



# CADA News

*Learning, Leading, Living*

Volume 107, Issue 4

Post Convention Edition

Spring / Summer 2008

## CADA's Field of Dreams 2008

*State Convention - In Review*



CADA Members,  
I would like to thank you for your attendance at this year's 45th Annual State Convention, where we celebrated our Fiftieth Anniversary. It is always such a joy to be spend four days with the most positive people in the world. Convention time always reminds me of the fact that we are one big family. We have a rich tradition of collaboration and sharing that is unmatched anywhere in the activities world. I want to take this opportunity to thank all the presenters for their willingness to share their expertise with activities directors across the state, the nation and Canada. How extremely lucky we are to have such dedicated and talented colleagues. For those of you who have never presented I ask that you consider presenting at next year's or future conventions, as I know you too have gifts to share. I would also like to thank our sponsors, and affiliates for their generosity; filling our bags and providing us with new products and services to take our respective programs to the next level. Lastly, I would like to thank the CADA State Board and the team of volunteers who helped me in the planning and execution of the Field of Dreams Convention, how truly lucky I am to have you as my friends and support group.

struck a chord in your life and helped to inspire and motivate you as you finish the school year. You can help guide the next **David Garibaldi** by continuing to channel your student's talents in the right direction. Continue to give your students time as **Chad Hymas** was given and help them be compassionate and caring individuals. Remember **Bill Cordes'** suggestion to say next once you've assessed a negative situation and move on. What great lessons and inspiration these gentlemen shared with us.

I hope that your experience was more than you anticipated. I anticipate that you left Reno with a handbag of ideas and lessons to continue to improve your activities and leadership development programs.

Two years ago when I ran for the vice presidency, I had several goals I hoped to achieve during my four year tenure. They are as follows: to maintain and improve our existing programs and members services; to improve our website; to generate new sources of revenue through our partnership with our sponsors and affiliates and to establish a mentoring program. As I begin my presidential year, I want you to know that the CADA State Board and I are personally committed to achieving the above listed goals. The addition of the Leadership Development Coordinator

position and the Leadership Days Road Show that has taken the state by storm and the Activities Directors Certification program are two fine examples of the dedication and commitment of the State Board. In order to continue to best serve you we want and need your input. As a group of volunteers we are dedicated to promoting and supporting leadership development and student activities. Every member of the state board and our respective area councils wants to hear from you. Access the website or our member directory and call upon us at anytime. We're here to serve.

The Field of Dreams theme was a perfect metaphor for what we as educators attempt to do. We entered this noble profession to achieve our personal dreams and to assist our students in achieving their dreams. Earlier today I received an email from a former student leader Karen Kim, Class of 2007, here is what she wrote " I thought I would just remind you (in case you forgot), that the work you do goes so beyond just planning fun events for the school. You really do touch those around you and your position to bring people together really can and does lead to great things. I think everyone deserves a good pat on the back now and then, so here's to you Mr. G., Thank you again..." In case you forgot,

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you too as teachers, activities advisors, class advisors, cheer advisors, and ASB clerks make a positive difference in the lives of young people and ultimately our world. I am honored to have you as my peers and I welcome the opportunity to serve you as president. Thank you for your commitment to the youth of America and the development of young leaders.

Respectfully,  
Tiburcio "Turbo" Garcia  
CADA President





## Not Just Another Famous Cindy (Bader)



Twenty years ago I joined CADA. I'd become the activities director by default. I was an intern teacher (which means you do the same stuff as a new teacher at half the salary). At our first faculty meeting we were all sitting at classroom desks pulled into a circle while our principal discussed adjunct duties. When she got to "student council advisor" there was a pause that was longer than a middle

school dance. She pointed out that student

council meetings had always been held in Fran's room and that Cindy Bader was now teaching in Fran's room. Then she looked right at me and asked if I'd do it. OF COURSE I said 'yes.' I bet a lot of us have similar stories about how we got into student activities. That same principal sent me to my first CADA Convention. After that convention I went home and asked for and got a leadership class AND started the Renaissance program. My baseline data told me that 10 students would qualify for the Gold Club (4.0 GPA). One year into the Renaissance program more than 100 qualified. I signed several of my student leaders up for CADA Camp and took the bulk of my class to the area conference. Thanks to CADA, we were on fire. Soon I joined the area council. I lived from convention to camp to conference to convention. CADA became an integral part of my program and my life. Then I became a high school activities director and CADA wasn't just something I looked forward to and got a lot out of, it became a life line.

I had been on the camp staff for a number of years and had presented at

conference and convention but I really felt like I wanted to give back to CADA because I'd gotten so much. You know the episode of "Friends" where Phoebe is arguing with Joey that there IS TOO such a thing as a selfless act? Well, every time I tried to give to CADA I got more back. Six years ago I became the Area B Coordinator and it happened again. There is a line in "A Course in Miracles" by Marianne Williamson that says, "To give is how to recognize you have received." Despite my best efforts and intentions, I have received way, WAY more than I have given to this organization.

I consider it an honor and a privilege to be your CADA Vice President. I'm excited about the direction CADA is moving and I feel lucky to have that kind of momentum to work with. At the same time I recognize that we have more than a few challenges coming our way with the Child Obesity Act and the governor's current budget crisis. CADA is addressing the challenges in a multitude of ways; the Administrative Task Force is moving forward—administrative support is key to a successful activities program, the Certification Program is helping to quantify what we do as activities directors, which will in turn validate our programs even more, the Leadership Standards are aligned to the State Standards demonstrating once again how student leadership programs support the academic programs at our schools. And Raising Student Voice and Participation (RSVP), a program supported by the National Association of Secondary School Principals and National Association of Student Councils, was launched at the CASL Convention this April. I feel RSVP is the missing piece I've been searching for as an activities director for the past 20 years, it answers the burning question: "How do we get buy in from every part of the student body?" For more information on RSVP feel free to email me at [cinbad@srcs.org](mailto:cinbad@srcs.org).

I have a vision and lots of goals for my four years as a CADA P. My number one goal is simple—find ways to give more than I get. If my first 20 years in CADA have taught me anything, it is that that goal may be unattainable, but it is something to shoot for.



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# CADA Field of Dreams Awards

*Jack Moore, Warren Shull (High School & Middle School), Earl Reum, Hall of Fame, Honorary Life Member*



*Steve Southard*



*Mark Lantz*



*John Gibson*



*Jim Nyberg*

**Jack Moore Award** is a lifetime achievement award, named after our first President, recognizing long standing efforts on behalf of the organization in working with both student leaders and advisors as well as serving CADA statewide. This years recipient is **J.Peter Cahn**. Peter has been around this organization for a long time serving as Area Coordinator, Conference Coordinator, State Board Member serving in all of the President positions and currently is the Legislative Advocate and State Executive for CASL to NASC. He works CADA Leadership Camps and you can often find him in Sacramento working on a bill in California (stay tuned, one is on its way), flying to New York to see his son, hanging out in Palm Springs or just enjoying his family in Woodland. Peter is more unassuming than he lets on and actually does know what he is talking about ... really. He has become a fixture in the CADA organization and knows his legislation.

**Warren Shull Award** is given by the National Association of Student Councils recognizing outstanding contributions in working with student leaders. This Activity Director of the Year Award honors an early leader and one of those who developed the NASC organization. CADA chooses a designee each year to represent the state of California and Region 7 with the NASC organization. They honor a High School and Middle School Activities Director.

This year's recipient of the outstanding High School Activities Director in the State of California, is **Steve Southard (Area A)**. Steve has been at Sonora High School for quite some time and has been a member

of CADA since the early 80's. He has spoken at State, Area and Local Conferences. Nationally he has spoken in Hawaii, Maine, and New Mexico. Statewide his travels have brought him to San Diego, Santa Barbara, Modesto, Redding, Anaheim, Woodland, San Jose, Whittier and other parts of the state. He has been married for 35 wonderful years to Jill and has two daughters, Shannon and Lainey.

This year's recipient of the outstanding Middle School Activities Director in the State of California is **Mark Lantz (Area E)** who was named an SBD Fellow from Johns Hopkins University for his work with gifted students and he has taught math, science, PE, Art, home economics, social studies, ESL and even did a couple years at an administrative desk. He has found a home in science as a department chair as well as being the ASB Advisor. This summer, after spending 25 years at the Middle School level, he made the jump to High School. He has been active with the Area E Council since 1993, garnering the Outstanding Activities Director Award in 2001. He has coordinated both Area E's New Advisor Conference as well as the Adult Conference. Our award winner has worked every CADA convention since 1998 and

served as Area E Coordinator from 2002 to 2007.

**Earl Reum Award** is given by the National Association of State Student Councils Executive Directors and the National Association of Workshop Directors recognizing outstanding contributions in the training and mentoring of student activity advisors. **John Gibson (Area C)** has been a member of CADA for 32 years and has won awards such as Outstanding Activities Director for Area C, Hall of Fame Award Winner and the prestigious Jack Moore Award. John was integral in developing the CADA Summer Leadership Camp program along with Jack Ziegler, one of the longest running Summer Leadership Camp programs in the nation. He has served on the Administrative Task Force since 2003 and helped develop the Certification program. Mr. Gibson has served as the Area C Coordinator. He has gone through all the ladders for CADA President from 1982-1985 and has been a great source of mentoring from then on.

**Honorary Life Member,** Once a year, CADA recognizes a person outside of the membership

*Continued on page 14*



*Susan Moerder*



*Mike White*



*Sandy Ginger*



*J. Peter Cahn and daughters  
Karen & Kathy*

*Feet First*



## Ipod-Girl

(an excerpt from Tyler Durman's soon to be released book,  
Bite-Sized Wisdom for Parents)

***"I'm honored to share this first glimpse at one of the chapters from my upcoming book with you because I know that no one outside the home is more affected by the results of confused parenting, than you are each day in your own classroom. This book is my attempt to help families, and thereby to support you in the amazing work you're doing with your life." - Tyler Durman***

As I write, I'm sitting on a beach in Kauai. I love this spot. It's a beautiful place to watch the turquoise ocean, and the many sandy, sunburned vacationers playing at its edge. You can tell a lot about people by watching them on vacation.

Here on the sand in front of me, a family of three has just arrived for some family bonding. The daughter, about 14, is wearing an Ipod and has purposely placed her chair an unhappy 5 steps from her parents with the obvious intent of forming a resolute barrier against the annoyance that is her father. As they arrived he asked her three times if she wanted anything to eat. She snatched out just one of her precious ear buds and drowned out the sound of the surf by yelling, "I told you, I'm not hungry, quit bugging me!"

Family vacations can be such fun.

Her mom's face swelled with emotion, "Sweetheart, please don't be mad, we just want you to be happy." Ipod girl rolled her eyes and shouted, "Well he won't leave me alone, what do you expect?" Reentering her MP3 world, she snapped her chair to an angle that screamed, "I'm not with them" and sat down to begin tapping the toes of her left foot against the tension in the air.

Mom and dad glanced around, shrugged in red-faced embarrassment and slid into their chairs, hiding their feet in the sand and their lumps in their throats. As dad opened his Dean Koontz novel, *Odd Thomas*, I remembered how much I loved that book because it was fun and easy to read. I bet this dad wishes he could say the same about his daughter.

As she's lying there, still tapping out the rhythm of her independence, I can sense a hurricane building in her gut because her pain-in-the-neck dad kept offering her that \$15 cheeseburger. "I mean, couldn't he see that I was ignoring him and just want to be skinny? Jeez, that is like, so lame!" Poor thing. Stuck here near the shadow of their \$450 room and having to fight to keep her stomach flat. I'm guessing she hasn't spent much time with the children of Africa's refugee camps whose bellies are swollen from malnutrition.

So what's really going on here in front of me? Is it possible that there is more to it than just the ranting of a spoiled brat? Could there be something at work beneath the surface and suntan lotion?

The answer, of course, is Yes. Not all teenagers are hard wired to behave with such disrespect; however, they inevitably become this way when the adults in their lives are not willing to behave like adults. Ipod-girl gets away with it because there is something in the thinking of her parents that is causing them to believe that this behavior is normal. And since they

allow her to behave this way without consequence, she has apparently grown to agree with them.

There is a hint about their wrong thinking found in what her mom said a moment ago. "Sweetheart, please don't be mad, we just want you to be happy." Millions of parents today live as though they believe that their greatest responsibility is to be a mini Walt Disney, with the ultimate goal of making home the happiest place on earth. Consequently, they have forfeited their role as parents, and started acting more like peers. Afraid to upset their children's fragile "self-esteem", they have changed the home from what was traditionally an adult-centered place, into a child-centered world where the child expects their parent to be their servant. When adults treat little children like they are the center of the world, those same children grow up to believe that they are.

The truth is that below Ipod-girl's suntan and attitude, is a powerful subconscious need. Part woman and part child, she needs (and indeed, really wants) to know that she's not alone; that her well-being isn't in her own hands; that she doesn't have to make it on her own yet. And so to find the reassurance she's looking for, she tests, pushing against the power of her parents. She's not looking for perfection, she's just hoping to find them stronger than her; hoping to find them worthy of her respect.

But here today, less than 10 feet from her side, they have affirmed what she fears the most. That they are not worthy of her respect because when she pushed, they fell over, and it feels to her like "all safety is gone." At 14, she is flapping her wings, but not yet ready to fly, and her passive parents seem content to let her drop prematurely from their nest. She has once again discovered that she is more powerful than them, and she resents them for it. Her respect has died because her



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gods, which have fallen, seem content to accept weakness, to pout in their impotence, and to lie there like Humpty Dumpty, not knowing how to put the pieces back together again.

No wonder she treats them with disrespect. They have lost sight of their purpose in her life.

What Ipod-girl's mom and dad don't seem to recognize is that they have lost their daughter's respect precisely because are trying to please her all the time. By giving their power away, they have proven that they are unworthy of the respect that she really longs to give. What they need to know is that their daughter, like all children, longs for her parents to be stronger than her. Teenagers today are longing for the adults in their lives to take a stand on what they believe is right and wrong, and to be willing to consistently back it up with their actions.

#### Bite-Sized Wisdom

*Young people long to respect the adults in their lives more than they long to like us. They don't test us to push us over; they test us in order to discover whether we're worthy of the respect that they long to give. They want us to be stronger than them so that they can feel safe.*

Ipod-girl's behavior seems so familiar because it's all around us. If we don't see it on our block, then we see it in the average classroom. History teaches us that sometimes an entire culture gradually drifts and begins to accept what once would have been alarming. I want to say plainly that it doesn't have to be this way for us, or for Ipod-girl's family!

And yet her parents have calmly submitted to the disrespectful behavior of a 14-year-old, in public, and their actions indicate that they don't see any other alternative. I feel compassion for them because they apparently don't know that accepting this behavior from their daughter is wrong, or what they should do when she tests them.

Gratefully, there are answers. It is possible for them to understand

exactly what's wrong with their thinking, and what they should do to handle situations like this. There is wisdom that can help them create a new culture in their home so that when the testing comes, there's a new rhythm to how they all respond to each other. That is the reason for this book. They just need to learn how to dance with her at this uncomfortable stage in her life, and to understand that the rhythm of that dance is played on the drum of respect.

I feel like going over there right now and gently telling them why their daughter acts the way she does and how they could earn her respect again. I think it could make their vacation, and their lives, a lot more joyful. But I learned long ago not to offer advice when it isn't sought. Plus I have a better idea. In a few months, when this book is done, I'll keep a lookout for them. If I see them I'll wander near their chairs and give them a copy and say, "I thought you might enjoy the story about 'Ipod-girl' in chapter 17", and then offer to buy each of them a \$15 cheeseburger.

*In gratitude for all you do for students, BSWisdom.com has been set up with a special section to offer you a discounted pre-order copy of Bite-Sized Wisdom for Parents. Through short, story-driven chapters, it will help parents, and anyone who cares for young people, to shape (or reshape) their relationships for both respect and closeness.*



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## Leadership Lessons

Today's Topic: Recognizing Stereotypes for More Effective Communication

In our society stereotyping is prevalent. The key is this – become cognizant of stereotypes when they occur so that you can make conscious choices about how to address them. Some stereotypes are blatant, such as “They all look the same.” Most stereotypes surface in more subtle ways. Regardless of the packaging, stereotypes are all based on the same thought process that clumps individuals together as members of a group, with no acknowledgement of individual differences.

Following is a tool that makes recognizing the subtle and not-so-subtle stereotypes easier.

### Eight Common Ways Stereotypes Surface and Are Perpetuated

#### 1. Jokes

“Do you know what happens when you get three \_\_\_\_\_ together?”

#### 2. Name-Calling/Labels

“Computer Geek” “Trailer Trash”

#### 3. Oversimplified Statements Applied to ALL People in a Group

“Young workers today \_\_\_\_\_.” “Latinos are \_\_\_\_\_.” “You know how Southerners are.”

#### 4. Stereotypical Descriptors

“Crotchety old man.” “Women are very emotional.” “Typical white male.”

#### 5. Personal Assumptions About Individuals (based on stereotypes held about a group the individual is a member of)

Assuming a woman's career is secondary to family. Therefore, not offering a career opportunity to a woman that would require her to relocate her family.

#### 6. Spokesperson Syndrome



Viewing one individual as the spokesperson for an entire group. “Marta, what is the best way to deal with the Hispanic market?” “Glenn, what do black people think about this?”

#### 7. Descriptors That Evoke Stereotypes Because They Are the Opposite or a Contradiction to an Existing Stereotype

“We’re looking for qualified minority candidates.” “A sensitive man.” “You’re not like the others...You work harder.”

#### 8. “Statistical” Stereotyping

“Statistics show that most criminals are \_\_\_\_\_.” Then treating an individual based on the “statistic.” Note: The statistic could be real or perceived.

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- The Six-Step Communication Recovery model for what to do when things go wrong and you have your foot in your mouth
- 12 effective techniques for speaking up in the face of demeaning comments, stereotypes or bias
- A Checklist for Communicating Respect and Inclusion

Today's lesson is from Ouch! That Stereotype Hurts: Recognizing Stereotypes for More Effective Communication

For more information on the OUCH! That Stereotype Hurts Video Training Program, along with other high-impact WALK THE TALK publications, please go to <http://www.walkthetalk.com/index.php>.

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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 Camp are limited to those grade levels (6th through 8th grade). *We do require an advisor or responsible adult attend with your delegation.*

plans. Again this year college credit will be available for the full advisor program. (There is an additional fee for this credit.)

**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.

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**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)



The camp staff would like to congratulate John Gibson on his Earl Reum Award ... I said a "Boom Chicka Boom"

**IT'S NOT TO LATE TO APPLY CONTACT JACK ZIELGER TODAY FOR INFORMATION**

**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)

**Notice to Attendees**

Things to remember ... Please be sure to send us all of the names of your attendees as soon as you know them by the first week of June, send this along with all appropriate paperwork. Each year we spend much of our time on the first day filling in missing kids this effects our program in not knowing where to place your students. All students are placed during that first week of June based on grade level, years experience, office and gender. We want well balanced councils at camp and if our records are not clear until camp time then difficulties for your students emerge.

We understand that things come up once school has ended but this information is crucial for your smooth arrival at camp.



California Association of Directors of Activities

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CADA-fari 2009



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\$1,000/year







### CASL Convention Recount

Was it a bird? Or a plane? No, it was the spectacular superhero "Power of Leadership" 2008 CASL Conference! This year's CASL State Conference was thrilled to host over 1,000 student leaders across the vast state of California on March 28th -31st where students were challenged to improve themselves as leaders and given tools to help make a difference on their campuses as well. All delegates were given the opportunity to look inside themselves as they heard three renowned general session speakers, **Mike Smith**, **Keith Hawkins**, and **Patrick Maurer**. Attendees then had the chance to actively engage as they participated in three rotations which included **iThink Productions**, **Choices**, and **Making Moments Count**. In addition, student leaders attended Area (A – G) meetings to get to know other leaders in their immediate areas, gain updates on other leadership opportunities taking place in each area and voted on the new 2008-2009 CASL Board members. Attendees also went through Interstates which focused on networking with student leaders throughout California and gaining perspective on how leadership takes place in other areas. Topics Alike sessions allowed students to discuss similar topics and share ideas on such topics as student recognition, spirit days, and school unity. Student leaders also learned to step up and use their inner voices during the spectacular "Voices" Multimedia presentation. All delegates were given a variety of workshops to choose from which were created and presented by CASL Board members and varied from "Reaching Invisible Students", "Make a Difference or What's the Difference", "Community Service A-Z", "Take a Stand" and "You're Never Alone", just to name a few. To truly be active and feel the service of leadership, both high school and middle school heroes took part in a community service project. Middle school delegates created children's coloring books and high school delegates were given an incredible opportunity to read to elementary students of the San Jose Unified School District. As the San Jose elementary students left the conference, each was given the book which was read to them and a coloring book made by middle school students. Adding on to this amazing conference, all leaders were taken to Great America where they had the chance to ride roller coasters and dance the night away with a private DJ. The purpose of the 2008 CASL Conference was to show students they can choose to be the humble superheroes on their campuses and we hope they learned to spread their capes and fly, raising the bar high, as they serve students on their campuses and in their communities. CASL would like to give a special thank you to all the superhero advisors whom made decision to give this opportunity to their students. We truly understand without of all your support, we could not do what we do. We look forward to seeing everyone again at the 2009 CASL State Conference which will be held in San Jose at the Doubletree Hotel on March 26th – 28th (Middle School) and March 28th – 30th (High School).

#### 13 Ways to be a SUPERHERO

1. Compliment three people everyday -SUPERHEROES have super hearts!
2. Be the first to say "hello" -SUPERHEROES are super friendly
3. Carpe Diem-SUPERHEROES don't wait!
4. Treat everyone like you would want to be treated - SUPERHEROES are kinder than necessary
5. Never give up on anybody -Above all else, SUPERHEROES believe miracles happen
6. Hope not for things but for wisdom and courage -SUPERHEROES fear nothing
7. Be tough - minded but tenderhearted -SUPERHEROES have the strength to be gentle
8. Be a role model- SUPERHEROES don't just "walk the walk", they "run the walk"
9. Keep your promise -SUPERHEROES understand their words is sacred
10. Learn to show cheerfulness, even when you don't feel like it -SUPERHEROES give away their smiles
11. Remember that overnight success usually takes a lot of planning -SUPERHEROES are prepared because they do the paperwork
12. Always express gratitude -SUPERHEROES understand that manners never go out of style
13. Never waste an opportunity to tell some you love them -SUPERHEROES know how fragile life can be.





# LDD

## LEADERSHIP DEVELOPMENT DAYS

### Outstanding Activities Award

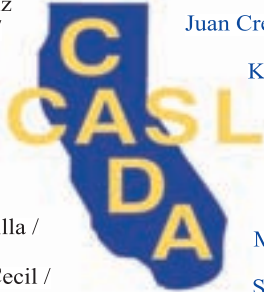
Middle School (JHS) & High School

#### Outstanding Activities Award High School

- Carmel HS: Advisor: Leigh Cambra / President: Kyle Macdonald  
 Castro Valley HS: Advisor: Carmelina Frasca / President: Cristina Resendiz  
 Ceres HS: Advisor: Linda Cooper / President: Brooklynn Andreasen  
 Chino Hills HS: Advisor: Janet Roberts / President: Donna Diaz  
 Davis Senior HS: Advisor: Brett Stone / President: Tyler Chuck  
 Don Lugo HS: Advisor: Connie Weeks / President: Bianca Peters  
 El Camino HS: Advisor: Derek Padilla / President: Jack Abuda  
 El Dorado HS: Advisor: Carey Cecil / President: Ajay Bawa  
 Foothill HS: Advisor: Teresa Hutson / President: Hugo Gomez  
 Francis Parker HS: Advisor: Marc Thiebach / President: Alex Shibano  
 Maria Carrillo HS: Advisor: Lorraine Martinez-Ohlson / President: Maddie Lowder  
 Menlo-Atherton HS: Advisor: Jenna Carson / President: Elizabeth Burch  
 Modesto HS: Advisor: Stephanie Roesbury / President: Jasmine Mangal  
 Murrieta Valley HS: Advisor: Geniel Moon / President: Katherine Nguyen  
 North Salinas HS: Advisor: Margaret Noroian / President: Tricia Avila  
 Quartz Hill HS: Advisor: Jeff Culver / President: Bryan Speed Jr.  
 Rancho Cucamonga HS: Advisor: Mary Jane Smith / President: Samantha Krumwiede  
 Ruben S. Ayala HS: Advisor: Deborah Weiss / President: Emily Butterly  
 Santa Fe HS: Advisors: Harry Yessian and Fernie Fernandez / President: Evelin Alas  
 Santa Teresa HS: Advisor: Michael Reed / President: Monica De Leon  
 South Pasadena HS: Advisor: Casey Shotwell / President: Zoe Lee  
 Valencia HS: Advisor: Cathy German / President: Erik Cook  
 Vista Murrieta HS: Advisor: Michael Pattison / President: Erika Reece  
 Westview HS: Advisor: Laurie Norcross / President: Marie Shimansky  
 Ygnacio Valley HS: Advisor: Corissa Stobing / President: Emily Estrada

#### Outstanding Activities Award Middle School

- East Avenue MS: Advisor: Kathy Gabel / President: Ashley Holmes  
 Herbert Slater MS: Advisor: Sandi Martin / President: Roman Alcocer  
 Juan Crespi MS: Advisor: Patricia Dorman / President: Cynthia Yip  
 Kraemer MS: Advisor: Don Shaffer / President: Jesse Tebay  
 Lorbeer MS: Advisor: Steven Andrews / President: Grace Bae  
 Mae Hensley JHS: Advisor: Sandy Newsome and Carol Bridges / President: Jason Stanhope  
 Mesa MS: Advisor: Dave Osterbauer / President: Marissa Gutierrez  
 Sierra MS: Advisor: Allison Gadeke / President: Lauren Butler  
 Sinaloa MS: Advisor: Tracy Walker and Shaun Wong / President: Matt Gauci  
 Twin Peaks MS: Advisor: JJ Barlow and Sue McKibbin / President: Madison Chapman  
 Yorba Linda MS: Advisor: Patricia Holt / President: Ali Arndt



Below you'll find dates that reflect where we are going and where we have been. This program has proven itself over and over again throughout the state of California to increase leadership skills, confidence and school spirit.

Area	Date	Location
A	February 4, 2008	Sierra Middle School
A	February 5, 2008	Holmes Junior High School
A	April 30, 2008	Edison High School
B	October 15, 2007	La Entrada Middle School
B	October 24, 2007	Juan Crespi Middle School
B	November 9, 2007	Archbishop Riordan High
B	February 20, 2008	Price Middle School
B	March 24, 2008	Sir Francis Drake High School
C	April 10, 2008	Madera South High School
D	November 2, 2007	North Salinas HS
D	April 18, 2008	Westlake High School
E	November 28, 2007	Chino Hills High School
E	January 31, 2008	South Pasadena High School
E	April 21, 2008	Quartz Hill High School
E	May 9, 2008	Castaic Middle School
F	September 27, 2007	Yorba Linda Field House
F	October 10, 2007	Esperanza High School
F	October 16, 2007	Great Oak High School
F	October 18, 2007	Yorba Linda Field House
F	November 7, 2007	Rancho Cucamonga High
F	December 5, 2008	Las Flores Middle School
F	March 10, 2008	Fairmont Prep Academy
G	January 30, 2008	Bear Valley Middle School

### CADA/CASL Leadership Development Day

As an organization, CADA/CASL is proud to provide an incredible training opportunity for your middle school and high school student leaders with Leadership Development Days. The training takes place at a host site facility (MS or HS) and is delivered in a unique style while working in small groups of school student leaders, utilizing experiential activities and the related applications to teach specific skills and enrich group dynamics. The curriculum centers on skills related to team building, communicating, prioritizing, risk taking, learning through experience and evaluation, challenges to include more students in the leadership base, discovering individual's strengths, and determining how to change the culture and climate of your campus in a positive way.

We don't really know how many hours it takes to become an impactful leader, but we know just as that baseball player has practiced swinging the bat, student leaders need to train to learn how to confidently step up to the plate and score one for the home team.

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

**Margaret Noroian, North Salinas High School**

Host of a Leadership Development Day  
 For more information on locations of a Leadership Development Day in your area, or to host one yourself.

#### Contact Information

Sandra Kurland  
[sandrakurland@cox.net](mailto:sandrakurland@cox.net)  
 Office number  
 760-440-9299  
 Cell number  
 619-957-9107  
 And you can view this information on the CADA website  
[www.cada1.org](http://www.cada1.org)







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## Convention by Numbers

Area <b>A 296</b>	Area <b>B 168</b>
Area <b>C 107</b>	Area <b>D 106</b>
Area <b>E 226</b>	Area <b>F 309</b>
Area <b>G 107</b>	Area <b>H 116</b>

We also had 139 Different Vendors attend

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**M**otivational Media Assemblies (MMA) is the most widely used drug-prevention and character building assembly program in the United States. Its award winning multi-media shows for K-12 students are designed to inspire, motivate, and challenge young people to make healthy choices and develop strong character. They have been shown in over 55,000 schools with an estimated student audience of 53 million.

MMA shows provide inspiration in a culture where substance abuse, violence, and declining moral values bombard youth every day. In a culture where underage drinking is America's number one youth drug problem, killing 6½ times more youth under the age of 21 than all other illicit drugs combined, we provide all-school events in a culture that excludes student alcohol education from the current billion-dollar anti-drug media campaign.

Communities and school administrators must combat these issues in a way that results in behavior change, a way that reaches out to youth and gets them to respond and understand. With easy Internet access and cable TV, students of today are moving rapidly into sensory overload. From reality TV to increased violence in the movies and computer games, students today are being desensitized to destructive behavior. MMA places positive education in front of youth in media they can relate to, media that will promote and demonstrate a clear character message, of making the right choices and facing the consequences of wrong choices.

MMA uses high-technology to present dynamic, celebrity-filled multi-media shows. They create powerful impressions viewed on 11-foot by 43-foot screens, conveying age-appropriate messages encouraging youth to make informed decisions on difficult choices, utilizing popular music videos, movie and TV program clips. Assemblies showcase first-person stories of youth being challenged to make better decisions concerning their health, safety and future.

This 40-minute production is an innovative way to provide students with cutting-edge research on the consequences of substance abuse and underage drinking. It positively communicates on their level, providing young people the tools to evaluate who they are and consider alternatives when making choices. Key messages: **youth having control, the definition**

**of true friendship, being responsible, encouraging youth activism, the consequences of underage drinking and continued drug use, and perception versus reality.** Each show is designed to teach students the importance of making healthy choices, understanding the risks, and embracing the responsibilities they face as teen drivers.

MMA shows take full advantage of modern visual technology, with the latest in digital video projectors and DVD players, bringing students the highest quality picture and sound available; increasing the likelihood of students receiving and retaining the message of the programs. MMA uses the latest in prevention research to craft its messages, building resiliency and protective factors while teaching students to act responsibly. Virginia, Idaho, Colorado, New York and others are using the shows to intensify the response of teens to prevention messages.

Many states and counties use the assemblies for driver safety education, drug use reduction, DUI conferences, Safe and Drug Free School projects, citywide events, etc. Fueled by the inclusion of powerful footage from America's leading movies and music artists, MMA has expanded operations to other countries. Canada and Australia are adding an international audience surpassing 600,000 students, and the government of Taiwan commissioned MMA to create its innovative drug prevention program.

Multi-media shows capture the imagination of students, using a proven format that engages young people like none other. They are a powerful way to present a life-changing message in a format that young people can relate to. If you

want to see students get excited about making positive choices, then you want to book a MMA show today!



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### *Continued from page 3*

who goes above and beyond in making sure that CADA's programs continue to prosper and that we succeed in accomplishing our goals. This year's Honorary Lifetime Award is going to [Sandy Ginger \(Area H\)](#). Sandy has been the coordinator of student activities for Clark County in Las Vegas for the nine years. She has been executive director of the Nevada Association of Student Councils since 1993. She has presented at CADA for the last 9 years. She won the Region 7 Warren Shull award in 2000, and received the National Earl Reum award in December of last year. She hosted the 2004 NASC conference. Sandy has become an honorary Californian in the CADA circles.

[Feet First Eventertainment](#) began their association with CADA in 1991, and made the 1992 dinner dance something to remember. Since then, they have become a fixture at school dances

throughout California, and have grown a successful corporate events program, contracting with Universal Studios to use their back lot for corporate movies and events. They have created a lexicon all their own, trade marking the word "Eventertainment", and coining such household phrases as "Dancing: It's like standing only faster" and "What if the Hokey Pokey really is what it's all about?" These guys put the fun in dysfunctional.

**The CADA Hall of Fame** has been established to honor members of the organization who have distinguished themselves in service to their profession through exemplary service to their students, to their school and to the CADA organization. This year's recipients are [Jim Nyberg \(Area C\)](#), [Susan Moerder \(Area G\)](#) and [Mike White \(Area B\)](#)

[Jim Nyberg](#) has been an Activities Director and a CADA member for 29 years, for the last

22 years he has been involved with the CADA Camp steering committee and has directed CADA Leadership camps during his time. Jim has been on the Area C board and was the Area C coordinator for 4 years. Following his time he became the CADA state president in 2002 and was in charge of the Abra-CADA-bra Convention. He has won the Warren Shull Award (High School in 2006) for the State of California while being the Activities Director at Exeter High School and in Visalia he was Tulare County Teacher of the Year nominee 2006. All this while being a loving husband, father, and grandfather.

Since moving to San Diego [Susan Moerder](#), a CADA member for 22 years, began her involvement in student activities by becoming the Activities Director at her school in 1985. She was named Area G's Outstanding Activity Director in 1995. Since then, she has continued her activities role as class and club

advisor. She has been a member of the CASL Steering committee for the past 12 years, while also serving on the Area G Council for 20 years. Susan has presented at Area Conferences, helped with Area Mini-Conferences, as well as presented workshops and Meet The Pros at the State Convention. Susan has worked CADA/CASL summer leadership camps - both high school and middle school as a Rotation Speaker and has also worked as an Assistant Director.

[Mike White](#) Mike began his teaching career at James Logan High School and eventually became the AP for Activities there as well, the last 9 years have been at Lynbrook High School - 4 yrs as the Activities AP and 5 years as Principal. Mike's CADA's accomplishment has been; 10 year member, 8 years on Area Council, 6 years as Assistant Area Coordinator, 5 years on the CASL Board and 4 years involved in the Summer Camp Program. He now serves as the Area B Coordinator.



*CADA/CASL Memorial Scholarships 2008*

*Congratulations to our Memorial Scholarship Awardees for 2008. For more information regarding the scholarship in the future please contact CADA Central or check the CADA web site at [www.cada1.org](http://www.cada1.org).*

**\$200.00 Recipient**

<i>student</i>			<i>scholarship</i>
Marissa Chavez	Cesar Chavez	A	Camp
Makenna Hopwood	Bear Valley	G	CASL
Lilly Huang	Cesar Chavez	A	CAMP
Carley Smiddy	Bear Valley	A	CASL
Nicole Garlit	Milpitas	B	CASL
Derek McGrath	El Dorado	B	NASC
Ariel Hernandez	Pioneer	A	NASC

**\$100.00 Recipient**

<i>student</i>			<i>scholarship</i>
Danielle Garcia	Lorbeer Middle	F	CASL
Monique Buentello	Douglas Middle	A	CASL
Jessica Skinner	Analy HS	B	CAMP
Michelle Hoang	Lawrence Middle	E	CAMP
Sarah Stigers	Lawrence Middle	E	CAMP
Cheyene Chavez	Lawrence Middle	E	CAMP
Kaylin McCauley	Martin Luther King	E	CASL
Kevin McCauley	Martin Luther King	E	CASL
Brianna Ramirez	Douglas Middle	A	CASL
Joyce Kim	Cypress	F	CAMP
Dylan Hines	Mae Hensley	A	CASL
Christin Ornellis	Mae Hensley	A	CASL

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*In memoriam ...*

**Karen Walser Pearson**

**June 3, 1936 - February 22, 2008**



**K**aren Pearson Sandmeier, 71, of Arnold died February, 22nd, 2008 from complications due to Alzheimer's disease. Mrs. Pearson was born in Hollywood, CA; raised in Modesto and was in the first graduating class of Downey High School in 1954, where she held various leadership positions and spent a number of summers as a camp counselor at the YMCA Camp Jack Hazard. Graduated from Modesto Junior College in 1956, where she had been a member of the Blue Dozen and the Pirates song leading group. She spent twenty six years in education; twenty three at Lincoln

High School in Stockton, where she was voted outstanding teacher of the year in 1971, then honored as the Lincoln Log Dedicatee in 1975 when she was Dean of Girls/Coordinator of student activities. Karen was the second woman to serve as state president of the California Association of Directors of Activities (CADA). Her last eleven years at LHS were as a Sophomore English teacher.

She was a supporter of the Stockton Symphony and the Stockton Civic Theater. After retiring, Karen moved to Arnold with her husband Sandy, where they enjoyed spending time travelling throughout the western U.S. She had a true love of the Sierra Nevada Mountains and was an avid hiker. She remained active in volunteer work with the Arnold Public Library and the American Association of University Women.

Survivors include husband, E.E. "Sandy" Sandmeier; Cindy Pearson Seaman, husband Mark; grandchildren Lauren and Jocelyn, Cathy Pearson Westcot, husband Duane; grandson, Jack, Ron Pearson, wife Mary; grandson, Brent and great granddaughter, Emilie; Kirk and Sharon Walser, and niece Lisa.

Cremation, no services to be held. Celebration of Life to be announced at a later date. Contributions to Alzheimer's Research.

Published in The Record from 2/27/2008 - 3/2/2008.

*CADA's Best sellers*



**T**his year the CADA book store was bigger and better than ever, we had items that we have searched high and low to offer our members and it has met with rave reviews.

**This years top sellers were**

"Spirit Works - Turn it On" by Bob Burton; "Icebreakers" - put out by NASSP; "No Freaking" materials put together by Pegleg Entertainment; "Ten Minute Lessons" by Phil Boyte, Micah Jacobson and Ron Jones; "Leadership in the Movies 1,2,3 & 4" by Motivational Media; Screeching Monkeys - soundeffects; "Ten Leadership Lessons" by Laurie Norcross; Our new John Maxwell's collection

**New items that sold well were**

"The Buck Starts Here" by Lyn Fiscus & Earl Reum; "Literature Lessons for Leadership" by Deb Kooy, Karen Peters & Lenore Poulin; "Leadership Cookbook" by Al LaFontaine; "How to Stretch Your Money" by Al LaFontaine & Wade Peary Editors

*As always, we couldn't do what we do at the Convention without the help of our friends at Blue Bear.*



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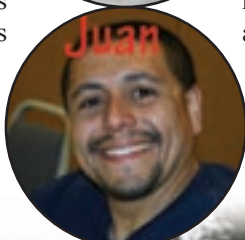

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# CADA Fun Run 2008

The CADA Fun Run has been redesign and re-configured to reach the most members it has in years. This is no fairy tale, this is no joke ... We built it and the came. The schedule has been changed to meet the needs of the members and the fun run is NOT following the Dinner / Dance as it once did. Runners can now breath easy so they don't have to wake up at 6 am following the infamous Jostens Dessert and Dinner Dance. This year we had over 60 runners involved in the event, the picture below was taken before we realized there were people in another part of the Hotel waiting for the run to begin. One of those even won the race, **Kristin Aguilar**. She was so excited about the race she kept going following her win and we haven't see her since ... That's why **Sam Cereceres** is pictured in her spot (perks of being the organizer). Next year in San



Diego look for the fun run to stay on the Friday morning time slot, and also never trust the program, just ask Sam on the day you register "Now where do we meet?"

We would like to congratulate all the winners and those that participated. We would like to see you all out next year.

### Women's Division

1. Kristin Aguilar (not pictured)
2. Sunny Shaffer (Area F)
3. Laura Poppers (Area A)

### Men's Division

1. Ken Knight (Area F)
2. Scott Manzer (Area C)
3. Juan Castro (Area B)

All of our runners received a great shirt, nutritious breakfast and they are featured here. All Winners receive a plaque recognizing their accomplishments.

*Thank you Don Shaffer for your service and enjoy being a Past President instead of THE Past President, good luck in your new Convention Coordinator role*



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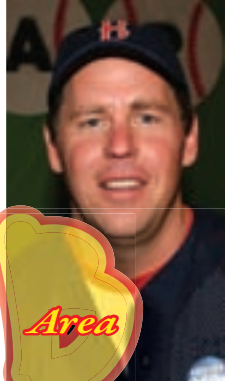


# The New & Returning Area Coordinators to CADA

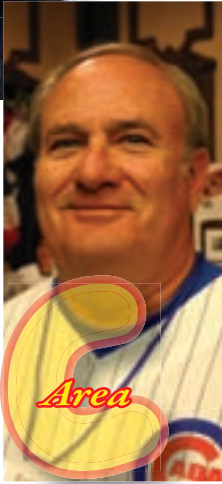
Here is the who's who of the new group of Area Coordinators.

**Area B:** **Mike White**, also Hall of Fame winner, see bio on page 3. Mike will be replacing Cindy Bader who has just been elected as the CADA Vice President. His goals for the year with help from his Area, are to increase the opportunities for local leadership training, increase communication within our Area, increase the number of schools who participate in both the Area B and State Conferences.

**Area C:** **Radon Fortenberry** will be stepping in for Mark Dutra as the Area Coordinator for a one year term. The Area C Election will be held in San Diego in 2009. Radon



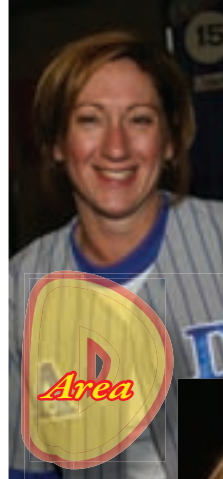
Fortenberry was an Activity Director and Head Basketball Coach at Shafter High who joined CADA in 1991 and the following year was asked by CADA Past President John Gibson of Bakersfield to run for the Area C Council in 1992 and has been serving on the council ever since. He took over the duties as



Area C Assistant Coordinator in 2004 and now has taken over as the Area Coordinator.

Radon has also been the director of the Area C Student Conference in Tulare and has been in charge of planning and set-up of the Area C Registration table and decorations at the state convention.

**Area D:** **Monica Anderson** has been the area coordinator for the last 4 years and continues to do so. She has brought her Area back into



the limelight with more student conferences, Advisor workshops and an Area Board that truly respects each other. She is part of the CADA Leadership Camp Staff, Directs the Middle School Camps and resides in Arroyo Grande with her husband Kevin and two beautiful girls Meghan and Kylie.

**Area F:** **Mary Jane Smith** has been a member of Area F for several years and has served on the Council for 6 years. This is



her first year involved as a Coordinator and is looking forward to working with and serving CADA. She has presented at local and state conventions and has held several middle school and high school conferences at her own school in Rancho Cucamonga, where she also lives with her husband David, two daughters and two nieces.

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# Outstanding Area Activities Director of the Year



**Area A: Bill Battaglia** teaches at Bidwell Jr. High school and has been involved in CADA for 11 years. He has served as an excellent mentor for his peers on council, at CADA Summer Leadership Camp and as a presenter at CADA. He also has been published in Leadership Magazine twice.

**Area B: Bonnie-Kay Calder** is a Past President and has been in CADA for 30 years. During her tenure as Area Coordinator along with her area council she started the Area Student Leadership Conference. Bonnie has also presented at many area, state, national and international conferences. Bonnie-Kay also served on the State Board for 7 years. She helped organize student participation at NASC, wrote the CADA Activity Director's Handbook, and currently co-hosts our out-of-state guests while at the CADA Convention. After 36 ½ years in education, Bonnie-Kay retired in 2003 from Bret Harte MS and now lives in Hawaii with husband Bill Calder another Past President.

**Area C: Teresa Hutson** has been an Area Council member

for 5 years and a CADA member for 12. She presents on rally's at Area Conferences and at the local Kern County Student Council Association Conference. Furthermore, Teresa teaches Special Ed and coached volleyball (17 years) and girls golf (5 years). Teresa was the cheer advisor (5 years) and her CIF representative for 5 years. She was voted Foothill High School teacher of the year 1995 and her program was awarded a CASL Outstanding Activities Program. Other info related to school programs such as Link Crew, Airband, and ASB Candle Night.

**Area D: Jennifer Duston** has been a CADA member for the past 7 years. She is an Administrator at Foothill Technology High School in Ventura and has also held the position of Activities Director. Jennifer's commitment to CADA has been evident since the beginning of her association with the organization. She has been an active member of the Area council, attending meetings, assisting to plan the advisor's conference and volunteering at Convention. Jennifer's expertise is Renaissance and has shared her knowledge at both middle and

high school area conferences. She created the job-a-like session at the area high school leaders conference, which was a huge success. Look on any CADA convention schedule, and you will see Jennifer's name. Whether a traditional workshop, meet the pros or curriculum round table presentation, Jennifer has done it. She is truly deserving of this award.

**Area E: Dee Varela** has been involved in Area E for the last 15 years. She runs the student store at Baldwin Park High School and has recently become the 1st VP for Chapter 28 Area Union. She enjoys helping students become better leaders and enjoys traveling. She also enjoys all kinds of music, and spending time with family and friends. She has been married to Arnold for 19 wonderful years. She always helps with registration at the New Advisor's Conference, Student Leadership Conference and STARS. At the CADA Convention you'll find her in the CADA Bookstore.

**Area F: Ron Inman** has been a member of CADA for the last 20 years as the Activity Director at Bolsa Grande High School

in Garden Grove. For the past six years and continuing this year, Ron has served as the Coordinator for the Orange County Leadership Camp held in August at the University of Santa Barbara which brings together over 1000 CADA and CASL student leaders each year. Ron is also a current participant in the CADA Area F mentoring program and a popular workshop presenter. In addition, he has worked for the Orange County Human Relations Department on the successful International Week program developed out of the highly diversified student body of Bolsa Grande. Ron has also served as Athletic Director and has coached both boys and girls basketball during his 35 year tenure at Bolsa.

**Area G: Laurie Norcross** is a builder of leadership. Not only did she establish the culture and climate at a powerful new high school in Poway, she has contributed much to the CADA/CASL organization along the way. She is on the Area G council, presents at state convention and works towards connecting the CADA State Standards to her curriculum and in her published books.



**Board Contact Information**

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**888.USE.CADA**  
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**2008 - 2009 Local & Statewide Calendar of Events**

January, 2009	Area E STARS Conference	September 15, 2008	Area D Advisor Conference * San Luis Obispo
January, 2009	Area E Mini Conference (S. Pasadena)	September 27, 2008	Area E & F Advisor Conference * La Mirada
January 15, 2009	Deadline for NASC Student Delegation	October 6, 2008	Area C High / Middle School Conference
January 2009	Early Reg. Deadline for CADA Convention	October 7/8, 2008	Area A High / Middle School Conference
February 1, 2009	Deadline - Outstanding Activities Program Award	October 2008	Area F Mini Conference (Temecula)
February 5/11 2009	Area F Middle School Conference (Yorba Linda)	October 2008	Area F Mini Conference (Yorba Linda)
February 2009	Area D High School Conference (Ventura)	Nov. 12/13 2008	Area D Middle / High School Conference
March 4 - 7, 2009	CADA Conference * San Diego	November 20, 2008	Area G Middle / High School Conference
March 2009	CASL Middle School Conference * San Diego	November 24, 2008	Area B Middle / High School Conference
March 2009	CASL High School Conference * San Diego	November 24, 2008	Area F High School Conference
May 8, 2009	Central Valley (Modesto) Student Conference	November 2008	Area F Mini Conference (Rancho Cucamonga)
June 23-29, 2008	72nd NASC Conference * Texas	November 25, 2008	Area E Student Leadership Conference
July 9-12, 2008	UC Santa Barbara, High School Camp	December 8, 2008	Area C Advisor Conference (Fresno)
July 14-17, 2008	UC Santa Barbara II, High School Camp	<b>2009</b>	<b>Statewide Events</b>
July 19-22, 2008	UC Santa Barbara III, High School Camp	March 4-7 2009	51st CADA Conference * San Diego
July 24-26, 2008	UC Santa Barbara, Middle School Camp	March 2009	CASL Conference * San Diego
August 2008	ARE YOU READY FOR SCHOOL?	June 27-30 2009	73rd NASC Conference * Colorado
Sept 13/14, 2008	South Lake Tahoe Adult Conference	July 2009	CADA Leadership Camps

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

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

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