F Mini Conference (Rancho Cucamonga)
June 23-29, 2008	72nd NASC Conference * Texas	November 2008	Area E Student Leadership Conference
July 2008	UC Santa Barbara, High School Camp	December 2008	Area C Advisor Conference
July 2008	UC Santa Barbara II, High School Camp	2009	Future Dates
July 2008	UC Santa Barbara, Middle School Camp	February 2009	51st CADA Conference * San Diego
July 2008	Stanford, High School Camp	March 2009	CASL Conference * San Diego
August 2008	Stanford, Middle School Camp	June 27-30 2009	73rd NASC Conference * Colorado
September 2008	South Lake Tahoe Adult Conference	July 2009	CADA Leadership Camps

\* 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](http://www.cada1.org)

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